

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 9, 1950



Jimmy Hilliard, of Coral Records, presents the Ames Brothers with a gold-plated record of "Sentimental Me," commemorating the sale of 1,000,000 records of the tune by the boys. From left to right: Jim Morehead, composer of "Sentimental Me"; Gene Ames, Vic Ames, Jimmy Hilliard; Jimmy Cassin, lyricist; Joe Ames and Eddie Ames. The boys are currently riding high on their new hit, "Can Anyone Explain?"

MARKS SONGS +
TOP ARTISTS =
Record SALES



1.

(WHILE I'M)

SMOKIN' MY LAST CIGARETTE

VAUGHN MONROE VICTOR 20-3811

2.

GOD BLESS THE CHILD

FRANKIE LAINE MERCURY 5355

3.

BLUES MY NAUGHTY SWEETIE

GIVES TO ME

BILL DARNEL CORAL 60295



TIC-TOCK POLKA		JAZZ ME BLUES	
1950's Gayest Polka		In the Forefront of the Dixieland Revival.	
		These Are New Releases:	
Frankie Yankovic	Columbia	Teresa Brewer	London
Hannon and Ryan	Decca	Jimmy Dorsey	Columbia
Harmony Bells Orch.	Dana	Marie Benson	Theme
Ernie Benedict	Victor	Eddie Condon	Decca
Vagabond Polka Orch.	Decca	Brad Gowan	Victor
Trio Gandria	Victor	Victor Silvester	Columbia
		Joe Venuti	Decca
		Adrian Rollini	Mercury
		New Orleans Rhythm Kings	Brunswick
		Irving Fazola	Mercury
		Ed Farley	Delvar
		Sidney Bechet	Blue Note
		Leo and His Trio	Aladdin
		Graeme Bell	Summit
		Not To Mention 37	
		Famous Older Recordings	

EDWARD B. MARKS MUSIC CORPORATION
RCA BUILDING • RADIO CITY • NEW YORK

COLOR TV: BLACK AND BLUE

Showbiz Falls Under Powers Given Truman

Bill Bars Rate Control

WASHINGTON, Sept. 2.—For at least the next year, President Truman will have authority to impose controls affecting showbiz under terms of the Defense Production Act cleared by Congress this week. Limitations on the broad powers granted him by the act include a prohibition against regulating rates charged by radio-TV stations and movie and legit theaters.

The President is also forbidden from putting controls on rates charged by common carriers for networking radio-TV programs. However, the act provides that, before a carrier can raise rates after general price control, it must give 30 days' notice to the Federal Communications Commission (FCC) and consent to FCC's intervention in the courts.

Price and wage controls, generally, can be put into effect any time the President feels they are necessary. They would, however, expire June 30, 1951, unless renewed by Congress. Allocations and priority systems are also left to Truman's discretion, and this power does not expire until June 30, 1952.

Credit controls are expected to be the first imposed by President Truman. These will cover radio and TV sets and phonos, autos and other consumer durables. Credit control authority expires next June 30, along with price-wage control powers, unless renewed by Congress.

Priorities on steel and other scarce metals are also due soon. They may eventually result in a virtual freeze on all showbiz construction.

General price-wage controls are not contemplated by Truman at this time, and he has expressed the hope that they won't be needed.

Trend Points Showbiz Boom Like War Years

WASHINGTON, Sept. 2.—All economic indicators point to a coming showbiz boom approaching that of the lush war years, a survey of government statistics disclosed this week. General industrial and business activity, employment, wages and disposable cash are all soaring upward even tho the impact of heavy military spending has yet to be felt in the national economy.

The general trend is unmistakable, stemming as it does from independent reports compiled by such agencies as Commerce Department, Federal Reserve Board (FRB), Agriculture Department, Census Bureau and the Bureau of Labor Statistics (BLS).

Jobless rolls dropped to just over 3,000,000 in early August, showing that a 1,000,000 new workers had found jobs in the period of a year. Already Labor Department is worrying about where to find the extra employees expanded war production will be demanding before the end of the year. Increased federal aid for day nurseries is being contemplated to

(See Showbiz Boom on page 59)

Muir, White, the Commies and You

The Billboard's "Background on Red Drive" feature in last week's issue stirred up considerable comment. The overwhelming majority of the comment was favorable. Just one man phoned and said: "Don't send me the damned Billboard any more!" and hung up. If he will give us his name and address we'll be sure not to send him the paper any more.

The anti-Communist round-up seemed to be timed with rare foresight. For, last week, actress Jean Muir lost her job, while folk singer Josh White appeared before the House Un-American Activities Committee to tell how he was "played for a sucker" by the Communists.

This week, on pages 4 and 5, The Billboard treats both the Muir and White situations in full detail and presents features, both straight reportage and opinion, on the Communist issue, which has become so vitally important to everyone in show business, as indeed it has to every person in the world.

\$1.25 Box - Top Packs Med Show

CHICAGO, Sept. 2.—Second lap of the mightiest medicine show in history, the Hadacol all-star talent goodwill tour, staged by Sen. Dudley J. Leblanc, prexy of the firm which makes the compound, was forced to go indoors, due to rainy weather. Plans originally called for tour to work ball parks and outdoor stadia in order to care for mobs which attended first week's shows *The Billboard*, September 2).

Over 8,000 persons braved the threat of rainy weather Friday (25) to see the variety talent show at Porter Stadium. Previous to the show, a circus-style parade, replete with clowns, a calliope and bathing beauties, was staged.

Despite a light rain, 23,000 attended the performance at the Atlanta ball park Saturday (26). Remainder of the second lap of the tour, played in auditoriums, set up the following grosses: Chattanooga (27), 10,000 (two shows); Nashville (29), 11,000 (two shows); Memphis (29), 10,000 (two

ABC, CBS, NBC Team To Air World Series at 150G Cost

NEW YORK, Sept. 2.—Telecasts of the forthcoming World Series will be aired on a combined basis by ABC, CBS and NBC television networks, it was decided yesterday (Friday). A meeting at CBS of execs of the three webs worked out details. The DuMont video network refused to go along with the pool operation.

Complete details of the deal among the video chains were not available at press time today. But, from reports, ABC, CBS and NBC are guaranteeing their affiliates payment of one hour for each of the first four games, using the stations' individual daytime hourly rate as the basis of compensation. The stations, in turn, will carry the rest of the first four games cuffo. If the series goes beyond four games (it takes four out of seven games to win), the stations will carry all such games without any fees whatsoever.

Reports state that each of the networks is kicking in with \$50,000 to set up a \$150,000 fund to guarantee payment to affiliates. This was pre-

BB's Music-Disk Charts To Go TV

NEW YORK, Sept. 2.—The Billboard Music Popularity Charts, widely used as the basis for disk jockey and other radio programs, get their first official and regular usage on a television disk jockey show every Wednesday, beginning next week (6).

The show is the two-hour (3 p.m. to 5 p.m.), five times a week, Zeke Manners stanza via WJZ-TV and the ABC network. Manners will have *Billboard* Editor Joe Csida on the chart kick-off show to do a little plain and fancy bragging about the music-record tabulations.

shows); Little Rock (30), 13,000 (two shows), and Shreveport (31), 9,500 (two shows).

In addition to Mickey Rooney, Connie Boswell, a series of variety acts, Sharkey Bonana's Dixieland Sextet, a line of 14 Dorothy Dorben Dancers and a 14-piece house band, the tour adds Chico Marx, replacing Rooney, (See \$1.25 Box-Top on page 64)

sumably necessitated by the practice of multiple affiliation in TV, with the consequent problem arising of what network was to pay which station. The \$150,000 fund will cover that. Arrangement also provides that WOR-TV, New York; WGN-TV, Chicago, and WNAC-TV, Boston, carry the games. The stations are MBS stockholders, with Mutual airing the radio coverage of the games.

It is also reported that the pickups from both major league teams involved are to be made by whichever station aired those home games during the season. Concensus was that, with a season of coverage behind them, these individual crews could do the best job. Call letter identifications on cameras and equipment will be concealed, because of the three-way network coverage.

Gillette, as in the past, is sponsoring this year's series, paying \$800,000 for the video rights. DuMont and Chevrolet had equalled the Gillette bid, but Gillette's first and final refusal rights gave it the nod.

CBS Has Edge But FCC Only Muddles Air

Mrs. in Driver's Seat

WASHINGTON, Sept. 2.—The fate of color TV is now in the hands of the industry's top manufacturers, having been placed there at least tentatively by the Federal Communications Commission (FCC) in its long-awaited color findings which were issued yesterday (1). Instead of setting up final standards as the FCC had said it hoped to do at this time, the commission's findings turned out to be a proposed decision praising CBS's color system, but leaving the door open for another merry-go-round of color demonstrations if the industry elects such a course.

In the judgment of many observers here, including some FCC'ers themselves, the commission's findings have left the color TV picture more muddled than ever by having failed to resolve the issue once and for all. Under proposed decision, the commission has offered TV set manufacturers until September 29 to indicate whether they would undertake to incorporate new bracket standards in forthcoming sets. Receivers built to incorporate those bracket standards would be equipped with switches, making it possible for the set-owner to select instantly between standards ranging, in effect, all the way from 405 lines to 725 lines, or 15,000 lines (FCC TV-Color Mishmash, page 8)

Bing Has Gary, But Como Has Roselle

NEW YORK, Sept. 2.—There is no truth to the rumor that Perry Como, driven green-eyed by the initial success of Bing Crosby in putting son Gary to work, is planning to force his frau, Roselle, into the singing racket.

Rumor threatened to start as a result of Roselle's first public job of singing a tune at a hospital fund show at Roosevelt Raceway, Long Island, Wednesday (30). Jack Strauss, president of Macy's, offered to contribute \$1,000 to the fund if Mrs. C would sing a song in the absence of her husband, who was baby-sitting. So Roselle did, and good, too, according to such competent critics as Tex McCrary and Jinx Falkenberg, and Mrs. William Paley, who were also active in the hospital benefit. Como, himself, did a cuffo film job for the same fund.

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HYSTERIA HITS AS MUIR AND

Seek Radio-TV Adv. Brass Conference

Would Explore Muir Mess

NEW YORK, Sept. 2.—One outcome of the Jean Muir case may be a meeting of top network, sponsor, advertising agency and other show business executives to discuss the Communist problems in general, and the specific problem of protecting innocent showbiz workers, while at the same time weeding out any with Communist leanings.

Despite the fact that it is not by any means a foregone conclusion that representative people from all the aforementioned groups may be willing to meet on the issue (many are scared to death of it, and still insist on taking a hands-off stance), speculation on the outcome of such a confab was rife in high places in the radio-TV industry.

One top exec, who expressed complete willingness to attend, who was pushing for such a meet, and urging other brass to join up, said that it was probable (when and if the session was held) that some movement would be started to set up a show business loyalty board, manned by responsi- (See *Seek Brass Confab* on page 59)

The Inside on "Counterattack"

Full Story Of Paper & Operators

An Ex-FBI Foursome

NEW YORK, Sept. 2.—In the past week, two incidents occurred which have clearly demonstrated the effectiveness of *Counterattack*, anti-Communist newsletter, on the destinies of showbiz personalities who

Loyalty Check For Govt. Film Workers Is Set

WASHINGTON, Sept. 2.—The U. S. government will take stronger precautions in investigating workers on their films than at any time prior to and during World War II. A loyalty oath—a signing of the non-Communist affidavit—will be required of all persons working in secret or military installations.

A thoro screening by the Federal Bureau of Investigation and the army's counter-intelligence corps will precede employment, and constant check-ups will further safeguard the government.

Like procedure is expected when the United Service Organization (USO) is revitalized.

Editorial

Defense Vs. Getting Muirized

The Jean Muir mess spotlights the unpreparedness of show business on all levels in the fight against Communism. Last week one of the nation's giant corporations, General Foods, suddenly decided it had better display a little vigilance against Communism, so an actress was fired virtually just before curtain time on the ground that she's a "controversial personality." General Foods learned she was a "controversial personality" when a couple of dozen people called them and pointed out that the lady's name was listed in *Red Channels*, a report on Communist infiltration into radio and television. That's not even vigilance the easy way. It's nothing but hysteria.

Miss Muir said she isn't and never was a pro-Communist, and all the papers published her statement. Her husband, Henry Jaffe, talked and pleaded with top sponsor execs, agencies, the network nabobs and they are all horrified. This was a terrible thing. But nobody is putting Jean Muir back on the air. There's nothing but confusion and hysteria.

The whole industry is shocked, because 150 other show business personalities are listed in *Red Channels* and a group called the Joint Committee Against Communism says "... This is only the beginning."

Hysteria—Again and Again

So we're all shocked, but let's not get hysterical. Blind defense of Jean Muir in the name of civil rights is no more excusable—or less hysterical—than General Food's sudden and fumbling attempt to be vigilant. Neither will continued outraged denunciations of Miss Muir's accusers get her back in business. Nor will a thousand pleas of innocence by Miss Muir herself. As a matter of fact, if a Commie was directing the Muir campaign for the good of Communism, he could do no better job of hiding the real way to solve the problem in a sound Democratic way.

Need for Positive Action

Show business must organize to find a dynamic way to denounce Communism by selling Americanism. Unless a concrete pattern is soon developed there may be scores or even hundreds more who will be Muirized, who will stand accused and ruined by outsiders. Some will be innocent, some guilty, but no one will ever know for sure which was which. That dynamic, positive solution will never be found, however, as long as show business continues to fall for the (See *DEFENSE VS. GETTING MUIRIZED* on page 18)

have become involved in the Commie issue. The protests which resulted in Jean Muir's dismissal from the *Aldrich Family* TV show came directly from the fact that Miss Muir's name was listed in the *Counterattack* publication, *Red Channels*. Josh White's appearance before the House Un-American Activities Committee in Washington stemmed from the fact that White was listed in *Red Channels* and otherwise "pointed to" in *Counterattack* itself.

As a matter of fact, *The Billboard* has learned that White and his manager, Mary Chase, visited the *Counterattack* offices and that *Counterattack* arranged for an investigator of the House Un-American Activities Committee to meet White at *Counterattack's* offices and that meeting resulted in White's appearance before the committee last week.

The Billboard does not believe that it is proper for a group of private citizens to control, or affect to a controlling degree, the lives and careers of show business people. Notwithstanding this, and because of *Counterattack's* proved influence, *The Billboard* believes it is of considerable importance that everyone in show business know just what *Counterattack* is, and something about the men who own and operate the anti-Communist newsletter.

To that end the following report to show business on the publication, and the people behind it, is presented:

Published Since 1947

Counterattack is a weekly newsletter which publishes what it calls "facts to combat Communism." It has been published weekly since May 16, 1947. The corporate name of the publishers is American Business Consultants, Inc., and their headquarters are at 55 West 42d Street, New York City. In addition to the weekly news- (See "*Counterattack*" on page 61)

20 Calls and You're "Controversial" — Saga of Miss Muir

NEW YORK, Sept. 2. — The sequence of events in l'affaire Muir started Sunday (27), at the noon rehearsal of the *Aldrich Family* show, which was to preem for General Foods on NBC-TV at 7:30 p.m. that evening. A representative of the sponsor announced the debut show was called off. Miss Muir was informed that her contract to play Mother Aldrich was to be paid off, but that she was off the show as the result of a series of protest calls to the network and sponsor, the latter feeling that she had become a "controversial personality."

Instead of the skedded show, NBC aired news from Korea and travel films. Next day, Jack Gould, writing in *The New York Times*, reported that the 20 calls of protest were derived from the listing of Miss Muir in *Red Channels*. On Tuesday (29), the Joint Committee Against Communism in New York announced formation of a special committee to drive all Reds and sympathizers out of radio. Same day, the American Civil Liberties Union denounced Miss Muir's dismissal "without the elementary right of a full hearing," said it would look into the entire question of a radio blacklist and would investigate the publishers of *Red Channels* and *Counterattack*. On Wednesday (30), following auditions by NBC and by Young & Rubicam, Nancy Carrol was selected for the role of Mother Aldrich.

TV Character Actor Next, Say Rumors

Sponsor Says No Beefs

NEW YORK, Sept. 2.—The Jean Muir case was still sizzling when reports began to circulate this week that the next show business personality to get Muirized would be a character actor on a top-rated network television show which has just returned to the air.

Sponsor of the show was said to have received more protests concerning this actor's appearance on the show than General Foods received concerning Miss Muir.

When queried by *The Billboard*, however, a spokesman for the sponsor said that, to his knowledge, no protests had yet been received. If such protests were received, he said, the sponsor would then take up the matter.

House Bill Cracks Down On Commies

Senate May Change Clauses

WASHINGTON, Sept. 2.—Senate action is tentatively slated for next week on the House-passed anti-Communist bill, which would have widespread application in the amusement industry (*The Billboard*, September 2). Overwhelmingly approved in the House Tuesday (29), the bill proposes to thwart Communist infiltration in the U. S. by putting the spotlight on Commies and their frontiers.

Among the methods specified by the bill for subjecting Commies in the U. S. to the public glare is a provision requiring Communist organizations and their frontiers to identify themselves on any radio or TV broadcast. The bill furthermore prohibits members of Commie organizations from working in any private plant having military contracts. This latter provision would virtually empower most of the major TV and radio manufacturers and their subcontractors to oust any employee be- (See *House Bill Cracks* on page 53)

Screen Writers Pledge Support In War Effort

HOLLYWOOD, Sept. 2.—In a session this week, the Screen Writers' Guild (SWG) unanimously passed a recommendation "to support the war activities of the United States government and the United Nations in the fight against the aggressor in Korea."

Two other resolutions were brought up—John Larken's plan for starting TV net pact negotiations immediately, and the Guild's requiring members' signatures to a non-Communist affidavit. Larken's plan was accepted. The affidavit resolution was defeated by lack of a quorum.

WHITE BATTLE FOR CAREERS

Full White Statement — Must Reading for All American Show Business

Following is the full text of Josh White's statement to the House Un-American Activities Committee:

"Mr. Chairman, and members of the Committee:

"I am here, as you know, quite voluntarily, and I want to thank you for this opportunity to clear up some misunderstandings about myself in some quarters. I have prepared this statement, which I shall read with your permission, after which I shall gladly answer any questions you wish to put.

"My conscience is clear. I intend to do some explaining for my own sake, and for the sake of many other entertainers who, like myself, have been used and exploited by people who give allegiance to a foreign power.

"In recent years a lot of us have been drawn by our heartstrings into groups fixed up to look like noble causes which were later found to be subversive. I regret and I suspect that many artists share the same deep regret with me, that an effective exposure of Communist activities in the theatrical and musical fields has not been made long before now.

"Artists are not often smart about politics. We know mighty little about the ins and outs of 'movements' and parties. But we're apt to have strong feelings and, therefore, are easy prey for anyone who appeals to our sense of justice and decency. Tho it's not pleasant to talk about myself in public, I feel I owe it to my family and to other artists in the entertainment field to do so.

"I have never knowingly belonged to or supported any organization designed to overthrow the government of the United States. But I did, on many occasions, appear at benefits and rallies which I was led to believe were for worthwhile causes. I did not even suspect that some of them were Communist-inspired. I did, on some occasions, sign petitions against lynching or poll tax or other evils.

Innocence Betrayed

"Dozens of other artists of all races and colors, I have no doubt, have also given their names and talent and time under the innocent impression that they were on the side of charity and equality. Let me make it clear, if I can, that I am still

Noncommie Liberal Groups—Help 'Em

The following are but a few of the many active and important liberal organizations. The commies know they are good, and that they support liberal causes, and so the Commies are trying their best to take over many of these. Get in and help keep their income and work going 100 per cent to a true liberal American cause . . . help keep them from becoming Communist subterfuges.

The list: American for Democratic Action; National Association for the Advancement of Colored People; Urban League; American Jewish Congress; B'Nai B'rith; American Jewish Committee; National Conference of Christians and Jews; United Jewish Appeal; Liberal Party of New York State; Civil Liberties Union; the Greek War Relief; Near East Foundation.

on that side. The fact that Communists are exploiting grievances for their own purposes does not make those grievances any less real.

"As I've said, I am no politician. On the other hand, I do know what injustice and discrimination and Jim Crowism mean. I know these things not as theories, but as cruel facts that I've seen and suffered in my own life. Against these things I have protested and will go on protesting, because I love my country and want to see it a better, more tolerant place to live in. I'm proud of the fact that, under our system of freedom, everyone is able to speak out—or in my case, to sing out—against what we consider wrong and for what we consider right.

"I am what's called a folk singer. I was a folk singer long before I knew what it's called. Even when I was a boy I made up and sang songs of ordinary people, trying to convey their joys and sorrows, their grievances and their hopes. In this I was expressing not only my own sentiments but the feelings of humble people generally, whatever their color or their names.

"A folk singer, it seems to me, is the voice and the conscience of his time and audience. He tries to put into words and music what those around him feel. This I shall continue to do, with God's help, as long as there is suffering and discrimination around me and freedom and equality to be won.

"But that's not Communism, even if Communists try to use us for their own foul ends. As I see it, it's simple Christianity. And I say this as the son of a minister brought up in a religious family. I say this as the father of four daughters and a son whom my wife and I are trying to bring up as patriotic and religious Americans—which is to say, as decent human beings.

"I was seven years old when I left my home in Greenville, S. C., to help support myself and my family. My job was to lead a blind man while playing the tambourine. Before I was eight years old I knew what it meant to be kicked and abused. Before I was nine years old I had seen two lynchings. I got to hate Jim Crow for what it did to me personally and because Jim Crow is an insult to God's creatures and a violation of the Christian beliefs taught by my father.

Career Begins

"That's how I became a folk singer. I discovered that I had some talent for putting together words and fitting them with tunes on my guitar. When I was about 16 a man from Chicago convinced my mother and father to let me record some songs. I recorded under the title of Joshua White, the singing Christian. My mother received \$100 and no royalties, for 28 recordings. After that I went on the radio. Of course I was thrilled by the career opening up for me—but I was even more thrilled by the chance to tell my fellow Americans thru my songs about the wrongs that needed righting. After that I had some bad luck. I hurt my hand in an accident and for five years it remained paralyzed. Because I couldn't play, I felt as if I had been struck dumb. The doctors wanted to cut off three fingers, but I was stubborn—just hoped and prayed for a cure, meanwhile doing all kinds of

jobs—running an elevator—anything—to keep alive. Then the paralysis ended. I got a role in a play—*John Henry*—in which Paul Robeson had the lead.

"I have a great admiration for Mr. Robeson as an actor and great singer, and if what I read in the papers is true, I feel sad over the help he's been giving to people who despise America. He has a right to his opinions, but when he or anybody pretends to talk for a whole race, he's kidding himself. His statement that Negroes would not fight for their country, against Soviet Russia or any other enemy, is both wrong and an insult. Because I stand ready to fight Russia or any enemy of America.

"There are some Communists among Negroes, I am told, just as there are among other Americans. But they don't speak for the rest of us, any more than white Communists speak for white Americans. I'm told that the proportion of Negro members in the Communist fold is even smaller than the proportion of other races, and that says a lot for their common sense.

Commies' Double Talk

"When Communists and their kind talk about 'democracy' and 'equality,' they are using double talk. They use good words in their own tospy-turvy way, to cover up bad intentions. But for simple folk who don't know the art of turning words inside out, it takes time to catch on. Anyhow, after *John Henry*, I was pretty well launched. I made two albums, the *Chain Gang Album* by Josh White and His Carolinians, and another by myself I called *Southern Exposure*. Gradually I began to rise in my profession.

"At that point, I suppose, my name began to have some value for publicity purposes, to attract a crowd and raise money. All kinds of invitations came to me and, when they sounded right, I was happy to accept. Many times, between my professional shows, I'd go to perform where my only reward was the belief that I was helping some good cause. When I received invitations from men I trusted, or groups with fine-sounding titles and lists of prominent citizens on their letterheads, asking for my time or signature, I gladly agreed. Inside me I felt I was doing a little to extend the area of freedom, in my native South, and in the world generally.

"Looking back, I just wish someone had told me. Many of the organizations were genuine. Some others, as I learned the hard way, were phony false-face political rackets, exploiting my eagerness to fight injustice. I didn't become aware of this, however, until about 1947.

"I was in California at the time. In the newspapers I came across a list of committees and organizations which the attorney general had just labeled 'subversive.' And I was horrified to learn that a number of them were organizations for whom I had performed in the course of years, without knowing their character.

Played for a Sucker

"It was an awful blow. I realized that I had been played for a sucker. There I was, a devoted American who had let himself be used.

"I discussed the situation with my manager, Mary Chase, who took over my affairs in 1947. She was as distressed as myself. We decided to check on those invitations for benefits and rallies. More than that, we made contact with a New York newspaperman, Howard Rushmore, who knows a lot about the Communist rackets and could give us some guidance. Despite this, as I have discovered recently, I was again taken in or had my name used, without my permission, several times by the disguises. A few of them even advertised me without my knowing.

"Permit me to quote from a letter I wrote to Mr. Rushmore almost two years ago, when it came to my attention (See Josh White's Statement page 8)

Played for Sucker, Says Folk Singer

How Commies Used Him

WASHINGTON, Sept. 2.—The story of how the Communist Party sought to exploit a typical liberal-minded artist and how that artist resolved to resist Communism more militantly than ever, without fear of speaking out on liberal issues, was simply and dramatically unfolded to the House Un-American Activities Committee here yesterday (1) by Josh White, popular Negro folk singer.

White, who made his appearance before the Committee at his own request, held the attention of the Committee and spectators in the crowded hearing chamber for over 40 minutes as he related a story which one visibly impressed Committee member said afterward, should be "of interest to every American in the theatrical field and any other field."

Speaking so softly that Committee Chairman John S. Wood affably suggested that he raise his voice, White declared he was offering his testimony in response to reports that he was being attacked in some circles as "fronting for Communists." He declared he wanted to explain how he, "a devoted American," had been "played for a sucker" by Communist organizations and he asserted he wanted his "sad experience to stand as a warning" to fellow-artists in the entertainment world.

Look Under the Label

"My advice to them," he continued, (See *Just a Sucker* on page 18)

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First New Videodex Feature

Survey Firm In Exclusive Tieup With BB

Method Uses Diary-Panel

NEW YORK, Sept. 2. — With this issue *The Billboard* is inaugurating a regular series of television features based on studies made by Jay & Graham Research, Inc., publishers of Videodex TV Surveys. Videodex, which publishes both a network report and individual reports for 17 TV cities, uses the diary system, whereby panels of viewers report their TV viewing habits. The Videodex panel is based primarily on the period of set ownership, thereby insuring equal distribution of replies from "new," "intermediate" and "old" TV families.

The chart adjoining lists the five leading network TV programs according to type, together with the average rating for those shows; the number of cities in which each is telecast; the program's average rating, and the number of homes reached. Subsequent features to be published in the Videodex series will include an analysis of the audiences for spot announcements; the leading network video shows, the number of viewers reached and the cost per viewer; a rating comparison between live telecasts and kinescope repeats, and a cumulative audience study for multi-weekly program.

In the list adjoining, it must be noted that ratings cannot be related to total homes reached. This is because of the variance in population. For example, even the Arthur Godfrey and Ed Sullivan's *Toast of the Town* air in 16 cities, *Toast*, with a lower rating has a greater home total. The reason is that *Toast* airs in Boston, while Godfrey doesn't (he airs in Milwaukee and *Toast* doesn't), the relative size of the two cities accounting for the difference.

Gaines, Madden New NBC V.-P.'s

NEW YORK, Sept. 2.—NBC yesterday (Friday) named two new vice-presidents, the knighthoods going to Jim Gaines, head of NBC's owned-and-operated AM and TV stations, and Ed Madden, hitherto assistant to NBC President Joseph H. McConnell.

Madden, who joined NBC in February of this year, now is officially the network's No. 2 tele exec, reporting to Pat Weaver, head of the NBC video operation. In turn, Carleton Smith, director of TV operations, and George Frey, NBC-TV sales head, will report to Madden. Madden was formerly with McCann-Erickson and the American Newspaper Advertising Network.

Gaines, 39, started with NBC in 1942 in station relations, subsequently coming up thru company ranks via the promotion department, the planning and development department, and general manager of WNBC (WEAF), New York.

Top TV Programs by Type; Sullivan Leads Total Homes

Type of Program and Average Rating	No. of Cities	Average Rating	No. of Homes Reached
VARIETY (26.4)			
1. Godfrey & Friends (CBS)	16	37.0	1,657
2. Toast of the Town (CBS)	16	35.4	1,681
3. Ford Star Review (NBC)	14	21.2	883
4. Cavalcade of Stars (DuMont)	13	20.2	845
5. Alan Young Show (CBS)	7	18.1	503
NEWS AND COMMENTARY (24.6)			
1. Camel News* (NBC)	14	17.6	738
1. CBS News (CBS)	11	9.3	369
3. Watch the World (NBC)	11	5.7	225
4. Headline Clues* (DuMont)	2	4.5	85
5. Capitol Cloakroom (CBS)	7	4.1	109
DRAMA (23.9)			
1. Philco Playhouse (NBC)	15	34.7	1,411
2. Kraft Theater (NBC)	16	26.3	1,261
3. The Big Story (NBC)	12	24.1	904
4. Starlight Theater (CBS)	11	19.2	736
5. Menasha the Magnificent (NBC)	10	15.3	580
QUIZ AND AUDIENCE PARTICIPATION (19.4)			
1. Stop the Music (ABC)	17	23.7	1,155
2. Break the Bank (NBC)	11	22.5	868
3. Winner Take All (CBS)	9	18.7	693
4. What's My Line? (CBS)	9	17.9	584
5. Leave It to the Girls (NBC)	10	14.2	524
SPORTS (18.6)			
1. All-Star Baseball (Pool)	16	27.0	1,175
2. Wrestling (DuMont)	12	22.3	882
3. Boxing (DuMont)	2	17.9	44
4. Wrestling (ABC)	10	13.5	448
5. Roller Derby (ABC)	12	12.4	581
MISCELLANEOUS (13.8)			
1. Original Amateur Hour (NBC)	16	26.7	1,272
2. We, the People (NBC)	12	15.0	490
3. Believe It or Not (NBC)	6	10.6	328
4. Faye Emerson (NBC)	7	9.2	258
5. Wendy Barric* (NBC)	7	7.5	215
MUSICAL (13.0)			
1. Your Hit Parade (NBC)	9	22.3	827
2. Cavalcade of Bands (DuMont)	12	18.2	743
3. Voice of Firestone (NBC)	15	13.2	559
4. Rendezvous With Music (NBC)	7	5.8	178
5. You Want To Lead a Band	9	5.3	193
MYSTERY (12.0)			
1. The Web (CBS)	9	19.9	647
2. Detective's Wife (CBS)	9	11.1	341
3. Hands of Destiny (DuMont)	7	10.5	256
4. Plainclothes Man (DuMont)	8	9.6	306
5. Inside Detective (DuMont)	6	9.0	169
CHILDREN'S SHOWS (11.9)			
1. Cactus Jim* (NBC)	5	14.3	174
2. Howdy Doody* (NBC)	16	14.0	676
3. Super Circus (ABC)	14	12.1	554
4. Lucky Pup* (CBS)	11	9.8	382
5. Buck Rogers (ABC)	15	9.5	439
WOMEN'S PROGRAMS (4.9)			
1. Okay, Mother* (DuMont)	3	7.1	146
2. Rumpus Room* (DuMont)	2	6.9	129
3. Vanity Fair* (CBS)	3	3.9	79
4. Homemakers' Exchange* (CBS)	12	3.7	131
5. Susan Raye* (DuMont)	3	3.0	61

*Indicates multi-weekly shows. Monday rating used. Total homes in 000's.
(Based on data prepared by Jay & Graham Research, Inc., Chicago, publishers of Videodex.)

RWG Bucks Morals Clause in Pacts Of CBS, Agencies

HOLLYWOOD, Sept. 2. — Coast wing of the Radio Writers' Guild (RWG) this week issued a four-point squawk against the "morals clause" contained in CBS and agency pacts, and urged its membership to resist inking such contracts. Guild promised to defend any member discharged on grounds of "morals." RWG argued that, under terms of the clause, any employer can fire a scripter whenever an "organization, group or class" registers its protest. Furthermore, Guild claimed:

1. "The writer, in effect, has no contract, since all measure for his economic security, such as 13-week cancellation clauses, may be nullified by this morals clause.

2. "Such a clause restricts and censors the creative work of the writer, since he writes under constant fear of offending this or that

TV Nets Await AT&T Decish on Allocation

NEW YORK, Sept. 2.—A decision on the allocation of TV network facilities is expected to be handed out early next week by American Telephone & Telegraph (AT & T). The phone company took the problem over when meetings of the four networks wound up in a stalemate.

Unverified reports claim that AT & T favors a policy of allocating time on a commercial basis. This, if true, will favor CBS and NBC. DuMont and ABC, each of which has less business than the other two, favored allocation on an equality basis, rather than on commercial time basis.

organization or group.

3. "The normal activities of the writer as a citizen are restricted, since he may be economically penalized for his political ideas or actions.

4. "The strength of the Guild is materially weakened, since any struggle the Guild might wage for the welfare of its member could 'offend some group or organization'."

'Casters Panel To Help "Voice" Spend U. S. Mils

WASHINGTON, Sept. 2.—Secretary of State Dean Acheson is preparing to select a special panel of broadcasters to advise on Voice of America problems following an okay by President Truman this week of a plan to set up radio, press and movie panels suggested by the Voice advisory committee. Meanwhile, the Senate Appropriations Committee opened hearings on the Voice funds boost, and the House Foreign Affairs Committee approved creation of a commission to study the possibility of using TV to disseminate information overseas.

The broadcaster and other panels would work closely with State in advising on the proper use of the multi-million dollar budget boost already okayed by the House and slated for Senate approval in the next 10 days. The advisory committee, whose radio member is Justin Miller, National Association of Broadcasters' (NAB) president, recommended the panel scheme to Truman as a means for better co-ordinating industry-government efforts to counteract Red propaganda. At present, the Voice is largely a federal enterprise, subject only to general review by the advisory committee.

State's regular \$33,000,000 appropriation for information work cleared Congress early this week, and the Senate Funds Committee immediately took up State's supplementary appropriation of \$78,000,000, mostly for radio. Acheson urged quick approval, so the agency can get going on its plan to buy 200,000 cheap sets for distribution abroad.

The idea of using TV abroad is still in the embryo stage, and won't get serious congressional consideration before next session. It has strong backing in Congress from Sen. Karl Mundt (R., S. D.), and in industry from RCA Board David Sarnoff.

Godfrey Faces Libel Suit by Ukulele Firm

NEW YORK, Sept. 2. — Arthur Godfrey faces a \$300,000 libel suit in New York Supreme Court, it was disclosed this week. The suit was brought by Tex Smith, the Harmonica Man, Inc., and Casper Pinsker Jr., ukulele manufacturers, who charge that defamatory remarks made by Godfrey on his April 11 show were damaging to their business. The firm has since expired. Godfrey, who bought one of the firm's ukuleles for \$2.99 thru a newspaper ad, allegedly referred to the instrument as "cheap junk, and unfit for use." He is alleged to have exclaimed: "Why the heck they don't jail the bunch of people who do a thing like this, I don't know."

CBS is also named as a defendant.

Crutch Classic Goes ABC-TV Via Bakery

NEW YORK, Sept. 2. — Arnold Bakers this week signed to bankroll *Life Begins at 80*, the Jack Barry video show. Program will air over ABC-TV, starting October 4. Benton & Bowles placed the business.

The show gets the 8 p.m. Wednesday slot. It will start with a five-city hook-up—New York, Baltimore, New Haven, Conn.; Boston and Rochester, N. Y.

It's **T&B**

... and it will get around to

MORE PEOPLE

beginning **NOVEMBER 4**

BUS FM'S 50G MUSHROOM

TV's Bonus Aud Is 732,400, Tho Not All in Bars

NEW YORK, Sept. 2.—An out-of-home audience of 732,400 people watches video in public places on an average summer day, according to a survey conducted for WOR-TV during July in the New York area by Pulse, Inc. The report showed that the bonus viewing reached its peak between 8 p.m. and 11 p.m., adding 16.4 per cent to the regular home audience. From noon until midnight, they represented a 12.8 per cent plus over and above home viewers.

Bonus viewers showed a greater preference for sports than the at-home audience, about eight-to-five in the daytime, and five-to-three at night, and contrary to general belief the bulk of the plus audience was watching TV while visiting friends and relatives instead of in bars and grills.

In contrast to home audience figures, men dominated the bonus groups, with an above-average proportion of people living in low-rent dwellings and a fairly evenly divided number of viewers in the 18-35 and 36-50 age brackets. Most of the bonus watchers (78.4 per cent) were non-TV set owners.

WOR-TV ranked second in station share of bonus audience, with 19.9 per cent of the nighttime as compared to Station A's 25.4 per cent. In terms of added audience, WOR-TV delivered 19.2 per cent to A's 20.4 plus at night—over and above persons watching in their own homes. The survey report was compiled by WOR-TV's research department, under the direction of Robert Hoffman, the station's research director.

Motorola Bankrolls KLAC-TV New Seg Featuring Don Otis

HOLLYWOOD, Sept. 2. — After only one test beaming last week, KLAC-TV peddled its lavish new variety show featuring disk jockey Don Otis, and aired via the remote route from the Hollywood Palladium dancery. Motorola is the bankroller to bite on the package, picking up the tab for 13 firm weeks with a one-year option. Total price for 52 airers will be \$110,000.

Seg features Otis as emcee, with name guests and bands playing Palladium doing the backstopping. Jerry Gray's ork is currently on tap, with Frankie Carle set to follow. Agency is Hixson & Jorgesen.

CBS-TV May Go To Midnite, Add 'Songs'

NEW YORK, Sept. 2.—CBS-TV will probably extend its Saturday night operations until midnight this fall, via the addition of a new hour show, a video version of *Songs for Sale*. *Songs* now airs on CBS AM Friday nights, with the Jan Murray starrer showing signs of becoming a definite click. The tee-off is tentatively scheduled for October 7.

The present CBS-TV Saturday line-up calls for Ken Murray, Frank Sinatra, Ben Blue and *Sing It Again*, which will be simulcast. The TV versions of *Songs* will call for a new band leader to replace Ray Bloch, who does both that show and *Sing It Again*.

BRIEF AND IMPORTANT

Peerless Buys All Slides on WOR-TV Test

WOR-TV, New York, cashed in on its TV test patterns last week via a blanket sale of all slides to Peerless Radio Distributors, Jamaica, L. I. The sale, which supposedly marks the first commercial use of test patterns, represents Peerless's attempt to make direct contact with radio-TV servicemen by pitching to them when they're actually adjusting a set. The message is entirely visual, since the audio with a test pattern carries the adjustment beep.

Wildroot Drops One Dick, Picks Another Private Eye

Wildroot, which recently dropped "Sam Spade," last week bought "Charlie Wild, Private Eye," for its Sunday afternoon time on NBC. Show starts September 24, airing at 5:30 p.m., via BBDO, with Larry White producing, Tom Madigan directing, and scripts by Peter Barry.

CBS Sunday Newscast To Sell Dog Food

Hunt Dog Foods last week picked up a five p.m. Sunday night news spot on CBS starting September 24. Bill Shadel will be the newscaster. Agency is Moser & Cotin.

Van Hartesveldt Gets Burton Post With B&B on Coast

Frank Van Hartesveldt joins the Hollywood radio staff of Benton & Bowles, replacing the late Ken Burton. He will produce "The Railroad Hour" and "Father Knows Best" for the agency. Appointment was made by the agency's radio veepee, Walter Craig. Al Kaye continues as veepee in charge of the Hollywood office. Van Hartesveldt has produced "The Great Gildersleeve" for the past five years for Needham, Louis, & Brorby.

Regular TV Programs To Hit Brazil Air on First Outlet

Brazil's first video station, TV-TUPI, Rio de Janeiro, will launch regular telecast within the next month, the U. S. Commerce Department said last week. Experimental telecasts started the first of August.

Old Pix Win Over Live Shows, Kines in L. A. Survey

Once again Los Angeles tele audiences have shown their preference for old flicks in contrast to live shows or kines from the East. Latest Tele Que ratings for the current month gave films nine out of the first 15 places on the list of most popular shows. Heading the list again was "Hopalong Cassidy," which maintained its position for the ninth consecutive month. Of six remaining segs, wrestling won two spots on the list, with "Pinky Lee Show" the only live comedy seg to rate. KTLA's Spade Cooley, Ina Ray Hutton and "Bandstand Revue" were the only others to show up. KTLA continues to snag the lion's share of "firsts," earning eight out of the 15 rating spots.

Lentheric Moves to New Agency

The Lentheric account last week moved from Abbott-Kimball Agency to Cunningham & Walsh. The deal, which has been a long time in jelling, is due to the fact that Squibb owns the perfume house. Squibb is a Cunningham & Walsh account.

"Studs' Place" May Sell Manor House Coffee

Manor House Coffee last week was reported on the verge of pacting for sponsorship of "Studs' Place," erstwhile NBC-TV Chicago originator, which would switch over to ABC-TV. Deal would have the show airing co-op, with Manor House picking up the tab for WENR-TV, Chicago.

"Thin Man" May Find Place on ABC's Fall Sked

After a successful summer as replacement for "Ozzie and Harriet," "The Thin Man" seems on the way to earning a niche in ABC's fall sked. The web last week was considering keeping the show on and offering it for co-op sale. A decision is due shortly.

Two Crosley Fiscal Execs Get Promotions

K. T. Murphy, comptroller and co-manager of WINS, Crosley's New York station, has been appointed comptroller of the Crosley Broadcasting Corporation, Cincinnati, succeeding W. A. Smith, who has been upped to comptroller of the Crosley Division, Avco Manufacturing Corporation. Wilmot H. Losee, who shares WINS managerial duties with Murphy, will now take over full general manager responsibilities at the station.

Arlene Francis To Step Into Alda's Shoes at CBS

Film thesp Robert Alda last week drew a pink slip from CBS. He will be replaced as emcee on the "By Popular Demand" show after the September 8 outing. The new ringmaster will be Arlene Francis.

Webs Assure Sen. Johnson On Maintaining AM Rates

WASHINGTON, Sept. 2.—In response to fears by some web affiliates, the four major networks have given assurances that they will continue to resist time-buyer efforts to cut time rates, it was learned authoritatively here this week.

The *Billboard* learned that Senate Interstate Commerce Committee Chairman Edwin C. Johnson, as a result of letters to his office from some anxious affiliates, put the rates question squarely up to the webs. The networks responded that they defi-

nitely will not reduce rates. At least one stated that any rate revision will be up rather than down.

Affiliates' fears were apparently aroused by the drive recently put on for lower rates by the Association of National Advertisers (ANA). The webs, however, have real ammunition to battle cuts in the sharply increased listening to radio that has resulted from the Korean conflict, as well in the advance in rates charged by competing media and prices in general.

Transit Hauls In Natl. Accts. In Just 2 Yrs.

Other Outlets Take Hope

CINCINNATI, Sept. 2.—In one of the most dramatic growths of broadcasting history, Transit Radio, Inc., of Cincinnati, will have jumped from no national advertising billings two years ago to about \$50,000 per month by the end of this year. This rise has lifted with it the hopes of survival of many FM outlets, since income from Transit Radio advertisers constitutes almost the entire revenue of affiliated FM stations which have no AM adjuncts to help support them.


The rapidity of the income rise shows that by July, 1949, Transit Radio had about a dozen national accounts bringing in about \$1,400 per month. Revenue in July, 1950, was approximately 10 times as much, with about 90 top national advertisers in the fold. Monthly national billings by December are expected to be about three times those of July.

This does not take into account the great number of local advertisers using the medium. These, too, are increasing at rabbit speed. Thus, while there were 311 local advertisers under contract March 1, this year, the number had leaped to 388 by June 1, an increase of 21.5 per cent. The growth of national sponsors during the same period was 12.8 per cent, from 78 on March to 88 on June 1.

Among the national accounts now advertising via Transit Radio are Swift, Borden's, Best Food, Whitehall Drugs, Bristol-Myers, Bell Telephone, Coca-Cola, DuPont, General Electric, Frigidaire, Pabst, Ford Dealers, Sears-Roebuck, RCA Victor and RKO Theaters. Just signed are a new batch of 14, including Hormel, Continental Baking, Ladies' Home Journal, Holiday and Ward Baking.

Several affiliates are raising rates this fall, concurrent with the delivery of additional vehicles. Hikes already have been set in St. Louis; Kansas City, Mo., and Washington. Additional affiliates are being added as new stations come on the air, with Minneapolis-St. Paul and Trenton, N. J., the latest to get new outlets.

From a shaky start of 100 equipped vehicles on the Cincinnati, Newport & Covington Railway, Transit now encompasses 20 stations with over 4,500 vehicles involved. Only last year at this time, fewer than 2,000 vehicles were equipped. Today's total represents 11 per cent of all suitable vehicles delivered to all transit companies over the past eight years.



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FCC'S TV-COLOR MISHMASH

CBS Has Edge But FCC Only Muddles Air

Mrs. in Driver's Seat

(Continued from page 3)

per second to 29,000 lines per second. These would embrace every competing system thus far proposed, including CBS's, RCA's and Color Television, Inc. (CTI).

The proposed new bracket standards were offered to the industry yesterday (1) as a proposed rule-making in conjunction with the color findings. The commission pointed out that if, on the basis of comments by set manufacturers, the commission finds it can adopt the bracket standards as final without a hearing, and if the commission gets assurances by September 29 from a "sufficient number of manufacturers" that the bracket standards will be incorporated "in the great majority of television receiver" the commission "will be in a position to postpone a decision" on color TV.

In other words any group of manufacturers complying with these conditions could thereby put off FCC's final decision on color, leaving time for a re-examination of color signals, etc., in a quest for compatibility. If, on the other hand, no such compliance develops from the top manufacturers, the commission would issue a final decision adopting the CBS standards.

It is believed inconceivable, under these conditions, that the nation's top set manufacturers would let the decision go by default to CBS. The FCC has thus left it up to any combination of manufacturers capable of producing 51 per cent of the sets to

CBS, RCA Quotes

NEW YORK, Sept. 2. — Statement issued by Frank Stanton, CBS president, after the FCC's color announcement, hailed the report as "... a gratifying victory for the CBS color system. The commission has given unqualified approval to the excellence and practicality of the CBS system, and has found it clearly superior to the other systems considered.

"We had hoped that the decision would be final today, and we agree with the two commissioners who expressed the opinion that such a course would have been better. . . ."

Stanton also declared that CBS is going ahead with plans for colorcasts, planning 20 hours a week within 30 days after the commission establishes final standards. He also praised Dr. Peter Goldmark, inventor of the CBS system, for his work, and noted that none of the other systems had been able to "approach the excellence of the CBS performance."

RCA's statement read: "Commenting on the FCC's failure to adopt a final decision on the question of color television, RCA today stated that, when a final decision is reached, it is confident that the RCA all-electronic, fully compatible system will be approved." RCA added that the "FCC's 'first report' will require detailed study."

decide the fate. A recent count showed that 60 per cent of the total volume of TV set production came from RCA, Philco, DuMont, Admiral, Emerson and Motorola.

Altho the FCC warned in its proposed color decision that any new color system to be demonstrated would have to prove superior to the CBS system in order to be acceptable, at least two members of the commission in separate accompanying opinions indicated their strong misgivings over leaving the door ajar to resumption of proceedings.

The commission set up a deadline of December 5 for delivery of any new color receiver apparatus to be demonstrated in the event the bracket standards are accepted, with January 5 as the deadline for proposed amendments, and January 22 as the deadline for filing of opposition or replies. CTI has already served notice that it wants to put on a demonstration, claiming that its new "iniplex" system, which was not ready for showing to the commission when CTI last demonstrated, is "definitely superior" to CBS's.

On the other hand, CBS is taking a jubilant attitude, at least for public consumption. CBS Prexy Frank Stanton publicly claimed the FCC color TV report as "a gratifying victory for the CBS color system." But Stanton's avowed optimism over the prospect that CBS's standards will become the final ones was not shared generally in commission circles, even tho the FCC was on record as declaring the CBS system superior to any other thus far, having measured up closest to color TV criteria outlined for the first time in the FCC's proposed decision.

Jones Punches Out

Commissioner Robert F. Jones, who has been known as strongly advocating standards incorporating the CBS system, issued a separate opinion dissenting from an important part of the commission's findings. "I dissent," declared Jones, "because there (See Color TV Foggy on page 52)

Red Barber Sells All But Sleep; Grosses About 125G

NEW YORK, Sept. 2.—This year should prove one of the most lucrative of his career to the old redhead, Walter (Red) Barber, sportscaster extraordinary. From his gabbing chores plus miscellaneous associated income, Barber this year is likely to gross about \$125,000, a high-water mark for sportscasters.

Bulwark of Barber's take comes from his airing of the Brooklyn Dodgers games for Post cereals and Schaefer Beer over WMGM and WOR-TV, New York. Estimates of this job have Barber earning about \$50,000 for this season. Unlike previous years, Barber has not had to take every road trip with the club, either.

Another big item is Red's post as director of sports at CBS. This is good for about \$20,000 annually. Of course, besides his executive duties, Barber has taken occasional turns at the mike on sustaining CBS shows, such as *From the Catbird Seat*, the Saturday sports round-up, and a weekly kid show. The last named, once sold on a co-op basis, also was good for some revenue.

Comes fall, Barber will move into football. He is already set to handle the commentary on the CBS-TV football coverage for Esso. In addition, last week the web sold its three-hour radio football round-up to Camels, which pacted on the condition that

Barber participate. This means Red will probably be cut into the AM show for brief calls on the game he is handling on TV, and then will take over the emceeing of the last hour after his game is over. For these two gridiron stints, Barber will draw about \$1,750 weekly for eight weeks, for a total of \$14,000.

Earlier this year, when Columnist Bill Corum, of *The New York Journal-American*, was busy directing the running of the Kentucky Derby, Barber scripted as guest pillar for 10 weeks. For his writing he earned approximately \$700 weekly, which rang the cash register for another \$7,000.

From these items alone, Barber went over the \$90,000 mark. He can still look ahead to handling the World Series, which should be worth a pound or two. Barber also has done a smattering of newsreel commentary and narrated for the recent film, *The Golden Twenties*. Keeping his typewriter warm, he also does occasional magazine pieces for spending money. And just to keep from being bored, he recently put the finishing touches on a book, named after his radio show, *From the Catbird Seat*, which should bring him some royalties from Doubleday.

Sportwriting never used to be like this.

Josh White's Statement

(Continued from page 5)

tion that I was being charged with Communist sympathies. After denying the absurd charge, I wrote:

"The love I have for America, the land of my birth, which has given me every opportunity, is far too great to permit of any other allegiance. . . . I have no interest in any particular party. I am solely devoted to the principle of a democracy like ours, that stands for the welfare of all its people regardless of race, creed or color. My one consolation, as I think back to the many nights I gave to concealed subversive groups, is that I never sang anything I didn't believe. Often I sang the powerful song, *Strange Fruit*, which is an indictment of the horror of lynching. But I always followed it with what I call the answer to *Strange Fruit*—*The House I Live In*—or *What Is America to Me?*, which expressed the other side of the story—my profound love for our America.

Beliefs in Songs

"Why shouldn't a Negro artist—and for that matter any decent person—raise his voice against lynching? Here's how the song, *Strange Fruit*, goes:

Southern trees bear a strange fruit

Blood on the leaves and blood at the root

Black bodies swinging in the Southern breeze

Strange fruit hanging on the poplar trees.

Pastoral scene of the gallant South

Of the bulging eyes and the twisted mouth

Scent of magnolias sweet and fresh

And the sudden smell of burning flesh.

Here is a fruit for the crows to pluck

For the rain to water and for the wind to suck

For the sun to rot, for the trees to drop

Oh, here is a strange and bitter crop.

"My records of this song have sold big. If they helped make my fellow Americans more aware of the evil, I am pleased. But then I would insist on also performing *The House I Live In*, which seems to me to express the things for which all good Americans are ready to stake their lives if necessary. Here's how it goes:

What is America to me?

A name, a home, a flag I see, a certain word, democracy.

What is America to me?

The house I live in

A dream that must come true

A land of food and shelter—

and there's work for all to do

The right to earn a living

To make us really free

Where everyone is working

That's America to me.

The house I Live in—the same

for black and white

My country right or wrong—

If it's wrong to set it right

A land where all are equal

The house I want to see

Where all will have our freedoms

That's America to me.

The loved ones we remember

—who fought that we might live

The nameless unsung heroes—

who gave all that one could give

Defenders of our freedoms—

the women and the men

Who love the house we live in

but won't come home again.

The house I live in to cherish

and to love

To make a worthy dwelling—in

the image they dream of

A welcome on the doorstep—

for everyone to see

And a window to the future

That's America to me.

"I believe that no one who sings such songs honestly, from the heart, can be a Communist. They're songs that put a high value on human life and on personal freedom. But the Communists don't consider those things important.

"Some months ago I made a concert tour in Europe. I was both (See Josh White's Statement page 18)

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ASCAP'S PUZZLING HASSLES

TV Interim Season Over, Patience, Too

Court Case Looms

NEW YORK, Sept. 2.—The American Society of Composers, Authors and Publishers (ASCAP) is about at an impasse with the video industry on the protracted negotiations for a per-program TV licensing formula. The current extension of rights on an interim payment basis ends Monday (18), and as one ASCAP bigwig put it, "ASCAP may not be as generous this time." Translation: ASCAP may act on its consent decree prerogative to take the argument into court. (Consent decree provides that failing a negotiated agreement on rates with a music user, question may be brought to court.)

While the blanket license agreement with the network, applicable to network owned-and-operated TV outlets, was wrapped up about a year ago, the Merry-Go-Round with the indie TV stations on a per-program formula has been getting nowhere. The principal stumbling blocks, insiders say, are threefold:

(1) Spot announcements. ASCAP feels that spots occupy a much more important place in TV than in AM radio, and TV should pay ASCAP a fee for them regardless of whether they use ASCAP music. The argument is that spots are invariably followed and preceded by segs using ASCAP music, which sets them up for the audiences. ASCAP does not collect for e.t. spots in radio, it is true, but the argument here is that only about 10 per cent of AM stations are on a per-program basis with ASCAP, and the revenue consideration there is small.

(2) Question of multiple-network affiliation. In AM, stations are connected with only one web—in video they may have affiliations with one, two, three or four networks. ASCAP

(See *Tele's Interim* on page 54)

Mercury Kidisk Package Pushed

CHICAGO, Sept. 2.—Mercury Records here, which is making a concerted pitch to become a power in the kidisk field (*The Billboard*, August 26) this week announced a package deal for retailers to engender interest in its present moppet platters. Morry Price, sales manager, alerted distributors to the package, which contains various numbers of 32 different Mercury kiddie showpieces on 10-inch non-breakable 78 r.p.m., except for a 12-inch Two-Ton Baker platter. The package, which retails for approximately \$180, will be sold to the retailer for \$100. The dealer's regular cost for the items would be about \$120. The package, which will contain special streamer and window display material, will be sent direct from the factory to the retailer to cut out handling by the distributor and hasten the arrival of the kidisks. Price emphasized that distributors, however, will sell the deal and will get full credit.

The previously announced parley between Mercury and execs of Childcraft, the children's book wing of Field Enterprises, is continuing, with a contract to be signed late next week.

Caesar Wants His Pic Monies; Who Is Pulling Shenanigans?

NEW YORK, Sept. 2.—Irving Caesar wants his money from Columbia Pictures.

Caesar dealt with Columbia in 1948 for the inclusion of his tune, *Is It True What They Say About Dixie?*, in the *Jolson Sings Again* flick. Agreements was made during the Leibell freeze of flick performing rights, and the contract for *Dixie* provided that a performance payment reportedly equivalent to the sync fee would be made when the freeze was melted.

The consent decree thawed the freeze, permitting pubbers or American Society of Composers, Authors and Publishers (ASCAP) to deal direct with producers. Columbia, it appears, would deal with ASCAP, and negotiations are going on now (see other story).

"Tzena" Suit Filed by Mills

NEW YORK, Sept. 2.—Mills Music, thru attorneys Zissu & Marcus, filed suit against Cromwell Music and Edwards Music in New York District Court yesterday (1) charging copyright infringement of the hit tune, *Tzena, Tzena, Tzena*. The action climaxes an out-of-court dispute between Mills and Cromwell head, Howie Richmond, a hassle which has provoked considerable trade interest because of the hit status of the tune.

Edwards Music is named for having brought out its own edition of the tune on the presumption that it is in the public domain.

According to the complaint, two portions of the song were written in 1941 by Issachar Miron, then citizen of Palestine, now a citizen of Israel. In 1947, the complaint goes on, Julius Grossman, an American citizen, wrote a third part to be added to the Miron work, which was later published in a copyrighted book titled *Songs of Israel*, put out by the

(See *Tzena* Suit filed on page 54)

Frankie Laine Set For P.A. Trek on "Smiling" Flicker

NEW YORK, Sept. 2.—Frankie Laine will make a p.a. tour of local Loew's theaters here when the flick in which he is starred, *When You're Smiling*, opens in neighborhood houses next week. The stunt is modeled after Al Jolson's quickie appearance for *Jolson Sings Again*.

The Columbia musical, currently at Loew's Metropolitan, will also be visited by a flock of out-of-town deejays, with Columbia picking up the tab. The junket is the opening gun in the deejay exploitation of the flick, which is loaded with tunes.

The film, produced by Jonie Taps, who is due in town Friday (8) to help the bally, is Columbia's follow-up to its low-budget money maker, *Make Believe Ballroom*, in which Taps also had an important production hand. *Smiling* has a flock of music personalities in addition to Laine—Bob Crosby, Billy Daniels, Mills Brothers, Kay Starr, and the Modernaires.

But Caesar wants his money now, and has instructed Harry Fox, mechanical collections trustee for the pubbers, to collect. Fox is in communication with the flickery on the matter—no decision as yet.

Meanwhile, Caesar and other incensed pubbers made their feelings known at a recent ASCAP meeting that the negotiations being carried on by the film companies are beginning to look like shenanigans.

Berne Quits VP Post at London For New Duties

NEW YORK, Sept. 2.—Dan Berne, executive vice-president of the London Gramophone Corporation since the diskery's inception here nearly four years ago, has resigned that position to assume new duties in other branches of the London-English Decca empire.

Berne, a specialist in communications engineering and business administration, will take over as director of special products and interests of London and its affiliated companies, including Decca Navigator System, Inc., subsidiary of Decca Navigator Co., Ltd., of England. He also remains on the board of directors and as advisor to the local London diskery, the American wing of E. R. (Ted) Lewis's British Decca and to the London Gramophone Corporation of Canada, whose organization he supervised.

Berne will leave next week for a one-month business-and-vacation trip to South America. A large share of his activity will be in that area where the Lewis enterprises market their British-made radios, phonos, TV, radar and navigating equipment.

No appointment is being made to the vacated executive veepee post.

Victor Releases Jazz Reissues

NEW YORK, Sept. 2.—RCA Victor, which has lagged in jazz reissues during recent years, has embarked on a program of collectors' releases. The current plum, on 78 and 45 r.p.m., is an eight-side album, *Muggsy Spanier Favorites*, including *At the Jazz Band Ball*, *Butter and Egg Man*, *That Da Da Strain*, *Dippermcuth Blues*, *Eccentric*, *Relaxing at the Touro*, *Livery Stable Blues* and *Mandy, Make Up Your Mind*.

Two additional albums are out on 45 r.p.m. only—reissues of the *Singing the Blues* set and the Irving Fazola *New Orleans Jazz* album. *Blues* features sides by Louis Armstrong, Jack Teagarden, Mildred Bailey and Ethel Waters. Also on the jazz agenda is a forthcoming modern piano album featuring Errol Garner, Mary Lou Williams, Andre Previn and others.

The waxery, which has a strong depository of high-demand jazz cut-outs—Benny Goodman, Fats Waller, Mezz Mezzrow, Jelly Roll Morton, etc.—is somewhat restrained in its reissue activity because of rigid quality standards imposed by the engineering department for 45 r.p.m. disks.

Flicks Fail To Break Ice On Agreement

Or Are Both Stalling?

By Jerry Wexler

NEW YORK, Sept. 2.—Judging from the tenor of its last board of directors meeting Tuesday (29), the American Society of Composers, Authors and Publishers (ASCAP) may be in a mood to divest itself of film performing rights and return them to the writers and publishers.

The board, according to reports of the meeting, is getting restive about the loss of film performance revenue. The consent decree, which wiped off the Leibell freeze of the performing rights and gives either ASCAP or its individual members the right to seek payment at the source, i.e., from the film producers rather than the exhibitors, was passed in March. It is now September, and ASCAP's negotiations with the flickeries for blanket rights to the repertory have produced practically nothing by way of agreements—and the members are getting restive.

Pubbers (and writers) meanwhile have been granting the producers sync rights with an "if" clause covering performances. In some cases the "if" provides that performance payments for the songs contracted for be paid to ASCAP when a blanket deal is consummated. Most of these "if" clauses are limited by time provisos—unless ASCAP and the flickeries sign within three, six or nine months, direct payment shall be made to the pubber. Some contracts also provide that, should an ASCAP flickery deal be made before the end of a given year, flickeries would be credited with the performance money they had paid to pubbers direct during that year, these amounts to be subtracted from their fees to ASCAP.

"How About Cash?"

Another source of restiveness stems from pubber-movie deals made during the Leibell freeze, a year-and-a-half interim. Many of these agreements provided for payment of performance dough when and if the right was unfrozen. The right has been unfrozen, and some of the flickeries are still holding back pends (See *ASCAP's Hassle* on page 54)

Kenton, Cole 3 Team on Disks

NEW YORK, Sept. 2.—Stan Kenton, aiming at the commercial market, has teamed with the King Cole Trio for a pair of etchings. He also is preparing to do a series of out-and-out dance recordings geared for the general disk market.

Maestro currently is readying his crew for his first round of the nation's terp palaces and theaters in a couple of years. He has been working out the summer on a weekend proposition at the Balboa Beach Rendezvous Ballroom. Kenton apparently is shedding his concert music program, at least temporarily, in favor of shooting for the dollar jackpot.

The Kenton-Cole dinking couples a rhythm novelty, *Orange Colored Sky*, and an instrumental spotting the trio and the Kenton crew, *Jam-Bo*.

Columbia Fair-Trades Line In Step To Kill Price Cuts

NEW YORK, Sept. 2.—Columbia Records has fair-traded its entire line of long-playing records in New York State as its first step to stamp out price-cutting thruout the country. Dealers are being notified that prices will be frozen, as of September 8, according to the following schedule: Masterworks and children's, 12-inch—\$4.85, 10-inch—\$3.85, 7-inch—95 cents; popular and folk, 12-inch—\$4.85, 10-inch—\$2.85, 7-inch—75 cents.

It's no secret that Columbia considers the metropolitan area the key to the whole price situation. And this is not the only diskery to report constant beefs coming in from out-of-town dealers who feel that a few New York promoters have been drawing off the cream of their business via mail-order selling at 30 per cent off list prices. During the recent London "three-for-one" promotion, several dealers took advantage of the extra profit margin to offer London LP's in not-too-carefully camouflaged ads at 50 per cent off. Columbia's principal target in New York is understood to be dealer Sam Goody, largest of the cut-raters. Goody, along with Record Hunter, Chesterfield Music, Music Masters and several smaller operators in the area, have been running ads regularly in nationally circulated consumer publications. The heaviest concentration of ads has been in *The Sunday New York Times*.

Stiffer Policing

Reportedly, it has been the diskeries' hope that dealers would police themselves regarding price control, but in the local market, an attempt by the local Columbia distrib to hold the line via the Feld-Crawford Act has flopped. It is expected that State-wide application of the act may evoke more militancy among the dealers. Actually, it is known that Columbia toppers have informed their distributors thruout the country, "We'll take care of New York."

Meanwhile, one mail-order operator has expressed his intention to fight any attempt to clamp down on his operation. Citing instances where the federal government has broken up price-fixing cliques in such cities as Pittsburgh and Minneapolis, this dealer threatened to precipitate a similar showdown in this State as well.

In some trade quarters, it's felt that,

Sister Tharpe Accuses Bookers

NEW YORK, Sept. 2.—Dave Taps filed a breach-of-contract complaint this week with the American Federation of Musicians (AFM) against bookers Lou Wagner and Oscar Davis for allegedly having failed to fulfill a series of engagements for gospel singer Sister Rosetta Tharpe.

Taps, Miss Tharpe's personal manager, charges that Wagner and Davis signed a contract with him in June, providing for 36 bookings thru the West and Midwest for the thrush between July 15 and September 14, at \$600 per engagement against 55 per cent. According to Taps, the bookers obtained only three dates, leaving his attraction stranded without bookings, following which he was obliged to negotiate whatever work he could, salvaging the rest of her itinerary at a considerable loss.

Taps is seeking to recover \$18,300 he claims is due him on the contract—accruing from the 33 unfulfilled dates minus a \$1,500 binder put up by the bookers upon signing.

Davis is a well-known booker of country talent operating out of Nashville; Wagner works out of Peoria, Ill.

in view of long-time laxity, present efforts to uphold local fair-trade laws are feathers in a wind storm.

(See separate story on Washington fair trade currents in the Radio-TV-Merchandising section, this issue.)

Sidemen's Axing On "\$64 ?" Seg Gets AFM Frown

HOLLYWOOD, Sept. 2.—Local 47, American Federation of Musicians (AFM), has taken a serious "view with alarm" attitude toward action of RCA Victor in dropping sidemen from its *The \$64 Question*. It always used orks ranging in size from five to 20 men. This season, however, live orksters will be replaced by RCA Victor Records, with contestants asked to guess disk artists and tunes for prize loot.

Local 47 radio-tele rep, Phil Fischer, has apprised AFM Prexy James C. Petrillo of the problem, and requested the union topper to work with network heads in an effort to stem the anti-music tide. Legally or technically, AFM can do nothing to insure use of music on any show, but it is hoped that some form of gentleman's agreement can be reached between the skeins and the union on minimum use of musicians on all types of shows.

Cap Ad Account Shifted to C&H

HOLLYWOOD, Sept. 2.—Capitol Records awarded its ad account to the Calkins & Holden Agency, switching from Abbott Kimball. Agency change was made concurrently with the diskery's appointment of Lloyd Dunn, former Abbott Kimball exec veepee, as its merchandise manager (*The Billboard*, September 2).

Dave Fenwick, Dunn's former partner in the ad agency biz (Dunn-Fenwick) and more recently a veepee at Abbott Kimball, also left the latter agency to join C & H as account executive of the Capitol account. Cap's annual billing is estimated at \$500,000. Cap's account was originally handled by BBD&O, later switching to Foote, Cone & Belding. In 1946 Dunn-Fenwick took over the account and two years later brought it with them to Abbott Kimball.

FBI Moves In On 'Fake Books'

NEW YORK, Sept. 2.—The Federal Bureau of Investigation (FBI), at the instance of the Music Publishers' Protective Association (MPPA), has cracked down here on the makers and distributors of unauthorized books containing choruses of standard tunes. Known as "fake books," the bootleg items were being distributed in and around headquarters of Local 802, American Federation of Musicians (AFM), at prices ranging from \$1.75 to \$5 a copy. Choruses were hand-written, consisting of melody line and rudimentary harmony—designed for "faking" by small orks who might thereby save the cost of stocks.

Two sources of the books were uncovered. Extenuating circumstances were found in the case of one, and after he surrendered 157 copies of the book, no complaint was lodged. The other source of the books was brought to trial, but in

Petrillo Pioneers

NEW YORK, Sept. 2.—James C. Petrillo, president of the American Federation of Musicians (AFM), flew to San Juan, Puerto Rico, last week to investigate the possibilities of taking the local musicians into the AFM fold.

The AFM chief is expected to return here next week with a report.

It was stated that Petrillo currently has no plans to organize musicians in any other outlying territories or possessions of the United States.

Tower Attempts To Build Russell Into Disk Name

CHICAGO, Sept. 2.—Taking a lead from major diskeries which have taken veteran arrangers-conductors and made them platter names, Dick Bradley, of Tower here, inked a deal with Henry Russell, vet Coast radio ork conductor. Bradley will release Russell's first disk next week, a pairing of *The Halls of Ivy*, theme of the Ronald and Benita Coleman NBC web seg, and *Drink, Drink, Drink*.

Russell has been a Coast radio batoneer for the past 10 years. He is writer of both ditties on the first Tower release. The *Ivy* side will be ballyhooed via the NBC airer, while Bradley intends to work out some type of reciprocal deal with a major brewery or brewery association to plug the *Drink* song.

Continuing on the ork kick, Bradley will release the first sides by Leo Pieper and Tony Papa's orks. Bradley also has cut first sides by John Carroll, former first trumpet with Stan Kenton.

Dewey, Morrow Offers Flood In

NEW YORK, Sept. 2.—Following the disclosure last week that RCA Victor is planning Bob Dewey (alias for Victor a. and r. staffer Dewey Bergman) and Buddy Morrow bands in the images of Sammy Kaye and Tommy Dorsey, respectively (*The Billboard*, September 2), the waxery has been swamped with offers from managers and agencies with eyes for the new properties.

Meanwhile, Bergman has set his son, Dewey Robert Bergman to front the Bob Dewey ork. Bergman Jr., 21 and currently attending University of Southern California, is reputedly a well-round musician and pianist.

Victor is also pacting warbler Tommy Furtado, disk jockey Fred Robbins's discovery, to sing with the Dewey ork. Furtado, who also plays piano, is 20 years old and has no recording experience. He was tapped for the band warbler spot by Bergman out of some dozen prospects auditioned.

The Dewey ork has four more sides to cut next week.

view of a good record in the last war was given a suspended sentence and placed on probation, and some 500 books in his possession were destroyed. The MPPA and the FBI are withholding the names of both men, seeing no purpose in exposing them now.

The MPPA, meanwhile, is going ahead with the Chicago cases in which Tune-Dex cards were being used in the production of bootleg books.

History of UN Goes in Album For Fall Sale

LAKE SUCCESS, N. Y., Sept. 2.—For the first time in the history of the United Nations (UN), an album of records tracing the development and growth of the world organization is going to be released this fall. The United Nations radio division has been outstanding in production and placement via transcription of sock broadcasts. But never until now has a record album been produced.

The album was completed here this week, after nine months' work, during which the writing-producing team of Saul Carson and Eleanor Gardiner has screened 40,000 records and hundreds of thousands of feet of magnetic tape on which the UN has been preserving the voices of delegates, statesmen, officials and staff members at work on UN chores all over the world since 1945.

The entire job was put together on magnetic tape here during the last six weeks. Advance previews, according to UN officials, indicate that the album has resulted in a documentary which combines dramatic and entertainment values with the educational purpose which was the prime motive for the creation of the album.

Flick star Franchot Tone is the narrator of the album. Two prominent radio directors were called in by Carson and Mrs. Gardiner to help with the final production. Mayor Moore, producer-director of the Canadian Broadcasting Corporation, directed most of the tone narration, with the film biggie coming here for the purpose. Robert Lewis Shayon, who gained national prominence as producer-director of *You Are There* on CBS, directed the final taping and blending of the production.

A special statement for the album was recorded by Benjamin Cohen, of Chile, assistant secretary general in charge of the UN Department of Public Information. That recorded statement is being made a feature of the album.

The album is titled *This Is the U. N.—Its Actual Voices*. In addition to the Cohen message, there will be, in the program itself, a total of 10 12-inch sides and one full LP, the entire program aside from the special statement, taking 45 minutes of playing time.

A special album jacket, for both the 78's and the LP's is being designed by Herschel Levit.

Carson and Mrs. Gardiner established a special unit, Tribune Productions, to make this album, and it will be marketed under this new Tribune label. The prime market will be among schools, from junior high up, and colleges, libraries, churches and community organizations, but some straight commercial sale is expected also.

It is expected to be ready for shipment by October 1.

The album has in it 70 voices of the world's great—from Presidents Roosevelt, Truman and Auriol (of France) to leaders of many of the United Nations delegations, including both the Eastern and Western blocs.

No Discount?

HOLLYWOOD, Sept. 2.—Even the disk business is not without espionage these days. Decca's Joe Perry received an anonymous phone call the other day—the fem voice on the other end proposing to sell him titles of four tunes Columbia's Paul Weston recorded the night before. Price asked for this inside info was \$200.

The musical Mata Hari claimed she was working her way thru college.

AFM Crimps Chi NYC Opera Date

CHICAGO, Sept. 2. — The New York City Opera Company will not appear here, as was previously scheduled by Laszlo Halasz, director of the group, because of failure to reach an agreement between Local 10, American Federation of Musicians' chapter here, and Halasz over the maximum of out-of-town musickers he could bring in for the three-week November performance.

When Halasz appeared before the board of the Local here in 1948, the two parties reached a house band agreement whereby the Local okayed a 50-50 split between local musicians and out-of-town sidemen. The following year the AFM execs here informed Halasz that he would be able to use 25 per cent out-of-town tootlers, but Halasz protested, took the matter to local civic officials and finally conceded to a 35 per cent quota of traveling sidemen. During May of this year, Halasz again appeared before the executive board and pleaded for a 50-50 split between local and outside men. The union denied his request, so he canceled his November appearance.

Morrow Signs With Alexander

NEW YORK, Sept. 2.—Buddy Morrow, who is half of the RCA Victor company's plan to "get" the Tommy Dorsey and Sammy Kaye orks following their departure for other diskeries, has been signed to a management contract by the Willard Alexander Agency. Morrow inked a standard American Federation of Musicians (AFM) paper which calls for a five-year term with a two-year option.

Morrow, veteran studio trombonist who led an active dance crew for three years, was chosen by the Victor diskery to front a record-born version of the Tommy Dorsey crew. Morrow hasn't recorded as yet but is expected to slice his first sides shortly. When his recordings hit the market, it is planned that Morrow will take to the road under Alexander's guidance and via his office's bookings. Incidentally, Al Herman, who was Morrow's personal manager during the tramist's last fling as an orkster, currently is associated with Alexander as an agent. Morrow's last crew recorded for Mercury Records.

Granz Duz All, Makes Hot Jazz Pay Upward of \$500,000 a Yr.

By Hal Webman

NEW YORK, Sept. 2.—While jazz music, with the exception of a couple of metropolitan niteries across the country, has fallen flat on its box office face across the country in recent years, Norman Granz, via his phenomenally successful *Jazz at the Philharmonic* (JATP) concerts and recordings, has managed to parlay JATP into an institutional business venture which annually brings in well over \$500,000. Granz currently is laying the groundwork for the kick-off of the JATP unit's 10th year on the jazz concert circuits. The new series begins September 15 at the Bushnell Memorial in Hartford, Conn.

Granz estimates that JATP's net for the coming series of 48 concerts should run in the vicinity of \$300,000. The unit will draw another huge chunk of change for a six-week spring concert tour on the Continent. In addition, Granz's three-record album JATP recordings, which are released and distributed by Mercury on a lease arrangement with the hot music impresario, regularly fall into best-selling categories. Volume 8, *Perdido*, racked up album sales which ran over 100,000 units.

For its 10th year, Granz is expanding JATP activities to include the movie business. In conjunction with photographer Gjon Mili, he will produce the first of a series of two-reel JATP movie shorts featuring the regular concert talent line-up. Shorts will be patterned after the Mili-Granz *Jammin' the Blues* short of 1942, which won a special Academy Award.

The JATP concert presentation in itself is a unique operation. Granz not only produces the concerts, but also promotes each of the concerts, thereby by-passing booking office and local promoter headaches. He rents local halls, sets up promotion campaigns via local disk jockeys and newspaper ads, and even sells his own tickets and programs. Tho his all-star jazz talents are on weekly salaries for the tours, JATP concert presentations are strictly week-end deals. The unit works out Thursday, Friday, Saturday and Sunday dates each week of a tour, using the risky early week-days for vacation and traveling.

Granz, in making jazz pay off, has an iron grip on the hot music talents in the business. This not only because of the box office magic of JATP, but also because Granz has willingly paid the hot tootlers in sizable sums. He has paid men like Buddy Rich as much as \$1,000 per week, and has had his payroll average out to between \$500 and \$750 per man in the past.

Typical of the dollar magic of JATP is the line up which Granz has ready for the coming tour—Rich, Oscar Peterson, Flip Phillips, Coleman Hawkins, Lester Young, Ray Brown, Hank Jones, Hary Edison and Bill Harris. Thrush Ella Fitzgerald, who works on a per-night deal, will also tour with the unit this season.

The coming JATP series will run 11 weeks and include 48 concerts. Following its Hartford, Conn., kick-off on September 15, JATP will play a double-header split between New York's Carnegie Hall (at 8:30 p.m.) and Newark's Mosque Theater (at midnight) Saturday, September 16. The week-end will close Sunday (17) in Washington. In addition to the regular JATP talent line-up, Granz has set Charlie Parker and His Strings as a feature of the New York, Newark and Washington concerts.

Granz has already fully booked a six-week European tour for the spring to start in Copenhagen March 2. The impresario will take a trip to the Continent in January to round out the details of the tour.

Cleffer Al Kaufman Wants In on Dorsey Bros.' Pubbery Firm

NEW YORK, Sept. 2.—Songwriter Al Kaufman has notified the Dorsey Bros.' pubbery that he wants recognition as co-writer of the firm's current plug tune, *It All Begins and Ends With You*. According to Kaufman, he clefted the tune in 1947 with Eddie Seiler and Sol Marcus, who recently placed the tune with Dorsey.

Seiler and Marcus maintain that Kaufman had no hand in the song, lyrically or musically. They wrote with him for a while, they say, but broke with him some years back. On splitting, they say, they ran down a list of their tunes with Kaufman, specifying those in which he was to participate — and *Begins*, they say Kaufman agreed, was not one of them.

Bernie Scherer, professional manager for the pubbery, says that his contract with Seiler and Marcus stands until Kaufman legally proves that he should participate.

Feinberg Hat Early In 802 Ballot Ring

NEW YORK, Sept. 2.—William Feinberg, Unity candidate for presidency of Local 802, American Federation of Musicians (AFM), made an early campaign pitch last Thursday (24) at the Hotel Lorraine in South Fallsburg, in the Catskills, before an assemblage of 802 tootlers working at summer jobs in the resort areas. Feinberg was accompanied by Unity party brass Max Arons, Irving Blum and Henry Maccaro.

With the expectation of a bitterly contested campaign in the offing, preliminary to the November elections in the New York local, both the incumbent *Blue* and Unity factions are slated to caucus soon after Labor Day to select their candidates.

Feinberg, ex-secretary of 802 and presently labor conciliator for the entertainment industry, was appointed this week to the advisory committee of the American Field Service International Scholarships, a non-profit, non-political, non-sectarian agency which sponsors one-year high school scholarships here for young people from all free countries.

Col. Sets Bally For Kostelanetz 10th Anniv'sary

NEW YORK, Sept. 2.—Columbia Records has set an intensive six-week promotion campaign to ballyhoo Andre Kostelanetz's 10th anniversary with the diskery. It is claimed that Kostelanetz, who is largely credited with having bridged the gap between pop and classic with his symphonic approach to Gershwin, Kern and other giants of the pop idiom, has sold approximately 20,000,000 recordings in his 10 years with the label. Kostelanetz boasts one of the largest standard catalog listings in the business, with some 50 LP and conventional albums to his credit and available today.

The diskery's promotion is based on a three-point program, including a distributor salesman contest, a dealer window display contest and a general merchandising and advertising campaign on the Kostelanetz catalog. Spotlighted in the promotion will be Kostelanetz's latest symphonic pop venture, a package of 19 Irving Berlin songs.

Co-Op With CBS

Part of the promotion program includes a co-operative ballyhoo arrangement between the diskery and its parent affiliate, the Columbia Broadcasting System. In connection with the drive, Kostelanetz has been set for special appearances on a number of CBS video and radio programs, and the diskery has arranged for spot and regular time advertising on the web and its affiliated stations.

A somewhat unique feature of the promotion will be a special disk jockey package which will include both pop and longhair slicings to show off the versatility of the maestro. *Masterworks of Music*, the weekly Columbia disk show on 130 CBS stations, will spot Kostelanetz wax for the six weeks of the campaign, and one show in the period will be an all-Kostelanetz half-hour. The promotion will run between September 5 and October 13.

Heebner Turns Cooley Agent

HOLLYWOOD, Sept. 2.—Walter Heebner, for three years RCA Victor's Coast artist-repertoire head, has turned agent and has landed Spade Cooley as his initial talent property.

In his affiliation with the Western swingmaster, Heebner will supervise all of Cooley's enterprises, including operation of his Santa Monica ballroom, production of his KTLA video show, p. a.'s, pictures and recording activities. Heebner intends to add other talent acquisitions to his office in the near future.

Maddy Russell Inks Exclusive MCA Pact

HOLLYWOOD, Sept. 2.—Madelyn Russell, Mercury songbird, was inked to an exclusive pact by Music Corporation of America (MCA). Doug Whitney, of MCA's motion picture department, signed the thrush, indicating percenter's interest in building the songstress for pix. However, the MCA pact covers all showbiz fields. She is currently playing a two-week engagement at Reno's Mapes Hotel.

Personal management is by the Gabbe, Lutz & Heller office.

Kleigs, Too?

HOLLYWOOD, Sept. 2. — Ballroom operation is getting to be more like the picture biz—with press prevues, etc. However, the idea seems to be here to stay, at least at the Hollywood Palladium. As in the unveiling of the Jerry Gray band, dancery will throw a similar shindig in honor of Ray Anthony Monday (spot's dark night), October 9, prior to band's opening the following night.

Invites go to deejays, dealers and their sales reps, juke box ops and the press. Party is being used only to intro bands new to this area. Anthony's Palladium bow marks his initial Coast appearance since Capitol Records leveled its all-out build-up drive.

Hopalong Releases Folio for Kid Biz

HOLLYWOOD, Sept. 2.—Bill (Hopalong Cassidy) Boyd tossed a new wrinkle into the music pub biz with release of a folio aimed solely at the kid mart. Tagged the *Hopalong Cassidy Music Roundup*, book comes complete with songs and narrative as penned by L. Wolfe Gilbert and Nacio Herb Brown. Brown holds exclusive pub rights on all Hoppy song material, with J. J. Robbins serving as sole sales agent. Package retails for a \$1 and includes, in addition to the narrative, six new Brown-Gilbert tunes—*The Old Bar 20 Quartet*, *Hoppy and Hopi Indians*, *Hoppy Wishes You a Happy Birthday*, *The Windmill Song*, *I'm Saving Up to Buy a Saddle* and *By the Light of the Campfire Glow*.

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BETTER IN EVERY WAY

beginning NOVEMBER 4

Miller Brewing Re-Signs Welk For ABC Stanza

CHICAGO, Sept. 2. — Lawrence Welk, who did slightly over \$300,000 gross business last year, including his one-nighters and location dates and his weekly sponsored radio shows, looks like he's headed for his biggest year. A batoneer for 25 years, Welk this week completed a deal with the Mathisson & Associates ad agency, Milwaukee, where-by he starts his fall series for Miller Brewing Company, Milwaukee, October 4.

The Wednesday night half-hour seg (9 p.m., CST) will be aired over 202 stations on ABC. His previous 52-week series for the same sponsor, which ended early in May, was heard over approximately 35 stations of the network. Welk was heard at the same time over the same web during the summer as a sustainer.

The Miller High Life show will debut at the Million Dollar Ballroom, Milwaukee, and is tentatively slated to play every part of the U. S. Previously Welk worked only in the scope of the 30 stations which carried the show.

Music Corporation of America, the office which books Welk, intends to tour the accordion squeezing orkster into the Southeast and Southwest areas on the basis of his radio show and the plugging he'll get from Miller distributors and Mercury records, who are planning a promotional drive with Welk. Welk has his own promotion man, Cliff Mitchell, who will work a week ahead of the band.

Welk works his first Philadelphia location, starting a week at the Click November 5, followed by his first Washington date, a two-weeker at the Hotel Statler, teeing off November 15, and a return to the Trianon, Chicago, for four weeks, opening December 25. He returns to the Palladium, Hollywood, around March 15.

Welk has added Myron Floren, St. Louis accordionist, to the ork as a regular feature, making 17 instrumentalists with the ork.

Book Review

Dave Hall's 1950 Discography Seen As Sock Ref Work

The latest edition of David Hall's *Record Book* (Alfred A. Knopf), one of the established reference volumes for longhair recordings, is perhaps the most useful and timely of the three volumes now published. Because of its remarkably detailed listings and its coverage of the waxings on three speeds, this new volume, known simply as *Records: 1950 Edition*, is an invaluable aid for both longhair wax merchants and for the collector of classical records. It is a prime reference for the serious segments of the disk business.

The new book is divided into two sections. The first portion is a brisk discussion of the technical progress made in the wax business since the publication of Hall's 1948 volume. Hall conducts an impartial discussion of the long-playing and 45 r.p.m. platters in this section, and throws some light on the differences in the recording processes of the three speeds. He also delves lightly into the international longhair disk repertoire picture, both current and for the immediate future.

The second section of the book, and the major portion, features listings and commentaries on the recordings of some 350 composers. His recommendations, tho based on personal tastes, would make a fair and acceptable guide for the out-of-touch longhair dealer and buyer.

Hall, who currently is longhair repertoire director for Mercury Records, has turned in a superb research job in his preparation of this book and its predecessors. The sheer weight of detail of listings of the 1948-1950 longhair recordings, covered in this 524-page book, makes this the most acceptable of the available serious music record tomes. Well worth the \$5 tab. *Hal Webman.*

Simon To Head Nat'l Flack for Signature

NEW YORK, Sept. 2.—Jerry Simon begins Tuesday (5) as national publicity director for Signature Records. Simon's appointment, sealed by Signature Prexy Bob Thiele, is a step in the waxery's new push in the 79-cent field, which it had soft-pedaled of late in favor of its Hi-Tone 39-cent operation.

The label's re-orientation toward 79-cent wax will begin with a drive on its Lily Ann Carroll waxing of *Lazy River*.

Simon had formerly flacked for Varsity, Majestic and a number of indies on a free-lance basis. He was associated with Eileen Barton's *Bake a Cake* smash on National.

'Bonaparte' Nudges Krupa to Dixieland

NEW YORK, Sept. 2.—Success of Gene Krupa's RCA Victor disk, *Bonaparte's Retreat*, coupled with *Scandinavian Baby*, has persuaded the maestro to adopt a Dixieland policy.

Bonaparte was the first side on which he used the two-beat style. He followed this disk with another pair and last week cut *Cincinnati Dancing Pig* and *Swingin' Doors*. Krupa intends to highlight a small Dixieland combo from the large band, plus warbler Bobby Soots.

For ballroom and location dates, Krupa will not cut the band's size below its present 16 men.

Treaty Lifting Aud-Visual Bite Sent to Senate

WASHINGTON, Sept. 2. — The treaty ending tariffs on sound recordings and films of an educational nature (*The Billboard*, April 29) is pending in the Senate following its submission by President Truman this week. The pact, the first sponsored by the United Nations Educational, Scientific and Cultural Organization (UNESCO), has a chance of action this session if the Foreign Relations Committee can clear it in the next 10 days.

In urging the treaty's ratification, the State Department said it will prove a boon to U. S. makers of audio-visual educational material since most of the world's output is made in this country. The agency added that "American producers of nonentertainment films, filmstrips, slides and recordings used for teaching and training purposes have expressed strong approval of the agreement."

A more important treaty to the entertainment world is slated to come before the Senate next year. Tho similar to the pending treaty, it provides for duty-free shipments of sheet music, as well as disks and films when the consignee is an approved educational or cultural institution. Included among such institutions in the terms of the pact are radio and TV stations.

Adoption of this pact would permit foreign stations to buy all types of U. S. disks and films without paying high duty rates in effect in their respective nations. Domestic stations could buy foreign music and films without paying U. S. tariffs.

RCA 45 Bonuses Get More Push

NEW YORK, Sept. 2.—RCA Victor has extended its record bonus plan to include all of its 45 r.p.m. instruments. The bonus program was initiated last month to promote the company's 45 r.p.m. record player attachment, Model 45-J. Under the extended plan, the purchaser of any of the company's console radio or television receivers containing a 45 r.p.m. turntable will receive as a bonus six 45 r.p.m. Victor disks. Customer will select the disks on a one-a-month basis.

The offer covers all Victor phonograph instruments and combinations except table model 45 r.p.m. phono (Model 45-EY) and a table model radio-phono (Model 9Y51), which were previously covered by a special "anniversary album" bonus offer of 10 disks.

The Ham Is There, But What of Fat?

NEW YORK, Sept. 2.—Disk flack Nat Shapiro has a promotion under way calculated to prey on the thespian streak (trade definition: ham-bone) in disk jockeys.

In co-operation with 20th Century-Fox, he is sending to 600 spinners copies of a three-minute playlet adapted from the shooting script of *My Blue Heaven*. The bit has a role for the jock (the Dan Dailey role) and a fem supporting player—the station steno perhaps—to play Betty Grable. Point of the gimmick is that the chatter leads straight to a music cue for the tune *My Blue Heaven*.

And Shapiro's point is to please play the Frank Sinatra dishing of *Heaven* on account of The Voice is his client.

News Review

U. S. Debut of Cap's Peruvian Songbird Left 'Em Cheering

HOLLYWOOD, Sept. 2. — Yma Sumac, Capitol Records's Peruvian songbird, drew a half dozen curtain calls and left 'em cheering at her U. S. debut in Hollywood Bowl last week. She possesses one of the most unusual voices yet heard with a range from the top soprano register to the deepest contralto. Her pipes are crystal clear and she displays a thoro sense of shading and phrasing. To top it off, the little gal is a beauty sure to catch technicolor eye of the movie makers. But there's a catch—lack of material.

At the Bowl event she sang selections from her Capitol album (October release), *Voice of the Xtabay*, composed of traditional Inca hymns and melodies of her native Andes. Whether this unusual voice can be captured in the restricted confines of organized musical composition without loss of quality, only time can tell. However, Miss Sumac will have to offer future audiences more than Incan melodies. Capitol shares in the problem as to material for her next waxings if her first release finds a worthy market.

Judging by the Bowl crowd's reaction, her album should prove to be a fast seller. If her voice lends to training, she should do well in works of Villa Lobos and de Falla. *Xtabay* selections, based on unusual combinations of the pentatonic (five-tone) scale, sound weird to the unaccustomed ear, and its fascination wears off unless backed up with more musical substance. Her orchestral arrangements were made by Les Baxter and competently frame her voice. Bowl orchestra was batoned by Arthur Fiedler. Miss Sumac shared the bill with pianist Jesus Maria Sanroma. *Lee Zhito.*

Reno Browne To Cut Disks

PHILADELPHIA, Sept. 2. — Reno Browne, Monogram movies cowgal star primarily known for her horsemanship, will invade the Western music field for the first time with a buckeroos band of her own. The cowgal will make her initial bid for Western musical fame via the local Cowboy Records label in a deal concluded by Jack Howard Promotions here with Ruth Browne Productions on the West Coast. Bill Haley, radio cowboy yodeler, handles the vocals for the first Reno Browne sides. Tunes selected take in *My Sweet Little Girl From Nevada*, dedicated to the new hillbilly fem maestro who hails from Reno in that State and written by Gus Braun, Harry Reber and Harrison Davis, with Jack Howard Publications here publishing, and *My Palomino and I*, authored by Miss Browne and Bill Lennerts, with Lennerts Music, of Detroit, publishing.

Present Arms!

WASHINGTON, Sept. 2.—The American Society of Composers, Authors and Publishers (ASCAP) has granted a free license for the performance of music of ASCAP members on the National Guard show, it was announced by ASCAP Prexy Otto Harbach. The ASCAP president said this is in keeping with his assurance to President Truman in a letter last month that ASCAP will make available its entire repertory of musical compositions "to the government and its armed services, as it did in the last war, without profit to the composers, authors or publishers, for the duration of the present crisis." The National Guard show is a series of 39 15-minute transcribed programs for recruiting men for the National Guard.

Film Musical Review

Lanza's Top Form In "Toast of N. O." Should Hypo Disks

HOLLYWOOD, Sept. 2. — Mario Lanza's RCA Victor record sales are in for another hypo when Metro-Goldwyn-Mayer releases his next technicolor songfest, *The Toast of New Orleans*. The celluloid Caruso has never been in better voice than in this Joe Pasternak production co-starring Kathryn Grayson. Victor is wisely cashing in on the film exploitation, releasing two albums composed of selections from the film. One covers six pop tunes by Nicholas Brodzky and Sammy Cahn, while the other contains six popular opera arias. On wax, Lanza is surrounded by a 60-man ork and 30-voice choir batoned by Ray Sinatra.

Brodzky-Cahn cleffings include the title tune, *Be My Love*, *Tina Lina*, *Boom Biddy Boom Boom*, *I'll Never Love You* and *Bayou Lullaby*. Arias Donizetti's *O Luce di Quest Anima*, *Je Suis Titania* from *Mignon* by Thomas, *La Ci Darem la Mano* from Mozart's *Don Giovanni*, *Flower Song* from Bizet's *Carmen*, *Brindist* from Verdi's *La Traviata* and the duet from Pucini's *Madame Butterfly*.

Story deals with an opera company manager in search for a tenor discovering Lanza as a singing fisherman in the Louisiana bayou country. Unlike most films which portray rough hewn talent stepping into the Met overnight, *New Orleans* deals considerably with the amount of training it takes before one can tread opera's boards. *Lee Zhito.*



SY OLIVER

and His Orchestra

NEWEST RELEASE

I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY

COUPLED WITH

ORGAN GRINDER'S SWING

DECCA 27185 (78 rpm) and *9-27185 (45 rpm)



OTHER SY OLIVER FAVORITES

X **LA VIE EN ROSE**
C'EST SI BON
With LOUIS ARMSTRONG
Decca 27113 (78 rpm) and *9-27113 (45 rpm)

X **I'VE GOT THE WORLD ON A STRING**
PEAS AND RICE
With ELLA FITZGERALD
Decca 27120 (78 rpm) and *9-27120 (45 rpm)

BEST SELLERS

- | | | |
|--|---|--|
| Goodnight Irene
Tzena Tzena Tzena | X | GORDON JENKINS and THE WEAVERS
Decca 27077 *9-27077 |
| Play a Simple Melody
Sam's Song (The Happy Tune) | X | GARY CROSBY and FRIEND
Decca 27112 *9-27112 |
| Goodnight Irene
Hillbilly Fever #2 | X | RED FOLEY and ERNEST TUBB
Decca 46255 *9-46255 |
| Mona Lisa
The 3rd Man Theme | X | VICTOR YOUNG and DON CHERRY
Decca 27048 *9-27048 |
| Steal Away
Just a Closer Walk with Thee | X | RED FOLEY
Decca 14505 *9-14505 |
| Sometime
I Was Dancing with Someone | X | INK SPOTS
Decca 27102 *9-27102 |
| Blue Light Boogie—
Two Parts | X | LOUIS JORDAN
Decca 27114 *9-27114 |
| You Don't Have to Be a Baby to Cry
G-I-R-L Spells Trouble | X | ERNEST TUBB
Decca 46257 *9-46257 |
| There Will Never Be Another You
Can't We Talk It Over | X | ANDREWS SISTERS with
GORDON JENKINS
Decca 27115 *9-27115 |
| I Cross My Fingers
La Vie En Rose | X | BING CROSBY
Decca 27111 *9-27111 |

NEW CHILDREN'S SETS By FRANK LUTHER

NOW AVAILABLE IN 45 RPM

Mother Goose Play Time Songs

Vocal with Sound Effects and Orchestra
Directed by Alvy West

Selections include: BROWNIES' MARCH—IN AND OUT THE WINDOW—THE QUAKER'S WIFE—THE LITTLE TRAIN—DANCE LITTLE PONY DANCE—SEE-SAW MARGERY DAW—LOOPY LOO—HOW DOES THE COW GO—DOWN AT THE BEACH—SANTA CLAUS IS COMING

Children's Set 1-100 • 45 RPM Unbreakable Record • 95¢
Also available in:
K-7 • 10-inch 78 RPM Deccalite* Record • Price \$1.00

Mother Goose Story Time Songs

Vocal with Orchestra Directed by Jimmy Carroll

Selections include: OLD KING COLE—SOLDIER SOLDIER—TREE IN THE WOOD—A PAPER OF PINS

Children's Set 1-102 • 45 RPM Unbreakable Record • 95¢
Also available in:
K-9 • 10-inch 78 RPM Deccalite* Record • Price \$1.00

Mother Goose School Time Songs

Vocal with Orchestra Directed by Jimmy Carroll

Selections include: SCHOOL DAYS—SCHOOLTIME—TEN LITTLE INDIANS—ADDING GAME—GEOGRAPHY SONG—NEW ENGLAND—TRY TRY AGAIN—OUR SOLAR SYSTEM—ARMS STRAIGHT OUT—MARCH AROUND THE ROOM—DON'T PLAY IN THE STREET—MUSICAL STEPS—HOW MANY SECONDS IN A MINUTE—ALPHABET SONG—SPELLING SONG—RED, YELLOW AND BLUE—DON'T RUN ACROSS THE STREET—SCHOOLTIME'S OVER

Children's Set 1-104 • 45 RPM Unbreakable Record • 95¢
Also available in:
K-11 • 10-inch 78 RPM Deccalite* Record • Price \$1.00
*Unbreakable under normal use

Mother Goose Sing Time Songs

Vocal with Orchestra Directed by Jimmy Carroll

Selections include: ROW ROW ROW YOUR BOAT—ROLLER SKATE—THE LITTLE RED ROBIN—GREGORY RIGGS—DING DONG BELL—LUCY LOCKET—LITTLE SALLY BLENNING—WHERE, OH WHERE—MOTHER MAY I GO OUT TO SWIM—HI HO SAYS ROLY—WE'VE A NEW BABY AT OUR HOUSE—LAVENDER'S BLUE—STARLIGHT STARBRIGHT

Children's Set 1-101 • 45 RPM Unbreakable Record • 95¢
Also available in:
K-8 • 10-inch 78 RPM Deccalite* Record • Price \$1.00

Mother Goose Sleepy Time Songs

Vocal with Orchestra Directed by Jimmy Carroll

Selections include: WHEN THE SUN GOES TO BED—IT'S NICE TO GET SLEEPY—A LION WAS EATING HIS SUPPER—GOD BLESS MUMMY—THE OWL AND THE PUSSYCAT—MY LITTLE BOAT—GO TO SLEEP

Children's Set 1-105 • 45 RPM Unbreakable Record • 95¢
Also available in:
K-12 • 10-inch 78 RPM Deccalite* Record • Price \$1.00

Mother Goose Circus Time Songs

Vocal with Orchestra Directed by Jimmy Carroll

Selections include: CIRCUS PARADE MARCH—THE CIRCUS HAS COME TO TOWN—HORSES, HORSES—TOY SOLDIER'S MARCH—THE CIRCUS WAGONS—THE TIGERWALK—MONKEYS ARE SO MUCH LIKE PEOPLE—HERE COME THE CLOWNS—THE ELEPHANT WALK—THE CAMEL WALK—HERE COMES SUNNY SEAL—BESSIE BEAR—KATY KANGAROO—CIRCUS CHARIOT RACE—CIRCUS CALLIOPE—THE MERRY-GO-ROUND

Children's Set 1-103 • 45 RPM Unbreakable Record • 95¢
Also available in:
K-10 • 10-inch 78 RPM Deccalite* Record • Price \$1.00

NEW RELEASES

- | | | |
|--|---|---|
| High on the List
Life Is So Peculiar | X | BING CROSBY and ANDREWS SISTERS
Decca 27173* |
| Nola
Let's Do It Again | X | GUY LOMBARDO
Decca 27178* |
| All American Girl
Betty Co-Ed | X | RUSS MORGAN
Decca 27174* |
| Don't Be Afraid
My Silent Love | X | DICK HAYMES
Decca 27175* |
| Everybody's Somebody's Fool
September in the Rain | X | LIONEL HAMPTON
Decca 27176* |
| I Don't Care if the Sun Don't Shine
Vagabond Shoes | X | JERRY GRAY
Decca 27179* |
| No Other Love
(Adapted from Chopin's Etude in E Major)
Honestly I Love You | X | JERRY GRAY
Decca 27180* |
| In the Mood
A String of Pearls | X | JERRY GRAY
Decca 27177* |
| Our Perfect Waltz
Strawberry Hill Polka | X | EDDIE HABAT
Decca 45112* |
| The Texas Song
Oklahoma Hills | X | BOB EATON
Decca 46262* |
| You Won't Have to Cry No More
It's Been a Long Time, Baby | X | GRANT "MR. BLUES" JONES
Decca 48169* |

SPECIAL RELEASES

- | | | |
|---|---|---|
| I'm Forever Blowing Bubbles
You're Mine, You! | X | ARTIE SHAW & GORDON JENKINS
Decca 27186 *9-27186 |
| Ain't Nobody's Business If I Do
I'll Never Be Free | X | ELLA FITZGERALD and
LOUIS JORDAN
Decca 27200 *9-27200 |
| Cincinnati Dancing Pig
I'm Moving On | X | HOAGY CARMICHAEL and JERRY GRAY
Decca 27201 *9-27201 |
| Harbor Lights
The Petite Waltz (La Petite Valse) | X | GUY LOMBARDO
Decca 27208 *9-27208 |
| Cincinnati Dancing Pig
St. Louis Blues | X | LENNY DEE
Decca 46263 *9-46263 |

*Indicates 45 RPM Version



AMERICA'S FASTEST SELLING RECORDS



PERRY COMO

“BLESS THIS HOUSE”

Taking its place in
America's heart with
Perry's great standard,
"THE LORD'S PRAYER"
and "AVE MARIA."



backed by
"THE ROSARY"



RCA VICTOR Records

45 rpm 47-3850
78 rpm 20-3850





Fran's best since "PAJAMAS."

Fran Warren



ONE OF
RCA
VICTOR'S
**BIG
12**

with Orchestra conducted by Henri Rene

"I LOVE THE GUY"

backed by

"LET'S MAKE LOVE"



RCA VICTOR Records

45 rpm 47-3848

78 rpm 20-3848



Josh White's Statement

(Continued from page 8)

amazed and annoyed that, somehow, only one of my dozens of recordings was being circulated in those countries, namely, *Strange Fruit*. So, wherever I appeared, the audiences requested me to sing it.

Explanations Difficult

"But I refused and I told my audiences why. I tried to make them understand that America is the best and freest country in the world. It is the kind of democracy that makes it possible to fight injustice and to achieve progress.

"It's one thing to complain of lynching in America, where your listeners know that it does not detract from your loyalty and love for your country. It seemed to me quite another thing to complain of it abroad, where the listeners might think it's the whole story. Jim Crow and the rest of it, we all know, are on the decline. More and more Americans are ashamed of it and doing something about it. In any case, it's our family affair, to be solved by Americans in the peaceful, democratic American way.

"In some of those European cities I was interviewed by reporters. There are the clippings to show that I spoke of my pride in our country, and denied the libel that my people would not fight and die to defend America.

"In the midst of all this, I got the news that I was being attacked back home as 'fronting for the Communists.' Considering that I was doing the very opposite, that was quite a blow. So I cut short my tour in order to return and expose that lie. That, Mr. Chairman, is how I happen to be here today.

"My entertainment for these subversive groups was innocent on my part, and is far in the past. I am concerned, however, for my wife and children. The very notion that their father and husband is partial to Communism has come to them as a shock.

I want to reassure them on this score, in the open and without question.

"About two years ago my boy, who was then seven and is gifted musically, gave a concert in Chicago at Orchestra Hall. Among other things he sang *Marching Down Freedom Road*, and that's a fine, rousing plea for true democracy. He also sang *The Lord's Prayer*, one of his favorites, which he sings often in his Sunday school. But some paper, believe it or not, said the child was Communist. It took us some time to get over the insult.

Offers Self as Example

"Besides the family, I decided that I also have a duty to other folk singers and artists in general, especially young people just getting started. They face the same things I did. I want my sad experience to stand as a warning to them. I hope they will give themselves to good causes as generously as I have tried to do. But I hope, also, they will be more careful who uses them and why. My advice to them is plain and clear: Be sure to look under the label.

"Personally, I have little to retract or regret, other than the auspices under which I have sometimes appeared. As long as my voice and spirit hold out, I shall keep on singing of the hope, joys and grievances of ordinary folk. I shall stand shoulder to shoulder with those who are pushed around and humiliated and discriminated against, no matter what their race or creed may be. That, as I see it, is the least I can do for the country we all cherish.

"But those who would tear down our America, those who hold a double allegiance, those who turn words upside down and inside out in support of a foreign tyranny—they're my enemies. Better than most people in this room I know the blemishes on American civilization. I think we should all devote ourselves to removing them, not merely because they give aid and comfort to the Communists, but because they're wrong in themselves. I thank you."

Beryl Davis Heads Back Via Coast TV

HOLLYWOOD, Sept. 2. — Thrush Beryl Davis, the British gal imported several years back and given a big splurge on RCA Victor records, is on the comeback trail. Now retired and married to disk jockey Peter Potter, Miss Davis has resumed her career via guest shots on local tele shows.

She will be featured this week on the KLAC-TV-Hollywood Palladium tele show emceed by Don Otis and will follow with other bookings. Canary is now sans record tie-up or other affiliations.

ECHO MAKES NATL. BID

NEW YORK, Sept. 2. — A new label, Echo Records, has been launched here and is making its first bid for national distribution. The outfit, headed by Naya Grecia, Greek chanteuse and wife of writer-lecturer Otto Tolischus, will cut classical and pop material as well as Greek disks. The major artist signed to date is bass-bari Nicola Moscona, of the Met-opera, who is currently in Hollywood participating in the MGM flick, *The Life of Caruso*. His first cutting is a collection of Greek sacred and folk songs, cut with the Cathedral Choir, sung in English. It's issued on both 78 r.p.m. and 33 1/3.

Other artists inked are trumpeter Ricky Gardel, the Harmoners trio; the Skyliners, male quartet, and pop-Latin warbler Don Costello. Distribution is being set up thru Wesley Smith's Musart distribbers here. Promotion and advertising is being handled by Walter Marshall.

Defense Vs. Getting Muirized

(Continued from page 4)

"civil liberties" routine; or the "you can't be a liberal without getting hooked up with a Commie" slant; or "the Commie witch hunt is nothing more than anti-union rabble-rousing approach," or any other clever party line preachment.

Communism is a clear and present danger to Americanism. To say it— isn't enough. But no matter how Commie-tainted the past may be for anyone in show business, he can clear himself by inconveniencing himself day in and day out to sell American democracy to his fellow workers as well as to his audience.

The people listed in *Red Channels*, for example, can get the skeletons, real or concocted, out of their closets by taking positive action.

A Proposed Starting Point

Here are some suggestions. Here is a starting point for a positive program:

1. Publicly express your opinion on how silly it is to swallow the old Commie line that you can't be a liberal without getting mixed up with Commies. Then join a few of the thousands of non-Commie liberal organizations and get active.
 2. Resign from and publicly and vehemently denounce every Communist front organization you have belonged to (if any). If you were duped into joining, tell how. (See the Josh White story and statement in this issue.)
 3. Offer your services as speaker, entertainer, sponsor, or in any way you see fit, to at least one out-spoken anti-Communist organization. (See partial list of liberal anti-Commie organizations in this issue.) Thru these organizations join the direct attack on Communism, actively, aggressively.
 4. In your show business union keep an eye on the strong left-wingers, watch their Communist party line pitches. Fight the pro-Commie elements in your union. Enlist the support of your trade papers (*The Billboard*, specifically) in your fight.
 5. When you're sitting around having cocktails, talk up Americanism, talk-down Communism. Never waste a minute or an opportunity to let people know what side you're on.
 6. Offer to tell if you have anything of the kind to tell, how the Commies duped you into sponsoring, or supporting, or contributing in any way to one of their front operations. Tell it to the House Un-American Activities Committee. Tell it to the Federal Bureau of Investigation. Tell it to *Counterattack* (see story on *Counterattack* and the men behind it in this issue), not because it's right for a group of private citizens to stand as your judge, but because they publish an anti-Commie newsletter, which obviously, e.g., Muir, gets some attention.
 7. Make your activities known to the people who count. Make them know you for what you are doing now, and not for what your accusers say you did years ago. Then American sense of fair play will soon see that you are hired for what you are, and a listing in *Red Channels* or 20 telephone calls will no longer make you a "controversial personality" that may hurt the sale of Jello.
- That may sound like a busy schedule. Real tough? Think how much tougher it is right now around Pohang and vicinity.

Just a Sucker, Sez Josh White

(Continued from page 5)

"is plain and clear: Be sure to look under the label."

When White concluded his statement, Chairman Wood invited members of the Committee to question the witness. Few questions were asked, and Wood then declared to White: "We appreciate your coming here; it was a contribution. I hope others similarly inspired will do the same."

White, himself, indicated that his testimony probably has a responsive ring thruout the entertainment world where, he declared, "I regret and suspect that many artists share the same regret with me that an effective exposure of Communistic activities in the theatrical and musical fields has not been made long before now."

The singer was accompanied to the stand by his wife. Mrs. White solemnly followed the text of the statements as her husband read aloud his copy. She looked at him seriously as he reached a part of the statement containing stanzas of two of his favorite songs, *Strange Fruit* and *The House I Live In*. At the press tables, several of the newsmen leaned forward expectantly, obviously wondering whether the singer would sing the stanzas for the Committee and thereby set a precedent for congressional hearings. White, however, read the lines with quiet restraint.

White prefaced his testimony to the Committee by smilingly announcing he was not accompanied by legal counsel. His complete statement to the Committee appears on this page.

STEPPING OUT
PUNKY PUNKIN
Recorded by
Fran ALLISON Victor
Ray CHARLES MGM
Rosemary CLOONEY Columbia
Teresa BREWER London
Roberia QUINLAN Mercury
and more to follow fast!

PAXTON MUSIC
Incorporated

For Christmas
C-H-R-I-S-T-M-A-S
and
THE MERRY CHRISTMAS POLKA
For the Winter Season
FROSTY THE SNOWMAN
HILL & RANGE Songs, Inc., N. Y.

Another BMI Pin-Up Hit!
GOLDEN SAILS
Published by GODAY
Recorded by
Jerry Wayne (Col)
Bob Carroll (Mer)
Dick Todd (Rainbow)
Leighton Noble (Coral)
Harry Geller (Mer)
Vera Lynn (Lon)

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BROADCAST MUSIC, INC.

"DREAM A LITTLE DREAM OF ME"
RECORDED BY
CATHY MASTICE Admiral
DINAH SHORE Columbia
G. GIBBS-B. CROSBY Coral
JACK OWENS Decca
FRANKIE LAINE Mercury

Words & Music, Inc.
1619 Broadway N. Y. C.

From M-G-M's Smash Musical
"SUMMER STOCK"
starring Judy Garland and Gene Kelly

YOU WONDERFUL YOU

MILLER MUSIC CORPORATION

THE LITTLE GENERAL
says ...
JACK O' HEARTS
by
RED RIVER DAVE
on MGM 10755
IS ACES

GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

Our Lady of Fatúma

The Rosary

COUPLED WITH

RED FOLEY

Decca 14526 and 9-14526

78 rpm

45 rpm



**DECCA
RECORDS**

NOT **1** "Vagabond Shoes"
 NOT **2** 'Tzena, Tzena, Tzena'
 NOT **3** 'Just Say I Love Her'
 (AND "CAN ANYONE EXPLAIN")
 BUT
 NOW **4** SMASH HITS!

"CINCINNATI DANCING PIG"

MERCURY 5477

45 RPM • 5477X45



Vic
DAMONE

A REAL HIT MAKER!

ONLY *Mercury* HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS, CHICAGO, ILLINOIS • MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

Music—As Written

Two New Diskeries Set Up by Detroit Music Firm

Two new record companies are being set up in Detroit as subsidiaries of the Grand Central Music Company, owners of Rego Records, which has become virtually inactive in recent months. New firms are Sweet Tone, at 2900 Military Avenue, and Studio Records, at 18100 Greenlawn. Owner of Studio is Robert F. Calder, who is secretary of Grand Central. Sweet Tone is headed by Peter Uryga, the original founder of Grand Central, and Carl Bartley, who was also formerly with the company.

Jerry Lewin To Work With Comito at St. Nicholas

Jerry Lewin has replaced Wally Schuster at St. Nicholas Music. Lewin will work here with Lou Comito, firm's new professional manager. Tommy Sherman and Dan Cameron are the Chicago and Coast reps, respectively.

Kappi Jordan Wraps Own Transcription Package

Flack Kappi Jordan has launched her own transcribed package show. Titled "Just for You," show is a deejay bit with a "mystery voice" jockey and open spots for the records and open ends for commercials. Package is beamed at the smaller indie stations, to be rented for one-shot use and then returned.

Triumph, Hot Jazz Diskery, Debuts

A new hot jazz and rhythm and blues diskery, Triumph Records, will make its debut in a couple of weeks. New waxworks was organized and will be headed by Gus Grant, who has worked with a number of indie labels in artist and repertoire posts. First disks to be issued by Triumph were sliced by tenorist-arranger-composer Al Cohn, formerly featured with Woody Herman's band, at the head of a quintet. Grant also has set up a music pubbing firm, Triumph Music, to handle unpublished originals.

Olsen, Johnson Get "It's Love"

"It's Love," a ballad adaptation from a French import, has been procured by Olsen and Johnson to be featured in their forthcoming revue, "Pardon Our French." Ditty is published by Simon House. Song will be done by Denise Darcel in the show. The busy French actress-turned-thrush has recorded the ballad for London Records. The O. & J. show opens in New York at the Broadway Theater October 4.

Ethel Smith in Scotland Debut

Organist Ethel Smith made her Scottish debut last week at the Empire Theater, Glasgow. Critics on The Daily Mail and Bulletin tagged her performance as "awe-inspiring" and "superb." Her Decca disk of "Scottish Samba," made with Guy Lombardo, hit the record stalls in that country one week prior to Miss Smith's appearance. Miss Smith, currently in Paris, returns to the States September 18 for a series of concerts and Decca wax dates.

New York:

Murray Sporn, formerly with the now inactive Michael Music, has joined Murray Pudles in Fredericks Music. . . . Sylvia Froos does a week at the Steel Pier in Atlantic City beginning Friday (1).

Ruby Fisher, of the Sy Oliver-Dick Jacobs enterprises, is launching his own pubbery, Horizon Music, with an item called "Sixty-Seven Days of Indigestion." Fisher will continue with the Oliver-Jacobs firm. . . . George Avakian, international a. and r. topper at Columbia Records, returned from Chicago last week, where he recorded Ken Griffin and the Norbie and Gillie Polka ork. . . . Nick Campbell took over "Keep Your Eyes on the Stars" from Bill Gale. Tune's on a current Jan Garber Capitol release. Arthur Farlow, J. Walter Thompson Company account exec who has been handling the RCA Victor Records account, has been transferred to the agency's Chicago office where he will be contact man on the Kraft Foods account. John Birge, formerly Columbia Records advertising manager, joins JWT in New York and is handling the Victor account. . . . Warbler Valaida Snow, who just completed a six-month tour in Canada, opening a two-week engagement at the Suburban Restaurant, Brooklyn, September 6.

Bill Black, former Gene Krupa vocalist, has joined Charlie Spivak's band. . . . Jack Egan handling special disk jockey campaign on platters of "Tea for Two" to plug Warner Bros.' film of the same name. . . . Following its current Bop City engagement, the Krupa band heads for New England on a two-week tour of one-nighters, then goes south. . . . Eddie Brandt, special material writer for Spike Jones, in New York to plug the novelty sides he cut for London.

Metopera bary Robert Merrill has signed a three-year contract for the NBC-TV "Saturday Night Revue." . . . Victor disk thrush Polly Bergen, featured in the forthcoming "This Is the Army" flick with Dean Martin and Jerry Lewis, has been inked for another role in "War Path." . . . Warbler Pat Terry, now in his 21st week as production singer at Bill Miller's Riviera, has landed his own radio show, aired over WINS every Sunday. . . . The Bing and Gary Crosby version of "Sam's Song," issued in England on E. R. (Tex) Lewis's Brunswick label several weeks ago, racked initial orders totalling 35,000 platters.

Paul Higaki, Nisei trombonist with the Lionel Hampton org, which played the Palomar Theater, Detroit, last week, was awarded a plaque as the "Greatest Japanese jazzman in America" at a special ceremony on the stage of the theater.

Mac Cooper acquiring pubbing rights to "Minnequa," the Lee Irwin-Mel Howard ditty waxed by the Mariners for Columbia. . . . Thrush June Gardner, a winner on the "By Popular Demand" TV show, opens at the Viennese Lantern this week.

Raymond Rork, musician and professional manager of Ernest A. Rork & Son, Memphis pubbery, is laid up with an injured leg. . . . Theodore A. Okon, former public relations director of WDTV, Pittsburgh, has resigned to become business manager of Al Morgan, pianist and singer. . . . Toddy Pictures will release 15 new 10-minute musical films featuring Billy Eckstine, Dizzy Gillespie and other artists. . . . Warbler Eydie Gorme has left

Tommy Tucker's ork to join **Tex Beneke**. Miss Gorme replaces **Helen Lee**, who left the Beneke organization last week. . . . **Buddy Brees**, formerly warbler with **Art Mooney's** band, has become singing emcee at Green's Hotel, Pleasantdale, N. J.

MGM Records' sales promotion department is working overtime to prepare its distrib network for individual territorial ballyhoo campaigns which will tie in with the coming concert tour which packages two of the label's top flight talents, **Billy Eckstine** and the **George Shearing Quintet**. The tour kicks off on the Coast September 15 and will travel cross-country for 35 dates. . . . **Machito's** Afro-Cuban crew is slated to go into the Havana-Madrid nitery late in September or early in October for an extended stay. . . . **Woody Herman's** band will follow its Meadowbrook, Cedar Grove, N. J., date with a one-weeker at the Boulevard nitery in Rego Park beginning September 26.

Dizzy Gillespie's sextet has been booked for two-week dates at the Silhouette nitery, Chicago, beginning September 15; **Ciro's**, San Francisco, beginning September 30 and the **Oasis**, Los Angeles beginning October 15. . . . **Teddy Powell's** ork, which will close the summer season at the Roosevelt Hotel's Grill prior to the annual **Guy Lombardo** date, will move into a two-week date at the **Deshler-Wallick Hotel**, Columbus, O., as part of a package which will feature **Rudy Vallee**. . . . **Miguelito Valdez** and his Latin band will return to the **Caribe Hilton Hotel** in Puerto Rico on February 1 for at least 10 weeks.

Chicago:

Frankie Laine takes a five-week vacation following his closing at the **Chez Paree** here late in September. . . . **Sam Lutz**, the p.m., will become a father for the second time in November. . . . Mercury's Records' **Hank Pollock** in New Orleans, assisting in setting up **Buster Williams's** Music Sales as the new distrib point. Allen Distributors formerly handled Mercury there. . . . **Bill Martin** cut four r. and b. sides for Coral last week. . . . **Max Miller**, musical director of Life Records here, will cut an eight-selection LP for Columbia. . . . **McConkey Artists Corporation** is taking over **Ray Herbeck's** ork after he closes at the **Last Frontier**, Las Vegas, Nev., September 22 and will head him East. . . . **Dick Shelton**, **McConkey Artists' Corporation** office chief, has set **Buddy Waples** and **Lenny Dee**, the Decca organist, to open the **Glass Hat** of the **Congress Hotel**, new exclusive account. . . . **Tiny Hill** has re-signed with Mercury Records for another three years. Hill is scheduled for a one-nighter tour of Texas late in October, his first Southwest swing in five years. Hill makes Midwest theaters in November. Mercury also inked the **Joseph Lasicky** orchestra, polka combo. . . . **Frankie Schenck**, pianist and road manager, once with **Tiny Hill**, and **Johnny (Scat) Davis** will be married in Birmingham, where Johnny has a cocktail unit at the **Lotus Club**. . . . The **Music Box**, Omaha location dancery, will not drop its band policy in favor of bowling, as was threatened by op **Harry Taylor** when the Omaha musicians' local upped his scale (The Billboard, August 25). The Omaha local dropped its demand and will go on with its 1949 scale for the spot.

Hollywood:

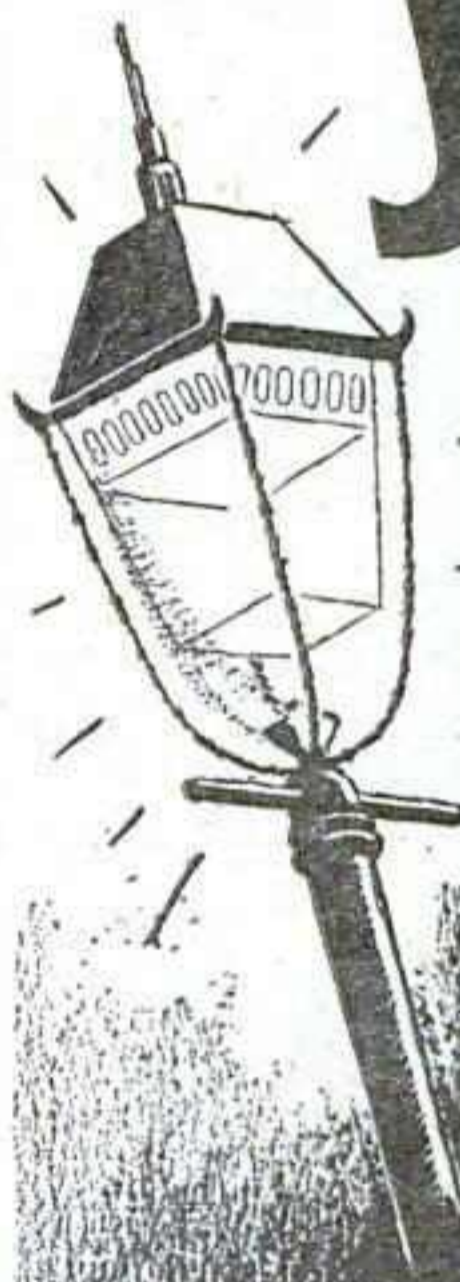
L. Wolfe Gilbert, head of ASCAP's West Coast committee, was called to Gotham by Society Prexy **Otto Harbach** to attend discussions of the new point system. Talks open September 7. . . . ASCAP's annual West Coast meeting will be held at the **Beverly Hills Hotel** September 28, with **Harbach** and **Fred Ahlert** attending from New York. . . . When **Frankie Carle** opens September 5 at **Hollywood Palladium**, he'll roll two sevens in a row: Opening marks his seventh anniversary as a band leader and his seventh engagement at the **Sunset Boulevard dancery**, a record number of return stands. . . . **Capitol** has sent a complete sample stock and price list of **Bozo** toys to its salesmen with order-taking to get under way immediately. Cap sales force will have six items to sell. Orders will be handled directly thru branches, with shipping made by the manufacturers. . . . **Larry Maddi**, "Hot Canary" penman, inked for Cap album wax. . . . **Nappy Lamare** and his **Dixieland** combo closed a 14-week run at the **Palladium** September 3, returning for an indefinite stay September 19. Group exits the bandstand for two weeks to make way for **Freddy Martin's** tele-built **Band of Tomorrow**. . . . Even the disk biz is not without espionage these days. Decca's **Joe Perry** received an anonymous phone call by a fem proposing to sell him titles of four tunes **Columbia's Paul Weston** recorded the night before. Price asked for this inside info was \$200, with the musical **Mata Hari** claiming she's working her way thru college. . . . **Beep Roberts** of **Capitol's** sales promotion staff pulled a neat plum in taking over **Steve Allen's** time on **KNX** (midnight to 1 a.m.) during the latter's vacation. Roberts is filling the 12 nightly hours with Cap personalities who serve as acting deejays, discussing music and playing their fave platters. Participants include **Jimmy Wakely**, **Art Morton**, **Hal Derwin** with **Monica Whalen**, **Frank DeVol** and **Jimmy McHugh**, **Lou Busch** and **Margaret Whiting**, **Tex Williams** and **Country Washburne**, **Mr. and Mrs. Les Paul**, **Stan Kenton**, **Mr. and Mrs. (Donna King) Jim Conling**, **Tennessee Ernie** and the **Starlighters**, **Mr. and Mrs. (Yvonne King) Buddy Cole**. . . . **Ted King** was appointed regional promotion rep for **Capitol's** Central-Eastern division, covering Ohio, Indiana, Michigan, Pennsylvania and Upper New York. He reports to **Max Callison**, veepee in charge of the region, headquartering at **Cleveland**.

On the Sound Track:

Strength of pic plugs is seen in the **Dean Martin** **Capitol** waxing of "I'll Always Love You," tune from **Paramount's "My Friend, Irma, Goes West."** Cap released the Martin dinking three months ago to a weak response. Since the flick has gone into national release, sales have rapidly mounted, hitting **The Billboard's** music pop charts' retail record sales list. . . . **Jerry Wald** and **Norman Krasna** bought film rights to **John Philip Sousa's "Stars and Stripes Forever."** It will be used as title for the flick which treats the **USO**. Pic will be one of the first to be produced by the **Wald-Krasna** combine for **Howard Hughes's RKO** following their \$50,000,000, five-year contract with **Hughes**. . . . Eight oldtime hits will be included in **Warner's "Lullaby of Broadway,"** including "A Shanty in Old Shanty Town," "Zing Went the Strings of My Heart," "You're Getting To Be a Habit With Me," "I've Got Five Dollars," "Somebody Loves Me," "Cheatin' on Me," "For You," and the title tune. **Cy Miller** and **Jerry Seelan** will pen four new numbers. . . . **Ann Triola**, nitery thrush, and the **Page Cavanaugh Trio** have been inked for parts in "Lullaby of Broadway." . . . **Monogram** music director **Edward J. Kay** will score "The Bowery Thrush" flick. . . . **Bill (Hopalong Cassidy) Boyd** pens his **Paramount** contract to co-star with **Bing Crosby** in "Partners," his first **Technicolor** flick. Pact gives **Boyd** \$125,000. . . . **Pee Wee King** and **His Golden West Cowboys** were inked by **Columbia** for musical scenes in "Ridin' the Outlaw Trail." **King's** nine-man combo is currently playing **San Fernando's Riverside Rancho**, and records for **Victor**. **Liberace** inked for a part in **RKO's "Footlight Varieties."**



LOUIS JORDAN
and His Tympany Five



BLUE LIGHT BOOGIE

Two Parts

Decca 27114
(78 rpm)

Decca 9-27114
(45 rpm)

I WANT A ROOF OVER MY HEAD

(AND BREAD ON THE TABLE)

COUPLED WITH

SHOW ME HOW

(YOU MILK THE COW)

Decca 27129
(78 rpm)

Decca 9-27129
(45 rpm)

AMERICA'S FASTEST-SELLING RECORDS





The Star
 who made
 "IT ISN'T FAIR"
 gives you
 another
 Best Seller!

I NEED YOU SO

backed by
"IT COULDN'T HAPPEN TO A SWEETER GIRL"



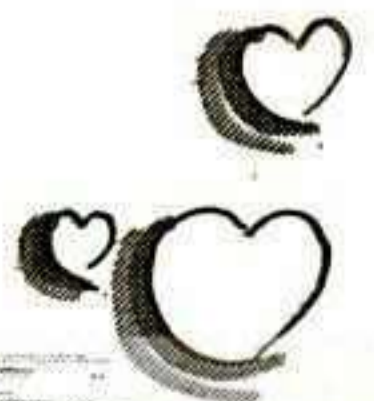
with
**HUGO
 WINTERHALTER'S
 ORCHESTRA
 and CHORUS**



RCA VICTOR Records

45 rpm 47-3884

78 rpm 20-3884





Another double-sided winner like Mindy's "CANDY & CAKE" and "MY FOOLISH HEART" . . . a brand new record that ships coast to coast this week.



"A RAINY DAY REFRAIN"

and

"LOOKS LIKE A COLD, COLD WINTER"

by...

Mindy Carson

RCA VICTOR RECORDS

45 rpm 47-3921

78 rpm 20-3921





"LOVE BUG ITCH"

backed by

A PRISON WITHOUT WALLS

Eddy Arnold



Another "Buggin"
million seller by the
world's #1 singer
of Country and Western
songs.



RCA VICTOR Records



45 rpm 48-0382

78 rpm 21-0382



Tony Martin

"TAKE A LETTER MISS SMITH"



RCA VICTOR Records
45 rpm 47-3874
78 rpm 20-3874



ONE OF
RCA
VICTOR'S
BIG
12

Fran Warren

The top duet on records comes up with the season's cutest novelty that is already going places.



Get on
COLUMBIA'S BANDWAGON...

GUY MITCHELL

Columbia's Great New Singing
Sensation hits with...

"YOU'RE NOT IN MY ARMS TONIGHT"

and

"ANGELS CRY"



Columbia 38931

The
Billboard
MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending September 1

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

- | This Week | Last Week |
|---|-----------|
| 1. GOODNIGHT, IRENE | 1 |
| By Huddie Ledbetter and John Lomax
Published by Spencer (BMI) | |
| Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Iubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-D. Dillard-U. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Autry, Col(78)20738, (33)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Bells Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3281.
Electrical transcription libraries: Ray Anthony, Lang-Worth. | |
| 2. MONA LISA | 2 |
| By Jay Livingston and Ray Evans
Published by Famous (ASCAP) | |
| Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048, B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514.
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated. | |
| 3. PLAY A SIMPLE MELODY | 3 |
| By Irving Berlin
Published by Irving Berlin (ASCAP) | |
| Records available: G. & B. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight Cap 1039.
Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth. | |
| 4. SAM'S SONG | 4 |
| By Jack Elliot and Lew Quadling
Published by Sam Weiss (ASCAP) | |
| Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Dixieland Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.
Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth. | |
| 5. TZENA, TZENA, TZENA | 5 |
| (*Copyright in dispute) | |
| Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Lantor S. Malovsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Solek Ork, Columbia 12473; G. Cates Ork, Coral 60261; R. Flanagan Ork, V(78)20-3847, (45)47-3847; Frank Wojnarowski, Dana 702.
Electrical transcription libraries: Dean Hudson, Lang-Worth; Allen Roth Ork, Thesaurus. | |
| 6. BONAPARTE'S RETREAT | 6 |
| By Pee Wee King
Published by Acuff-Rose (BMI) | |
| Records available: G. Krupa, V(78)20-3766, (45)47-3766; L. McAuliffe, Col(78)20706, (33)2-664; P. Napoleon, Col 38891; K. Starr, Cap(78)936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)48-0114; E. Grant, Cap(78)1158, (45)1158.
Electrical transcription libraries: Jack Rivers, Standard. | |
| 7. COUNT EVERY STAR | 7 |
| By Bruno Coquatrix and Sammy Gallop
Published by Paxton (ASCAP) | |
| Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Blenders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (33)1-555; H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111; S. Stitt, Prestige 718.
Electrical transcription libraries: Bob Crosby, Standard; Mindy Carson, Associated. | |
| 8. I WANNA BE LOVED | 8 |
| By John W. Green, Billy Rose and Edward Heyman
Published by Supreme (ASCAP) | |
| Records available: I. Bennett-M. Manning, Col(78)38825, (33)1 646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstine, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V(78)20-3772, (45)47-3772; D. O'Brien, J. Garber Ork, Cap (78)1044, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork V(78)20-3436, (45)47-4902; D. Washington, Mer 8181; O. Bradley, Coral 60241; C. Williams Ork, Varsity 268; G. Ammons, Prestige 717.
Electrical transcription libraries: Fran Warren, Thesaurus; Eugenie Baird, Lang-Worth; Skinnay Ennis, Standard. | |
| 9. LA VIE EN ROSE | 9 |
| By Pierre Louiguy and Mack David
Published by Harms, Inc. (ASCAP) | |
| Records available: L. Armstrong, Dec 27113; O. Bradley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; C. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30227; T. Martin, V 20-3819; Melachrino Strings, V 20-3739; N. Morales, Dec 21313; E. Piaf, Col(78)38912, (33)1-743; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork, Cap(78)890, (45)F-890; V. Young, Dec 24816.
Electrical transcription libraries: Skinnay Ennis, Standard. | |
| 10. THIRD MAN THEME, THE | 10 |
| By Anton Karas
Published by Chappell (ASCAP) | |
| Records available: D. Apollon, National 9104; Cate Vienna Quartet, Col(33)1-444; I. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; K. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)810, (45)F-820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollock Ork, Modern 203; F. Martin, V 20-3797; V. Young Ork, Dec 27048; N. Stuart Ork, Intro 6001; Franz Gottschalk, Tempo 470.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World. | |

*Jenkins, Decca Records; Miller, Columbia Records; Damone, Mercury Records; Cates, Coral Records; Flanagan, Victor Records, and other disks use lyrics by Gordon Jenkins and new music and arrangement by Spencer Ross, copyrighted by Cromwell Music. Mills Music claims it owns copyright to music by Issachar Miron and Julius Grossman and has other lyrics by Mitchell Parrish which have not to date appeared on records. The Zionist Organization of America has also made claims to the music.

WARNING

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This week's

New Releases

... on **RCA Victor**

Release 50-36

Ships Coast to Coast, Week of September 10

POPULAR

DON CORNELL

Au Revoir Again
A Whistle and a Prayer
20-3909—(47-3909)*

TOMMY DORSEY

It All Begins and Ends With You
Lullaby in Boogie
20-3910—(47-3910)*

RALPH FLANAGAN

(Ralph Flanagan's Theme Song)
Singing Winds
Harbor Lights 20-3911—(47-3911)*

HUGO WINTERHALTER'S ORCHESTRA and CHORUS

Mr. Touchdown, U.S.A.
The Red We Want Is the Red We've Got 20-3913—(47-3913)*

COUNTRY

EDDY ARNOLD

The Lovebug Itch
A Prison Without Walls
21-0382—(48-0382)*

JACK HOLDEN and FRANCES KAY

The Fiery Bear
What Would Washington Say?
21-0386—(48-0386)*

RHYTHM-BLUES

ARTHUR "BIG BOY" CRUDUP

Hand Me Down My Walking Cane
Lonesome World to Me
22-0100—(50-0100)*

*45 r.p.m. Nos.

NOTE: All records in this panel are listed alphabetically by song title



\$. . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of Sept. 2). Obviously, sure things!

- \$** **Bonaparte's Retreat**
Gene Krupa 20-3766—(47-3766)* **7**
- \$** **Count Every Star**
Hugo Winterhalter 20-3697—(47-3221)* **7**
- \$** **Cuddle Buggin' Baby**
- \$** **Enclosed One Broken Heart**
Eddy Arnold 21-0342—(48-0342)* **7**
- \$** **Good Night, Irene**
Dennis Day 20-3870—(47-3870)* **7**
- \$** **I Love the Guy**
Fran Warren 20-3848—(47-3848)* **7**
- \$** **I'm Movin' On**
Hank Snow 21-0328—(48-0328)* **7**
- \$** **La Vie En Rose**
Tony Martin 20-3819—(47-3819)* **7**
Ralph Flanagan 20-3889—(47-3889)* **7**
Melachrino Strings 20-3739—(47-3739)* **7**
- \$** **Mona Lisa**
Ralph Flanagan 20-3888—(47-3888)*
Dennis Day 20-3753—(47-3753)*
- \$** **Take a Letter, Miss Smith**
Tony Martin and Fran Warren 20-3874—(47-3874)*
- \$** **Tzena, Tzena, Tzena**
Ralph Flanagan 20-3847—(47-3847)*



★ . . . indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★** **I Need You So**
Don Cornell 20-3884—(47-3884)*
No. 4 Disc Jockeys' Pick, Billboard, September 2nd.
- ★** **Music, Maestro, Please**
Tony Martin 20-3883—(47-3883)*
No. 5 Disc Jockeys' Pick, Billboard, September 2nd; No. 8 Disc Jockey's Pick, Billboard, August 26th.
- ★** **The Red We Want Is the Red We've Got**
Ralph Flanagan 20-3904—(47-3904)*
No. 6 Disc Jockeys' Pick, Billboard, September 2nd; Billboard Pick, August 26th.
- ★** **The Rosary**
Perry Como 20-3850—(47-3850)*
No. 10 Retailers' Pick, Billboard, September 2nd.

TIPS **MR. TOUCHDOWN, U. S. A.** **HUGO WINTERHALTER**
20-3913—(47-3913)*

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA CAMDEN, NEW JERSEY

JAN FEB MAR *The* APRIL MAY JUNE *Swings* JULY AUG SEPT to OCT NOV DEC "45"



"COUNT EVERY STAR"

HUGO

WINTERHALTER

the great single from his Isham Jones Dance Album . . .
released by popular demand . . . An RCA Victor first.

"CAN'T WE TALK
IT OVER"
with the
Fontane Sisters

"MY DESTINY"

**"YOU'VE GOT
ME CRYING
AGAIN"**

"JUST SAY I
LOVE HER"
with Eddie Fisher

backed by "It Had to be You"

ONE OF
RCA
VICTOR'S
BIG
12



45 rpm 47-3858
78 rpm 20-3858



RCA VICTOR Records



Copyrighted material

“THE RED WE WANT
 IS THE RED
 WE’VE GOT
 IN THE
 OLD RED,
 WHITE AND
 BLUE”



**RALPH
 FLANAGAN**

RCA Victor
 45 rpm 47-3904
 78 rpm 20-3904



**HUGO
 WINTERHALTER**

RCA Victor
 45 rpm 47-3913
 78 rpm 20-3913



**ELTON
 BRITT**

RCA Victor
 45 rpm 48-0381
 78 rpm 21-0381



RCA VICTOR Records



More than a pop hit . . . will be a standard . . . the top patriotic song of this decade.
 Three great RCA Victor versions.

"ALL DRESSED UP TO SMILE"

introduced by
EVELYN KNIGHT
DECCA RECORDS No. 27103

by IRVING GORDON

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BOURNE, Inc.
799 SEVENTH AVE. NEW YORK 19.

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending September 1

BEST-SELLING SHEET MUSIC

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

POSITION			Publishers
Weeks to date	Last Week	This Week	
8	2	2.	GOODNIGHT, IRENE (R).....Spencer
13	1	2.	MONA LISA (F) (R).....Famous
10	3	3.	PLAY A SIMPLE MELODY (R).....Berlin
9	4	4.	SAM'S SONG (R).....Sam Weiss
6	7	5.	TZENA, TZENA, TZENA (R).....Copyright in dispute
24	6	6.	THIRD MAN THEME, THE (F) (R).....Chappell
15	5	7.	COUNT EVERY STAR (R).....Paxton
6	12	8.	LA VIE EN ROSE (R).....Harms
3	10	9.	NO OTHER LOVE (R).....Walt Disney
16	9	10.	I WANNA BE LOVED (R).....Supreme
20	8	11.	BEWITCHED (R).....Chappell
1	—	12.	CAN ANYONE EXPLAIN? (R).....Valande
3	14	13.	BONAPARTE'S RETREAT (R).....Acuff-Rose
1	—	14.	ALL MY LOVE (R).....Mills
18	—	15.	SENTIMENTAL ME (R).....Knickerbocker

ENGLAND'S TOP TWENTY

POSITION			English	American
Weeks to date	Last Week	This Week		
12	1	1.	BEWITCHED.....Chappell	Chappell
6	2	2.	SILVER DOLLAR.....Pic Music, Ltd.	Hampshire Publishing Corp.
21	4	3.	MY FOOLISH HEART.....Sun	Santly-Joy
16	3	4.	DEARIE.....Campbell-Connelly	Laurel
13	5	5.	DADDY'S LITTLE GIRL.....Yale	Beacon
4	8	6.	SENTIMENTAL ME.....Cinephonic	Knickerbocker
3	9	7.	IF I WERE A BLACK BIRD.....Box & Cox	*
3	19	8.	ONCE IN A WHILE.....Magna	*
8	11	9.	IF I LOVED YOU.....Williamson	*
13	7	10.	I REMEMBER MY FIRST LOVE.....Arcadia	Leeds
17	6	11.	LET'S DO IT AGAIN.....Lennox	Robbins Music
18	10	12.	THAT OLD PIANO ROLL BLUES.....Leeds	Leeds
4	14	13.	HAVE I TOLD YOU LATELY THAT I LOVE YOU?.....Leeds	Duchess
2	16	14.	SAM'S SONG.....Sterling	Sam Weiss
6	16	15.	CANDY AND CAKE.....Irwin Dash	Oxford Music
17	12	16.	OH, YOU SWEET ONE.....Southern	General Music
8	13	17.	YOUR HEART AND MY HEART.....Lawrence Wright	*
17	15	18.	QUICKSILVER.....W. H. Morris	W. H. Morris
16	18	19.	ME AND MY SHADOW.....Francis Day	Bourne
33	20	20.	JEALOUS HEART.....New World	Acuff-Rose

*Publisher not available as The Billboard goes to press.

INTERESTING FIGURES



52 COPIES AT 25¢ = \$13.00
52 COPIES FOR ONLY 10.00
YOU SAVE \$3.00

25
x 52

125
13.00

Simple Arithmetic Proves that
You Save \$3.00 on Subscription

The Billboard
2160 Patterson Street,
Cincinnati 22, Ohio

Dept. 9-9-PC

Please enter my subscription to The Billboard for one year (52 issues), \$10.

Name \$10 enclosed
Address Bill me
City Zone State
Occupation or business

THE TOP TUNES OF THE DAY

are on



TOP POPS!

78 RPM 45 RPM
 ↓ ↓

- "MONA LISA" Nat "King" Cole.....1010 F1010
- "BONAPARTE'S RETREAT" Kay Starr.....936 F936
- "NOLA," "JEALOUS" Les Paul.....1014 F1014
- "SOMETIME," "NO OTHER LOVE"
Jo Stafford1053 F1053
- "AIN'T NOBODY'S BUSINESS BUT MY OWN,"
"I'LL NEVER BE FREE" Starr-Ernie.....1124 F1124
- "GOODNIGHT IRENE," "OUR VERY OWN"
Jo Stafford1142 F1142
- "CINCINNATI DANCING PIG," "BRIGHT LIGHTS
AND BLONDE HAIRD WOMEN" Ernie.....1174 F1174
- "HOME" Nat "King" Cole.....1133 F1133
- "BABY, OBEY ME," "I'LL ALWAYS
LOVE YOU" Dean Martin.....1028 F1028
- "SAM'S SONG," "IVORY RAG"
Joe "Fingers" Carr.....962 F962

TOP WESTERNS!

- TENNESSEE ERNIE
"Cincinnati Dancing Pig".....1174 F1174
- HANK THOMPSON
"When God Calls His Children Home".....1163 F1163
- LEON PAYNE
"Did I Forget To Tell You".....1164 F1164
- RAMBLIN' JIMMIE DOLAN
"Wham! Bam! Thank You Mam!.....1150 F1150
- TENNESSEE ERNIE
"What This Country Needs",.....1159 F1159
- JIMMY WAKELY
"Mona Lisa".....1151 F1151
- JESS WILLARD
"New Panhandle Rag".....1101 F1101
- BILLY WALKER
"Alcohol Love".....1097 F1097
- TEX WILLIAMS
"Happy Feet".....1087 F1087
- RAMBLIN' JIMMIE DOLAN
"I'll Sail My Ship Alone".....952 F952

Kay Starr



Sings
BALLAD

BLUES

WESTERN

"WHEN YOU'RE A LONG,
LONG WAY FROM HOME"
78 rpm No. 1152 45 rpm No. F1152

"HE'S A GOOD MAN
TO HAVE AROUND"
78 rpm No. 1072 45 rpm No. F1072

"AIN'T NOBODY'S BUSINESS"
"I'LL NEVER BE FREE"
with TENNESSEE ERNIE
78 rpm No. 1124 45 rpm No. F1124

ALL THREE ARE



Ray Anthony



and His
Orchestra

America's Favorite
Dance Orchestra

"CAN ANYONE
EXPLAIN?"

coupled with "SKYCOACH"

78 rpm No. 1131 45 rpm No. F1131

MOVING
HITWARD
(the original)

"COUNT EVERY STAR"

78 rpm No. 979 45 rpm No. F979



Dean Martin



a "sleeper" really catching hold—

"I'LL ALWAYS
LOVE YOU" from The Hal Wallis Picture
"My Friend Irma Goes West"

coupled with "BABY, OBEY ME!"

78 rpm No. 1028 45 rpm No. F1028

Also hear him with Margaret Whiting

"I'M IN LOVE WITH YOU"

coupled with "DON'T ROCK THE BOAT"

78 rpm
1160
45 rpm
F1160



Jimmy Wakely



THE HIT WESTERN
VERSION OF

"MONA LISA"

coupled with

"STEPPIN' OUT"

78 rpm No. 1151 45 rpm No. F1151



A NEW **HOPALONG CASSIDY**
 RECORD-READER
 "HOPALONG CASSIDY AND
 THE SQUARE DANCE HOLDUP"

Eddie FISHER

with Hugo Winterhalter's Orchestra

Advance sales indicate this record is Eddie's springboard to stardom.



"IF YOU SHOULD LEAVE ME"

RCA VICTOR Records

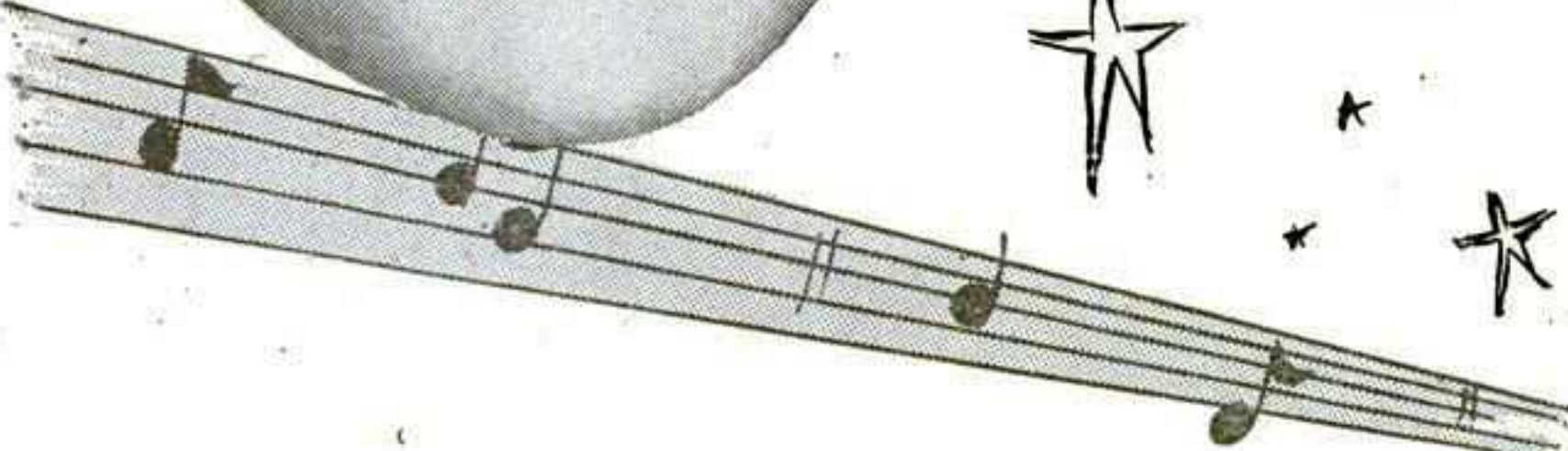


45 rpm 47-3901
78 rpm 20-3901





VAUGHN MONROE

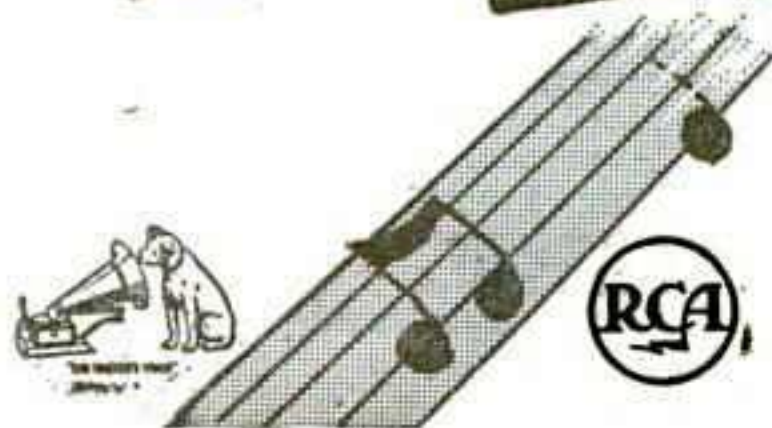


they're playing it!!... they're humming it!!... they're singing it!!... they're buying it!!



"THE BEER THAT I LEFT ON THE BAR"

backed by
WHY FIGHT THE FEELING



RCA VICTOR Records

45 rpm 47-3880
78 rpm 20-3880

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending September 1

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Station, Copyright Info. Includes records like 'GOODNIGHT, IRENE', 'MONA LISA', 'SIMPLE MELODY'.

Vox Jox

PREEMS... Roger Nash has moved over from WJMR, New Orleans, to be program director at WEAR, Pensacola, Fla. Tal Hood, WFGM, Fitchburg, Mass., may be the first regular d. j. to be called into the service.

SPONSOR TALK... Mason Old Fashioned Root Beer is buying 10 weeks of spots on the Jack Hall show, KSGN, Sanger, Calif. Procter & Gamble's Joy suds in for 157 plugs on the Pete Tufts program, KTUC, Tucson, Ariz.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

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. Patman's Audience Coverage Index.

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

Table listing songs with greatest radio audiences, including 'DREAM A LITTLE DREAM OF ME', 'LA VIE EN ROSE', 'I DIDN'T SLIP, I WASN'T PUSHED, I FELL'.

SONGS WITH MOST TV PERFORMANCES (RH TELE-LOG)

The Richard Himer (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago.

Table listing songs with most TV performances, including 'DREAM A LITTLE DREAM OF ME', 'LA VIE EN ROSE', 'I DIDN'T SLIP, I WASN'T PUSHED, I FELL'.

segs for Dairy Queen and Pepsi-Cola. Austin says local accounts are being moved-off the show and the only openings are for national accounts.

GAB BAG... Bob Crosby, WTOL, Toledo, gripes "too many vocalists on records. Also, I have a definite dislike for the term 'disk jockey.'"

(See VOX JOX on page 38)

WHAT A HIT!... IT'S SPREADING
FROM THE MIDWEST
LIKE WILDFIRE!

KEN BARRY

with Julie O'Neill and Nick Paul
accompanied by Carl Hohengarten and his orchestra

"IT MAY
BE ON
SUNDAY"

backed by
"TWO HEARTS
ARE BETTER THAN ONE"

No. 771
78 rpm

No. 30190
45 rpm
75c plus tax

London

RECORDS



PEE WEE KING

RCA Victor 45 rpm 48-0379
78 rpm 21-0379



GENE KRUPA

RCA Victor 45 rpm 47-3906
78 rpm 20-3906

Two Commercial Power-
house Versions Skedded
for big Disk Jockey
Play . . .



"CINCINNATI DANCING PIG"



RCA VICTOR Records



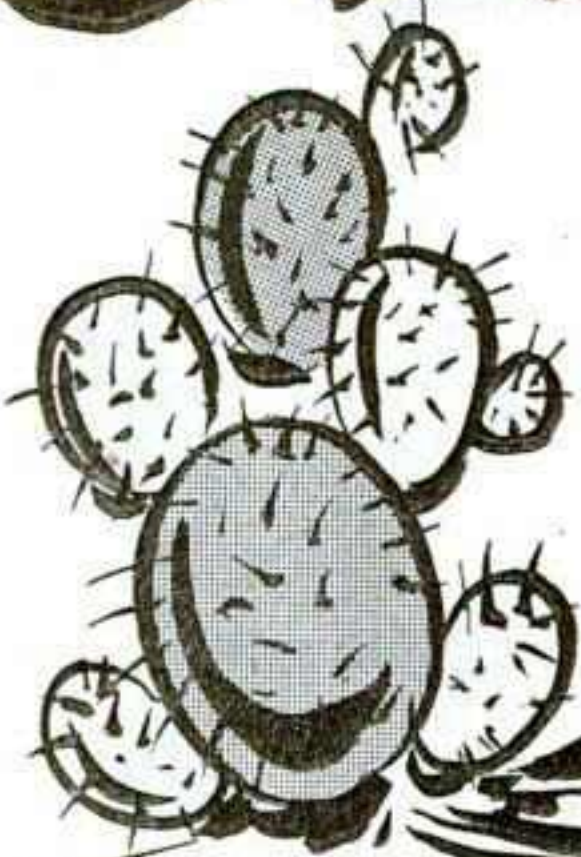
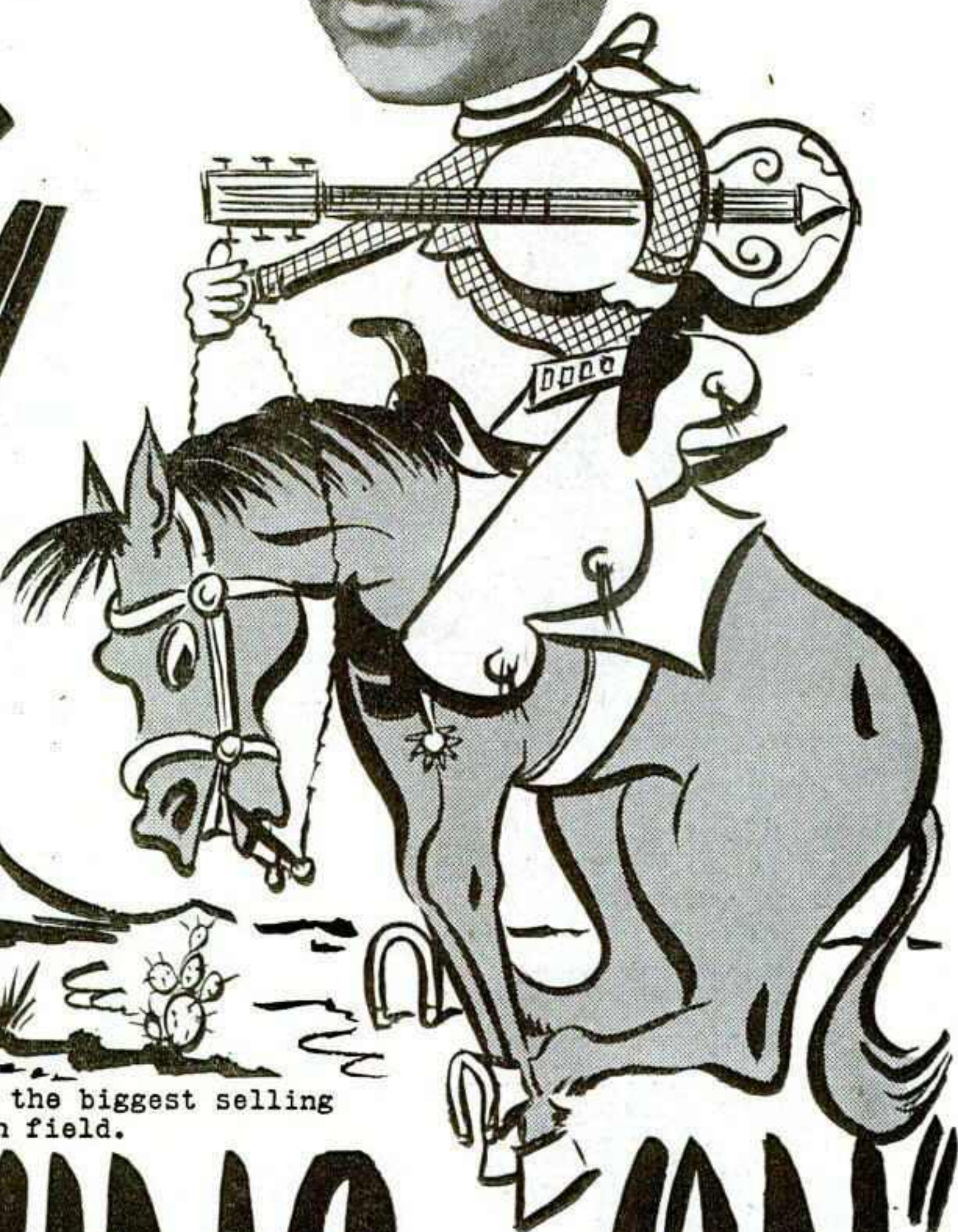
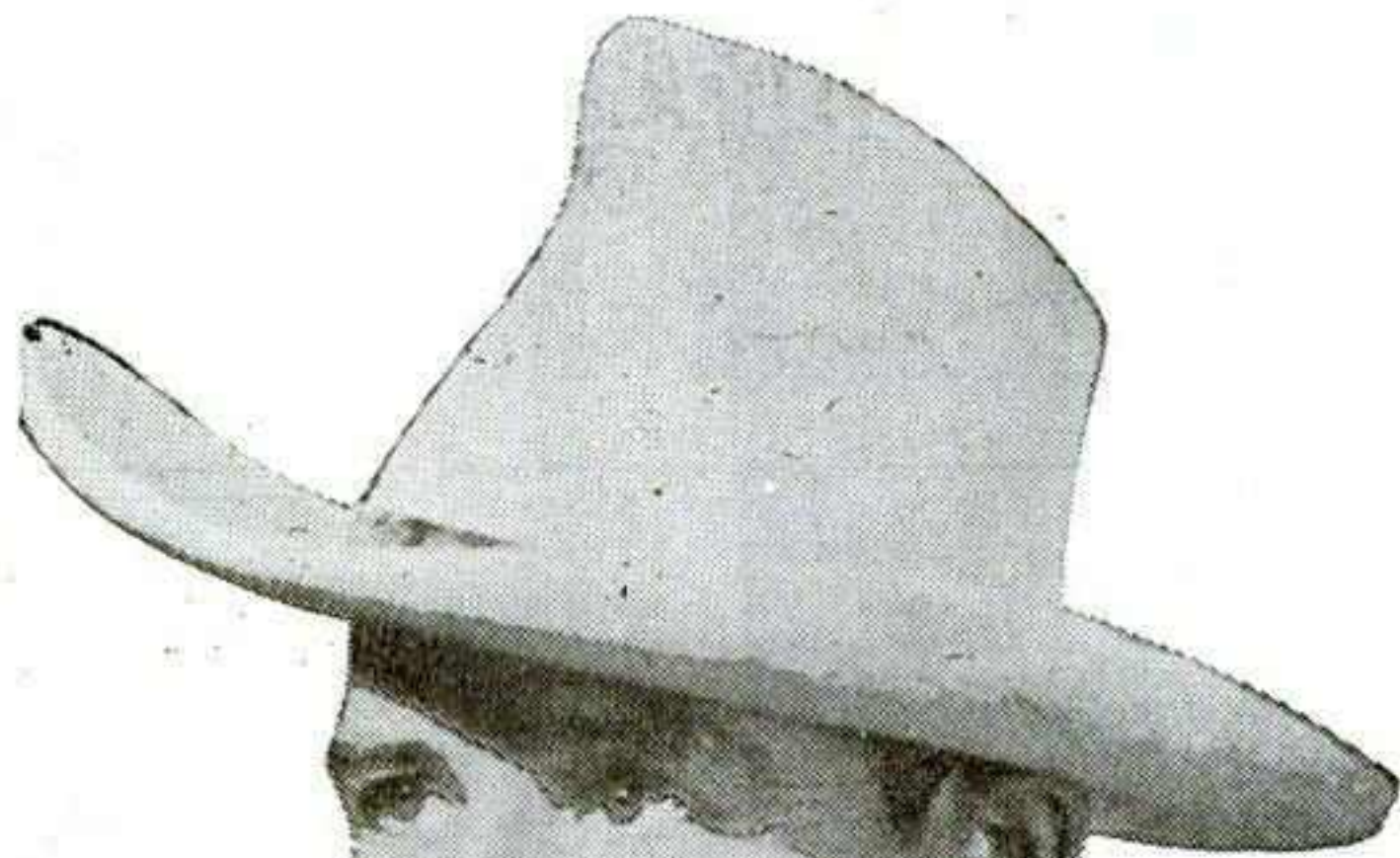
That High Riding
Fast-Moving Singer
of Western and
Cowboy Songs...

HANK SNOW

Singing...

45 rpm 48-0328

78 rpm 21-0328



Hank's hotter than a pistol with the biggest selling record in the country and Western field.

"I'M MOVING ON"

backed by

"WITH THIS RING I THEE WED"



RCA VICTOR Records



The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending September 1



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

Weeks Last This to date Week Week	POSITION	Record Title	Artist	Label
10 1	1.	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec(78)27077; (45)9-27077—BMI
14 2	2.	MONA LISA	Nat "King" Cole-Greatest Inventor of Them All, The	Cap(78)1010; (45)F-1010—ASCAP
7 4	3.	SIMPLE MELODY	Gary-Bing Crosby	Dec(78)27112; (45)9-27112—ASCAP
7 3	4.	SAM'S SONG	Gary-Bing Crosby	Dec(78)27112; (45)9-27112—ASCAP
11 5	5.	TZENA, TZENA, TZENA	G. Jenkins-Weavers	Dec(78)27077; (45)9-27077—ASCAP
13 6	6.	BONAPARTE'S RETREAT	K. Starr	Cap(78)936; (45)F-936—BMI
5 9	7.	CAN ANYONE EXPLAIN? Sittin' 'n' Starin' 'n' Rockin'	Ames Brothers	Coral(78)60253; (45)9-60253—ASCAP
3 16	8.	NO OTHER LOVE	J. Stafford	Cap(78)1053; (45)F-1053—ASCAP
11 10	9.	NOLA	L. Paul	Cap(78)1014; (45)F-1014—ASCAP
10 13	10.	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697; (45)47-3221—ASCAP
1 —	11.	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury(78)5466; (45)5466X45
3 29	12.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
18 7	13.	I WANNA BE LOVED	Andrews Sisters	Dec(78)27007; (45)9-27007—ASCAP
10 11	14.	MONA LISA	V. Young	Dec(78)27048; (45)9-27048—ASCAP
6 12	15.	GOODNIGHT, IRENE	F. Sinatra	Col(78)38892; (33)1-718—BMI
2 —	15.	COUNT EVERY STAR	D. Haymes-A. Shaw	Dec(78)27042; (45)9-27042—ASCAP
26 22	17.	THIRD MAN THEME, THE	G. Lombardo	Dec(78)24839; (45)9-24839—ASCAP
2 23	17.	ALL MY LOVE	P. Page	Mercury(78)5455; (45)5455X45—ASCAP
2 30	19.	I'LL ALWAYS LOVE YOU	D. Martin	Cap(78)1028; (45)F-1028—ASCAP
3 16	20.	BONAPARTE'S RETREAT	G. Krupa	V(78)20-3766; (45)47-3766—BMI
9 14	20.	TZENA, TZENA, TZENA	M. Miller	Col(78)38885; (33)1-706—ASCAP
6 16	22.	SOMETIME	The Mariners-A. Bleyer	Col(78)38781; (33)1-600—ASCAP
7 8	23.	TZENA, TZENA, TZENA	V. Damone-G. Osser	Mercury(78)5454; (45)5454X45—ASCAP
7 —	23.	LA VIE EN ROSE	T. Martin	V(78)20-3819; (45)47-3819—ASCAP
13 15	25.	I WANNA BE LOVED	B. Eckstine	MGM 10716—ASCAP
1 —	26.	GOODNIGHT, IRENE	J. Stafford	Cap(78)1142; (45)F-1142—BMI
11 20	27.	VAGABOND SHOES	V. Damone-G. Osser	Mercury(78)5429; (45)5429X45—ASCAP
1 —	27.	MAMBO, THE	D. Barbour	Cap(78)973; (45)973
2 27	29.	SOMETIME	J. Stafford	Cap(78)1053; (45)F-1053—ASCAP
1 —	30.	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784—ASCAP

Dealer Doings

MERCHANDISING TIPS . . .

Filing sheet music in alphabetical order pays off in increased sales, according to Manager E. Lynn Wilde, Paulbrook Music, Milwaukee. Clerks hand the potential buyer a pack of copies and report that people will buy more than the one they asked for originally. . . . Simple sales pitch used by Shirley Corley, Wall Radio & Electric, Rankin, Pa., is to tell customers that disk jockey Mary Dee, WHOD, is playing that specific record on the air. . . . Ann Arbor Music Center, Ann Arbor, Mich., claims that sales can be increased with just a little extra effort. Betty Wubena, pop department, types up lists of newly arrived singles each week and adds the list to the nine previous weeks' listing on a clip board. Each list also contains some news notes on 33 and 45 r.p.m. speeds and a plug for some old standards. . . . Fisher's Appliance, Milford, Del., ties in with the local motion picture theater by advertising movie music disks on the back of the theater's weekly program mailings. . . . Disk department of Associated Stores, Tampa, cuts out the best selling charts from The Billboard and places them in celluloid protectors that are left on the selling counters for customers to glance over.

MORE SPEED TALK . . .

That the "battle of the disk speeds" is not settled is best evidenced in comments still pouring in from record dealers all over the country. Picked at random and typical are the following: "The 45 idea is greatly over-rated. It will be a long time before a complete change-over is made from 78—if ever."—Coral Music Shop, Miami. . . . "Anyone who says that 45 isn't here to stay just doesn't know what he's talking about. . . . It's not too much to stock all three speeds. We not only sell them, but sell plenty of three-speed players, too. Sell someone a three-speed player and he'll buy three speeds of records."—Joseph Jewelers, Kingsport, Tenn. . . . "Our sales in 78-r.p.m. classical albums and singles have been equal to sales in other speeds. Glad we didn't cut to half price when the panic was on. Our shellac stock is becoming more valuable every day."—Harmon Piano Company, Bangor, Me. . . . "Down here I'm doing a good business in 45. I use a window display and demonstrate the records and players. As more disk companies go 45, I'm cutting out 78 r.p.m. completely."—Victor Music, Lexington, N. C. . . . "We only stock standard albums in 33 and 45 speeds. We are still a 78-r.p.m. record store."—Saul Halper, Cincinnati, O. . . . "I have never been afraid to buy 45-r.p.m. records and so am well stocked. Consequently, I have built a wonderful 45 clientele."—Bill Bird, Jersey Tire Company, Plainfield, N. J.

NEWS AND CHATTER . . .

Selected for honorable mention at a national advertisers' convention was the ad campaign used by Carlisle Radio & Record Shop, Carlisle, Pa. The campaign consists of a weekly ad column called "Renee's Platter and TV Chatter" and is written by Mrs. Renee Manola, co-owner of the shop. . . . Grosvenor Music & Record Shop, Norwich, N. Y., would like to see some disk manufacturer issue an album of music played by the "Band of America" and not containing the marches so often used in similar albums. The shop claims that radio listeners would buy heavily and that both Mercury and MGM could use such a set in their catalogs. . . . Radio Sales & Service, Orangeburg, S. C., is trying out a new Saturday afternoon promotion and reports success in the early stages of a weekly giveaway. Customers must listen to a deejay show to find out the time of the giveaway and what the gimmick will be.

VOX JOX

(Continued from page 34)

gram I am in need of Russian records and would greatly appreciate having anyone ship a few good examples of Soviet pop tunes to me." . . . Two proud papas this week: Dick Spaulding, WUSJ, Lockport, N. Y., and Leroy Miller, WFIL, Philadelphia, both boys. . . . Frank Allen, WREN, Topeka, Kan., is scouting around for Dick Todd's record of "Daddy's Little Boy." "Heard it in the East" he writes, "but can't find it in local shops."

CHILDREN'S RECORDS

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

Weeks Last This to date Week Week	POSITION	Record Title	Artist	Label
30 1	1.	CINDERELLA	(Two Records) I. Woods and Others	V(78)Y-399; (45)WY-399
26 2	2.	HOPALONG CASSIDY AND THE SINGING BANDIT	(Two Records) B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
3 3	3.	TREASURE ISLAND	(Two Records) B. Driscoll	V(78)Y-416; (45)WY-416
117 4	4.	BOZO AT THE CIRCUS	(Two Records) Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; (DBX-114)
116 5	5.	LITTLE TOOT	(One Record) Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAF-3001
52 11	6.	BUGS BUNNY IN STORYLAND	(Two Records) Mel Blanc-A. Livingston	Cap DBX-3021
41 6	7.	BOZO AND THE BIRDS	(Two Records) P. Colvig-B. May	Cap(78)DBX-3033; (45)CBXF-3033
104 6	8.	BUGS BUNNY	(Three Records) Mel Blanc	Cap(78)CC-64; (45)CCF-3004
46 9	9.	WOODY WOODPECKER AND HIS TALENT SHOW	(Two Records) M. Blanc-B. May	Cap(78)DBX-3032; (45)CBXF-3032
16 10	10.	TOM AND JERRY AT THE CIRCUS	(Two Records) F. DeSales and C. Biever	MGM 51
36 8	11.	HOWDY DOODY AND THE AIR-O-DOODLE	(Two Records) Bob Smith-H. Rene	V(78)Y-397; (45)WY-397
6 14	12.	COWBOY SONGS	(One Record) B. Williams	Peter Pan 2227
39 —	13.	PECOS BILL	(Three Records) Roy Rogers-Sons of the Pioneers	V Y-375
46 —	14.	JOHNNY APPLESEED	(Three Records) Dennis Day	V P-368
3 12	15.	ADVENTURES OF LITTLE ORLEY	(Two Records) Uncle Lumpy-Fred Waring and Pennsylvanians	Dec CUS-19
37 12	15.	LITTLE ENGINE THAT COULD	(Two Records) P. Wing	V Y-341
9 —	15.	PETER AND THE WOLF	(Two Records) Sterling Holloway	Victor Y-345

POP ALBUMS

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Best Selling 33 1/3 R.P.M.

Last Week	This Week	Record Title	Artist	Label
1	1.	YOUNG MAN WITH A HORN	A. Doris Day-H. James	Col(78)C-198; (33)CL-6106
2	2.	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
3	3.	ANNIE GET YOUR GUN	B. Hutton-H. Keel	MGM(78)50; (33)E-509
4	4.	THREE LITTLE WORDS	Original Cast	MGM(78)53; (33)E-516
6	5.	GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE	G. Lombardo	Dec(78)A-762; (33)DL-5235
7	6.	DANCE DATE WITH LES BROWN	Les Brown	Col(33)CL-6123
5	7.	HARMONY TIME	The Chordettes	Col(78)C-201; (33)CL-6111
8	8.	GUY LOMBARDO TWIN PIANO, VOL. II	G. Lombardo	Dec(78)A-753; (33)DL-5193
9	9.	DIXIE BY DORSEY	J. Dorsey	Col(78)C-196; (33)CL-6095
—	10.	OKLAHOMA	J. Roberts-A. Drake-H. DaSilva-C. Holm-L. Dixon-J. Blackton, Director	Dec(78)DA-359; (33)DL-8000

Best Selling 45 R.P.M.

Last Week	This Week	Record Title	Artist	Label
1	1.	ANNIE GET YOUR GUN	(Four Records) B. Hutton-H. Keel	MGM(78)50; (45)G-1001
2	2.	RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN	(Three Records) R. Flanagan	V(78)P-268; (45)WP-268
3	3.	THREE LITTLE WORDS	Original Cast	MGM(78)MGM-53; (45)K-53
4	4.	TOMMY DORSEY PLAYS COLE PORTER	(Three Records) T. Dorsey	V(78)P-263; (45)WP-263
6	5.	GLENN MILLER	(Four Records) Glenn Miller	V(78)P-148; (45)WP-148
5	6.	DAILY'S DIXIELAND BAND	(Three Records) Pete Daily	Cap(78)CC-183; (45)CCF-183
7	7.	HONKY TONK PIANO	(Three Records) R. Turner-M. Ash-L. Busch	Cap(78)CC-187; (45)CCF-187
—	8.	FRANKIE CARLE SWEETHEARTS	(Three Records) F. Carle	V(78)P-283; (45)WP-283
—	8.	SOUTH PACIFIC	(Four Records) A. Goodman	Bluebird(78)BN-3; (45)WK-18
—	10.	THEME SONGS	(Four Records) S. Kaye-T. Dorsey-T. Bencke-L. Green-V. Monroe-F. Martin-Three Suns-W. King	V(78)P-217; (45)WP-217

The Renowned
Composer, Arranger and
Conductor

Henry Russell



A PROUD ADDITION
TO THE GROWING
LIST OF
TOWER FIRSTS.....

WINNER No. 1

Records His First
Tower-iffic Hits...

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Both Hits on
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HENRY RUSSELL
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"THE
HALLS
OF IVY"

Written by Henry Russell
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THE ORIGINAL AND MUCH REQUESTED VER-
SION OF "THE HALLS OF IVY" AS PRESENTED
ON THE RONALD COLMAN "HALLS OF IVY"
NBC SHOW.

"DRINK,
DRINK,
DRINK"

Written by
Henry Russell
and Vic Knight

AN ORIGINAL VERSION OF A NEW FRATERNAL
SONG DESTINED TO BECOME A SMASH HIT
THAT WILL LIVE ETERNALLY.

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Arthur Godfrey's
great quartet sings . . .

SOMETIME

backed by

"STARS ARE THE WINDOWS OF HEAVEN"

Columbia #38781



COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

Based on reports received last three days of Week Ending September 1

PART V



MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION		Weeks to date		Last Week		This Week		Record																																																									
9	1	13	2	7	3	7	4	15	7	11	6	18	5	3	19	2	10	5	10	4	19	5	15	9	27	15	1	11	8	9	5	5	7	8	2	1	2	10	17	1	5	1	1	1																					
1.	GOODNIGHT, IRENE	2.	MONA LISA	3.	SIMPLE MELODY	4.	SAM'S SONG	5.	BONAPARTE'S RETREAT	6.	TZENA, TZENA, TZENA	7.	I WANNA BE LOVED	8.	I'LL NEVER BE FREE	9.	CINCINNATI DANCING PIG	10.	CAN ANYONE EXPLAIN?	11.	TZENA, TZENA, TZENA	12.	GOODNIGHT, IRENE	13.	BONAPARTE'S RETREAT	14.	THIRD MAN THEME, THE	14.	HARBOR LIGHTS	16.	SAM'S SONG	17.	NOLA	17.	TZENA, TZENA, TZENA	19.	GOODNIGHT, IRENE	19.	MONA LISA	21.	COUNT EVERY STAR	21.	MUSIC, MAESTRO, PLEASE	21.	I'LL ALWAYS LOVE YOU	21.	TENDERLY	25.	COUNT EVERY STAR	25.	CAN ANYONE EXPLAIN?	27.	MONA LISA	27.	TZENA, TZENA, TZENA	29.	GOODNIGHT, IRENE	30.	DREAM A LITTLE DREAM OF ME						
		Nat "King" Cole		Gary-Bing Crosby		Gary-Bing Crosby		K. Starr		G. Jenkins-Weavers		Andrews Sisters-G. Jenkins		K. Starr-Tennessee Ernie		R. Foley		Ames Brothers		V. Damone-G. Osser Ork		F. Sinatra		G. Krupa		G. Lombardo		S. Kaye		J. "Fingers" Carr		L. Paul		M. Miller		R. Foley-E. Tubb		V. Young		D. Haymes-A. Shaw		F. Laine		D. Martin		L. Hope Quintet		H. Winterhalter		D. Haymes		H. James		R. Flanagan		J. Stafford		F. Laine							
		Dec(78)27077; (45)9-27077—BMI		Dec(78)27112; (45)9-27112—ASCAP		Dec(78)27112; (45)9-27112—ASCAP		Cap(78)936; (45)F-936—BMI		Dec(78)27077; (45)9-27077—ASCAP		Dec(78)27007; (45)9-27007—ASCAP		Cap(78)1124; (45)F-1124—ASCAP		Dec(78)46261; (45)9-46261		Coral(78)60253; (45)9-60253—ASCAP		Mercury(78)5454; (45)5454X45—ASCAP		Col(78)38892; (33)1-718—BMI		V(78)20-3766; (45)47-3766—BMI		Dec(78)24839; (45)9-24839—ASCAP		Col(78)38893; (33)1-784—ASCAP		Cap(78)962; (45)F-962—ASCAP		Cap(78)1014; (45)F-1014—ASCAP		Dec 27178)		Col(78)38885; (33)1-706—ASCAP		Dec(78)46255; (45)9-46255—BMI		Dec(78)27048; (45)9-27048—ASCAP		Dec(78)27042; (45)9-27042—ASCAP		Mercury(78)5458; (45)5458X45—ASCAP		Cap(78)1028; (45)F-1028—ASCAP		Dec 38848; M. Tilton, Coral 60258)		Premium 851		V(78)20-3697; (45)47-3221—ASCAP		Dec(78)27161; (45)9-27161—ASCAP		Col(78)38768; (33)1-588—ASCAP		V(78)20-3847; (45)3847—ASCAP		Cap(78)1142; (45)F-1142—BMI		Mercury(78)5458; (45)5458X45—ASCAP		F. Carle Ork, Col 38783; B. Crosby-G. Gibbs, Coral 60263; D. Shore-H. Zimmerman, Col(78)38927, (33)1-759; J. Owens, Dec 27096)	

WARNING!

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

Unrationed fanfare!

SUGAR SWEET

and
"HARBOR LIGHTS"

Vocals by Tony Alamo and the Kaydets
Columbia 38963 or 7-inch LP 1-784

Played by

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NOW Recording exclusively for

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His First
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Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

Have You Heard The **NEW HOWARD** Sound, Eh?



Eddy Howard
With Orchestra and Choral Group

'I'm Forever Blowing Bubbles'
Flip Side
'THE RED WE WANT IS THE RED WE'VE GOT'

ONLY **Mercury** HAS THE HITS ON NON-BREAKABLE RECORDS
MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The **Billboard** MUSIC POPULARITY CHARTS
PART VI
Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 titles. It will be noted titles are stressed and no division is made between singles and albums

Best Selling LP Classical Titles

Last Week	This Week	Title	Label
2	1.	Bernstein: Peter Pan, J. Arthur-B. Karloff-M. Henderson-P. Hillias-J. Marks	Col(33)ML-4312
1	2.	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork	Col(33)ML-4308
2	3.	Borodin: Polovtsian Dances, L. Stokowski, director, Symphony Ork	V(33)LM-1054
—	4.	Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork; A. Toscanini, conductor	V(33)LM-1042
4	5.	Rachmaninoff Concerto for Piano and Ork, No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork; V. Golschmann	V(33)LM-1006

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title	Label
2	1.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteaux, conductor	V(45)WDM-920
1	2.	Rachmaninoff: Concerto No. 2 in C Minor, Opus 18; A. Rubinstein, NBC Symphony Ork; V. Golschmann, conductor	V(45)WDM-1075
2	3.	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork; E. Ormandy, conductor	V(45)WDM-262
4	4.	Kurt Weill: Down in the Valley, M. Bell-K. Smith-W. McGraw-R. Jacquemont-R. Barrows-RCA Victor Ork., P. Herman Alder, director	V(45)WDM-1367
—	5.	Copland: Ballet Suite From Billy the Kid, RCA Victor Symphony Ork; L. Bernstein, director	V(45)WDM-1333
—	5.	Grofe: Grand Canyon Suite, NBC Symphony Ork; A. Toscanini, conductor	V(45)WDM-1038

Advance Classical Record Releases (Includes Semi-Classics)

Beethoven: Violin Concerto in D Minor, Opus 61 Album—G. Hulenkampff-Berlin Philharmonic Ork-H. Schmidt-Isserstedt, Con. (1-12") Cap(33)P-8103
Borodin: Dances of the Polovetzki Maidens (Prince Igor) Album—L. Stokowski Symphony Ork (2-7") V(45)WDM-1386
Falla: Dances From the Three Cornered Hat Album—Vienna Philharmonic Ork-C. Krauss, Cond. (Ravel: Bolero) Cap(33)L-8096
Offenbach: La Vie Parisienne Album—Orchestre des Concerts Paris, S. Dupre, Cond. (1-12") Cap(33)-P-8102
Ravel: Bolero Album—Brussels Radio Symphony Ork-F. Andre, Cond. (Falla: Three Cornered) Cap(33)-L-8096
Sara Barabas Album—S. Barabas (2-7") Horace Heidt (45)507—Bell Song (Lakme), Juliet's Waltz Song (Romeo and Juliet), Polonaise (Mignon)

Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sale potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-90, good; 60-69, satisfactory; 0-59, poor.

TSCHAIKOVSKY: Concerto No. 1 in B Flat Minor—Conrad Hansen, piano, with Berlin Philharmonic Orchestra conducted by Willem Mengelberg. Capitol-Telefunken P-8097 **79**

This proud and lovely warhorse here is accorded one of its finest recorded readings primarily because of the superb interpretation by Mengelberg and secondarily because of the fine recording, a better technical job than any of the domestic slicings of the work in spite of its vintage. Hansen's keyboard contribution may not achieve the fire or technical magnificence of the Horowitz or Rubinstein but it certainly is a coherent, controlled and fluid accounting of the music, gaining additional strength from the powerful orchestral work molded by Mengelberg. This fine recording should grab some of the market for this popular work on the strength of the virile interpretation, tho it is bucking such well known and popular readings as those by Horowitz and Toscanini, Rubinstein and Levant and Ormandy.

ERNA SACK: ENCORES (1-10") Capitol (33) L-8101 **80**

The Bird in the Wood; Glibiribin; El Morenito; Ave Maria; The Thrush Said to the Finch; Song of Jenny Lind; In a Cool Valley; Voca Voca.
The fine coloratura demonstrates a way with a song, as she sings eight short numbers in German, Spanish, Italian and Swedish. Her superb technical equipment doesn't overshadow the warmth and affection she brings to these simple pieces, but enhances them. Sides, singles out of the Telefunken catalog, were cut at varying periods, judging from the variation in recorded sound; some are with orchestra and some with piano. All are done with rare fluidity and style.

JUKES Not suitable.
JOCKS Fine semi and long-hair programing material.

PAUL BOWLES: CONCERTO FOR TWO PIANOS, WINDS AND PERCUSSION—DARIUS MILHAUD: CARNAVAL A LA NOUVELLE-ORLEANS; LES SONGES—Arthur Gold-Robert Fizdale (1-10") Columbia (33) ML-2128 **62**

Two delightful exercises in contemporary spirit and idiom are offered here in a disking that every collector interested in modern music will covet. Bowles is the young composer-novelist-critic-traveler well known to avant-gard literary and musical circles who recently wrote the best-seller "The Sheltering Sky." His concerto for two pianos and chamber ork is a flashing, colorful, kaleidoscopic work in four movements, kin in spirit to Satie, Milhaud, Gershwin, etc. It is superbly performed by the Gold-Fizdale piano team, who commissioned the work, and the wind and percussion group, including such performers as Reginald Kell and Mitch Miller. The Milhaud pieces for two pianos, of which "Carnaval" was also commissioned by the piano team, are pungent, penetrating and happy. The keyboarding is in complete accord with the spirit of the music.

RAVEL: BOLERO and DE FALLA: THE THREE CORNERED HAT—Brussels Radio Symphony Ork-F. Andre, Conductor and Vienna Philharmonic Orchestra, Clemens Krauss, Conductor (1-10") Capitol (33) L-8096 **73**

Two excellent waxings out of the Telefunken catalog make a happy pairing here. The Ravel piece has been much-recorded, and by name conductors, but the Andre version will bear favorable comparison with any of them. Tempo is right, and the sense of climax so necessary to this work is in strong evidence. The De Falla work, three dance pieces from a memorable ballet score, is a fiery flashing colorscape, and Krauss and the Philharmonic of Vienna do it handsomely. The performance is marked by a Latin dash and verve.

The Billboard
MUSIC POPULARITY CHARTS
Rhythm & Blues Records
PART VII
TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending September 1

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION		Weeks Last This		to date Week Week	
5	3	1.	BLUE LIGHT BOOGIE Parts I and II	L. Jordan	Dec(78)27114 (45)9-27114
12	1	2.	HARD LUCK BLUES	R. Brown	Deluxe 3304—BMI
19	2	3.	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
14	4	4.	CUPID'S BOOGIE	Little Esther	Savoy 750
15	9	5.	WELL OH WELL	Tiny Bradshaw	King 4357—BMI
1	—	6.	DECEIVIN' BLUES	J. Otis-Little Esther-M. Walker	Savoy 759
13	8	7.	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
10	5	8.	MONA LISA	"King" Cole Trio	Cap(78)1010; (45)F1010—ASCAP
3	10	8.	BLUE SHADOWS	L. Fulson	Swingtime 226
1	—	8.	DREAMIN' BLUES	J. Otis-M. Walker	Regent 1018

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION		Weeks Last This		to date Week Week	
10	1	1.	MONA LISA	King Cole	Cap(78)1010; (45)F-1010—ASCAP
3	3	2.	BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Dec(78)27114; (45)9-27114
18	2	3.	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
4	7	4.	I'LL NEVER BE FREE	P. Gayten-A. Laurie	Regal 3258—ASCAP
15	5	5.	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
13	—	6.	CUPID'S BOOGIE	Little Esther	Savoy 750
6	—	6.	HARD LUCK BLUES	Roy Brown	De Luxe 3304—BMI
5	6	8.	BLUE SHADOWS	L. Fulson	Swingtime 226
15	4	9.	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
6	9	10.	GOOD MORNING, JUDGE	Wynonie Harris	King 4378—BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

After Midnight—F. Washington's Quintet (What Makes) Asa 1004
 Afternoon of a Dream—F. Washington's Quintet (You Thrill) Asa 1003
 All My Dreams—The Four Tunes (Time Out) Arco 1257
 Around Four A.M.—Cousin Ida-F. Washington Quintet (Bunker Hill) Asa 1005
 Blues Is Green—B. Green (La Vie) Jubilee 5032
 Bunker Hill Blues—Cousin Ida-F. Washington Quintet (Around) Asa 1005
 I'd Rather Have You Under the Moon—Orioles (We're Supposed) Jubilee 5031
 Jazz Vol. 1 Album (The South)—Rev. J. M. Gates-J. Dupree-J. P. Johnson-O. Simeon-M. Johnson-Doc Reese-Leadbelly-S. Terry-B. McGhee-S. Blackwell-B. Tucker (1-10') Folkways(33)FP-53
 La Vie En Rose—B. Green (Blue Is) Jubilee 5032
 Time Out for Tears—S. Churchill-The Four Tunes (All My) Arco 1257
 We're Supposed To Be Through—Orioles (I'd Rather) Jubilee 5031
 What Makes You Look So Good?—M. Paul (After Midnight) Asa 1004
 You Thrill Me -J. Medlin (Afternoon of) Asa 1003

RHYTHM & BLUES RECORD REVIEWS

ROY MILTON
 Specialty 372
Sad Feeling 85--85--85--85
 Milton sings a storm on the fine blues, with terrific combo support, highlighted by potent piano work.
Bartender's Boogie 71--70--70--74
 Humorous novelty jingle, tho done with sparkle and wit, is of slight import alongside of flip.
 (Continued on page 123)

Specials by Specialty

For Profit Pulling—PLUS!

SAD FEELING
 ROY MILTON—Specialty 372

SATURDAY NITE BOOGIE
 JIMMY LIGGINS—Specialty 374

Please Send Me Someone To Love
 PERCY MAYFIELD—Specialty 375

Specialty records

ROY BROWN

DOES IT AGAIN!

LONG ABOUT SUNDOWN

and

CADILLAC BABY

DeLuxe 3308

MAKES THREE (3) IN A ROW

DeLuxe 3306

DREAMING BLUES

LOVE DON'T LOVE NOBODY

DeLuxe 3304

HARD LUCK BLUES

NEW REBECCA

KING RECORDS

Going Strong

ARCHIBALD

On Imperial Record #5068

"Stack-A-Lee I & II"

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

FATS DOMINO

On Imperial Record #5058

"The Fat Man"

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

T-BONE WALKER

On Imperial Record #5094

"Evil Hearted Woman"

"Travelin' Blues"

Order Now From Your Nearest Distributor!

IMPERIAL RECORD CO., INC.

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another **HIT!**
OF THE CENTURY



TENNESSEE ERNIE
and
THE STARLIGHTERS

Latest Release



BRIGHT LIGHTS
and
BLONDE HAIRIED WOMEN

Backed with another Star Hit
"CINCINNATI DANCING PIG"
Capitol No. 1174 and F1174

"BRIGHT LIGHTS" Published by

CENTURY SONGS INC.

4527 Sunset Blvd.
Hollywood 27, Calif.
7932 Chicago Ave.
Chicago 17, Illinois



The **Billboard** MUSIC POPULARITY CHARTS
Folk (Country & Western) Record Section PART VIII

Based on reports received last three days of Week Ending September 1

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks Last This	Record	Label
to date	Week	Week*		
5	1	1	GOODNIGHT, IRENE	R. Foley and E. Tubb
			Dec(78)46255; (45)9-46255—BMI
15	2	2	WHY DON'T YOU LOVE ME?.....	H. Williams.....MGM 10696—BMI
8	3	3	I'M MOVIN' ON.....	Hank Snow
			V(78)21-0328; (45)48-0328—BMI
9	5	4	CUDDLE BUGGIN' BABY.....	E. Arnold
			V(78)21-0342; (45)48-0342—BMI
11	6	5	THROW YOUR LOVE MY WAY.....	E. Tubb
			Dec(78)46243; (45)9-46243—BMI
8	7	6	ENCLOSED, ONE BROKEN HEART....	E. Arnold
			V(78)21-0342; (45)48-0342—BMI
23	4	7	I'LL SAIL MY SHIP ALONE.....	M. Mullican.....King 830—BMI
3	8	8	MONA LISA	M. Mullican.....King 886—ASCAP
2	10	9	HILLBILLY FEVER NO. 2.....	R. Foley and E. Tubb.....
			Dec(78)46255; (45)9-46255
1	—	10	CINCINNATI DANCING PIG.....	R. Foley
			Dec(78)46261; (45)9-46261
4	—	10	GIVE ME A LITTLE OLD-FASHIONED 'E.	Tubb.....
			LOVEDec(78)46243; (45)9-46243—BMI

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed as country and Western 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 customer's purchase country and Western records.

POSITION		Weeks Last This	Record	Label
to date	Week	Week*		
10	2	1	I'M MOVIN' ON	H. Snow.V(78)21-0328; (45)48-0328—BMI
			With This Ring I Thee Wed	
5	1	2	GOODNIGHT, IRENE	E. Tubb and R. Foley.....
			Hillbilly Fever No. 2Dec(78)46255 (45)9-46255—BMI
15	3	3	WHY DON'T YOU LOVE ME?.....	H. Williams.....MGM 10696—BMI
			House Without Love, A	
11	4	4	CUDDLE BUGGIN' BABY.....	E. Arnold
			Enclosed, One Broken HeartV(78)21-0342; (45)48-0342—BMI
26	5	5	I'LL SAIL MY SHIP ALONE.....	M. Mullican
			Moon's TuneKing 830—BMI
12	6	6	THROW YOUR LOVE MY WAY.....	E. Tubb
			Give Me a Little Old-Fashioned LoveDec(78)46243; (45)9-46243—BMI
1	—	7	CINCINNATI DANCING PIG.....	R. Foley.....Dec(78)46261; (45)9-46261
			Somebody's Cryin'	
2	9	8	(REMEMBER ME) I'M THE ONE WHO	
			LOVES YOU	S. Hamblen.Col(78)20714; (33)2-692—BMI
			I'll Find You	
7	8	9	ENCLOSED, ONE BROKEN HEART....	E. Arnold
			Cuddle Buggin' BabyV(78)21-0342; (45)48-0342—BMI
1	—	10	GOODNIGHT, IRENE	M. Mullican.....King 886—BMI
			Mona Lisa	

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Ain't You Afraid?—R. Hall (Turned My) Bullet 712
- Blue Canadian Rockies—C. Stone (Fire Ball) Cap 1167
- Can't Get You Out of My Dreams—Vance Bros. (Draftboard Blues) Macy's 144
- Catfish Take a Look at That Worm—S. Burnette (Jackass Mail) Cap 1165
- Cincinnati Hit Parade—B. Franklin (That Old) Abbey 15016
- Church Bells Chimed—R. Kirk (Never Been) Mer 6247
- Cuddling Baby—J. Irby (I'm So) MGM 10771
- Did I Forget To Tell You?—L. Payne (I Miss) Cap 1164
- Dixie Steel Rag—D. Whitney (I'm Going) 4 Star 1512
- Draftboard Blues—Vance Bros. (Can't Get) Macy's 144
- Fire Ball Mail—C. Stone (Blue Canadian) Cap 1167
- Her Mind Is Gone—R. Byrd (Oh! Well) Mer 8184
- He's My Hillbilly Crooner—P. White (You've Learned) 4 Star 1489
- I Can't Feel at Home in This World Anymore—H. Thompson (When God) Cap 1163
- I Miss That Gal—L. Payne (Did I) Cap 1164
- I Was Born To Be Gay—R. Denning (Sunrise Serenade) Hillbilly 71104
- I'm Going To Love You—D. Whitney (Dixie Steel) 4 Star 1512
- I'm So Disgusted—J. Irby (Cuddling Baby) MGM 10771
- Jackass Mail—S. Burnette (Catfish) Cap 1165
- Lonesome—Johnnie & Jack (Poison Love) V 21-0377
- Never Been So Lonesome—R. Kirk (Church Bells) Mer 6274
- Oh! Well—R. Byrd (Her Mind) Mer 8184
- Oklahoma Hills—B. Eaton (Texas Song) Dec 46262
- Our U. S. Volunteers—Old Brother Charlie-Daisy Mae (Our United) Cozy 255
- Our United Nations Flat—Old Brother Charlie-D. Mae (Our U. S.) Cozy 254
- Poison Love—Johnnie & Jack (Lonesome) V 21-0377
- Proud Papa Polka—C. Campbell (Serenade of) V 21-0376
- Serenade of the Winds—C. Campbell (Proud Papa) V 21-0376
- Sunrise Serenade—R. Denning (I Was) Hillbilly 71104
- Texas Song, The—B. Eaton (Oklahoma Hills) Dec 46262
- That Old Time Lovin'—B. Franklin (Cincinnati Hit) Abbey 15016
- Those Three Little Words—B. Mason (Who's Right) Cozy 243
- Turn My Picture to the Wall—R. Hall (Ain't You) Bullet 712
- When God Calls His Children Home—H. Thompson (I Can't) Cap 1163
- Who's Right, Who's Wrong?—B. Mason (Those Three) Cozy 243
- You've Learned Up On Your Lovin'—P. White-J. Jericho (He's My) 4 Star 1489

M-G-M Records Harvest of Hits!

- Elmo Tanner and His Dixielanders
● "EV'RY TIME YOU TURN ME DOWN" MGM #10776
Hank Williams
- "THEY'LL NEVER TAKE HER LOVE FROM ME"
and
● "WHY SHOULD WE TRY ANYMORE" MGM #10760
Rusty Gabbard
- "EULALIA"
- "WHAT CAN I LOSE BUT MY HEART" MGM #10759
Red River Dave
- "CHANGE PARTNERS" MGM #10755
Skeets Yaney
- "FEELIN' SORRY (WON'T MEND A BROKEN HEART)"
and
● "YOU COUNT ALL MY MISTAKES" MGM #10773
Frank Porter
- "SHINE LITTLE LUMP OF COAL"
and
● "HOW BLACK IS BLACK?" MGM #10754




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best sellers

POPULAR

- ★ **JOHNNY LONG**
15064 THE B-I-EE-I-EE
JUST FRIENDS
- ★ **TERRY SHAND**
15064 DUST OFF THE OLD PIANO ROLLS
I WOULDN'T TOUCH YOU WITH A
TEN FOOT POLE
- ★ **FRIELING SISTERS**
15057 OUR LADY OF FATIMA
THE STORY OF OUR LADY OF FATIMA
(Narration by Nelson King)

FOLK • WESTERN

- ★ **MOON MULLICAN**
886 MONA LISA
GOODNIGHT, IRENE
830 I'LL SAIL MY SHIP ALONE
MOON'S TUNE
- ★ **JIMMIE OSBORNE**
893 GOD PLEASE PROTECT AMERICA
THE MOON IS WEEPING OVER YOU
- ★ **GRANDPA JONES**
890 GRANDPA'S GETTING MARRIED AGAIN
I DON'T KNOW GEE FROM HAW
- ★ **COWBOY COPAS**
885 STEPPIN' OUT
MY TRUE CONFESSION
- ★ **AL DEXTER**
884 HI DE HO BOOGIE
WALKING WITH THE BLUES
- ★ **HANK PENNY**
891 WHAT'VE YOU GOT
TIN PAN POLKA

SOPIA • BLUES

- ★ **TINY BRADSHAW**
4357 WELL, OH WELL
I HATE YOU
4376 BOODIE GREEN
AFTER YOU'VE GONE
- ★ **WYNONIE HARRIS**
4378 GOOD MORNING, JUDGE
STORMY NIGHT BLUES
4389 ROCK MR. BLUES
BE MINE MY LOVE
- ★ **LUCKY MILLINDER**
4398 WHO SAID SHORTY WASN'T COMING
BACK
CLAP YOUR HANDS
- ★ **IVORY JOE HUNTER**
4382 CHANGING BLUES
I HAVE NO REASON TO COMPLAIN

- DeLuxe 3304 **ROY BROWN**
HARD LUCK BLUES
NEW REBECCA
- DeLuxe 3306 **ROY BROWN**
DREAMING BLUES
LOVE DON'T LOVE NOBODY



The Billboard
MUSIC POPULARITY CHARTS
Folk (Country & Western) Record Section
PART VIII

Based on reports received last three days of Week Ending September 1

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Weeks to date	Last Week	This Week	POSITION	Artist	Label
11	1	1	1	I'M MOVIN' ON.....H. Snow.....	V(78)21-0328; (45)48-0328—BMI
16	2	2	2	WHY DON'T YOU LOVE ME?.....H. Williams.....	MGM 10696—BMI
4	3	3	3	GOODNIGHT, IRENE.....R. Foley-E. Tubb.....	Dec(78)46255; (45)9-46255—BMI
6	4	4	4	(REMEMBER ME) I'M THE ONE WHO S. Loves You.....	Col(78)20714; (33)2-692
26	6	5	5	I'LL SAIL MY SHIP ALONE.....M. Mullican.....	King 830—BMI
11	5	6	6	THROW YOUR LOVE MY WAY.....E. Tubb.....	Dec(78)46243; (45)9-46243—BMI
7	10	7	7	LOSE YOUR BLUES.....R. Kirk.....	Mercury 6257—BMI
9	9	8	8	CUDDLE BUGGIN' BABY.....E. Arnold.....	V(78)21-0342; (45)48-0342—BMI
3	8	9	9	AIN'T NOBODY'S BUSINESS BUT MY OWN.....	Tennessee Ernie-K. Starr.....Cap(78)1124; (45)F1124
2	10	10	10	GOODNIGHT, IRENE.....M. Mullican.....	King 886—BMI

FOLK TALENT AND TUNES
By Johnny Sippel
ARTISTS' ACTIVITIES

Slim Bryant, KDKA, Pittsburgh, reports that his 4:30 p.m. (EDT) shot Saturdays over NBC is carried by 82 stations. . . . Jack Rowe and the Seven Rowe Brothers (Columbia) are operating the new Bridgeport Club, Dallas. The old club burned about eight months ago. . . . Peanut Faircloth (Decca), heard on WNEB, Macon, Ga., being booked by Loy McCormick, Blakely, Ga. . . . Jimmie Skinner, who inked with Capitol (The Billboard, September 2), has opened a new record shop in Cincinnati. Present for the unveiling were disk jockeys Tommy Sutton, WONE, Dayton; Granpappy Davis, WNOP, Newport, Ky.; Don Davis, WCKY, Cincinnati, and Happy Ison, Charleston, W. Va. . . . Happy Wilson, who does both d. j. and live shows from WAPI, Birmingham, has switched from Decca to MGM. His band is called the Golden River Boys.

Steel-guitarist Jodie Carver cut an album of Western tunes with Vaughn Monroe and his ork for Victor. . . . Billy Starr, manager for Cowboy Copas, reports that a prominent movie studio has contacted him for a flicker appearance by the Copas troupe, which also features Rusty Gabbard, now with MGM. . . . Leonard Keller, prexy of Len-Art Music, the new BMI firm which Ted Browne heads as professional manager, will marry Nancy Carr, the radio chirp.

Eddie Ruton, of Hillbilly Park, Newark, O., reports that WLW's "Midwestern Hayride" troupe, including Ernie Lee, Neal Burris, the Rural Rangers, Pleasant Valley Boys and Judy Perkins and the Geer Sisters did the season's top gross at his folk music park August 20. . . . First h. b. performer to go into the armed forces thus far is Delmas Franklin, who left WLAQ, Rome, Ga., last week. His departure breaks up the team of Grandpappy Nerit and Little Delmas. Franklin went into the marine corps. . . . Al Lewis and his Delaware Valley Rangers are at WTTM, Trenton, N. J. . . . Red River Dave and his frau, Alberta, have moved into a new ranch home in San Antonio. . . . Billy Scott and Sally Flowers took over Buckeye Lake (O.) Park September 2 for a picnic, with various artists, including Kenny Roberts, handling the entertainment. . . . Wayne Raney and the Delmore Brothers (King) are working at XERF, Del Rio, Tex. . . . Johnny Hicks (Columbia) reports that his "Big D Jamboree," live talent show presented weekly in Dallas, will expand to Houston, where he begins a "Big T Jamboree" Friday nights from the new Olympiad, 7,000-seat house. An hour of the show will be aired via KTRH, Houston.

DISK JOCKEY DOINGS

George Sanders, KFVD, Los Angeles, reports that Eddie Kirk (Capitol) has received his call back to active duty with the marine corps. . . . Paul Simpkins is leaving WAPF, McComb, Miss., to join WJOY, Jackson, Miss. . . . Johnny Richardson, KVOW, Littlefield, Tex., writes that the Nitehawks, from Muleshoe, Tex., and the Rhythm Boys, from Whitarral, Tex., have joined his station's live talent cast. . . . Jimmy Thomason, d. j. at KAFY, Bakersfield, Calif., was formerly with the Shelton Brothers and Jimmy Davis. . . . Deacon Moore's secretary, Sunny Ciesla, reports that Jimmy Wyble, guitar man with Spade Cooley, is the father of a son. Charlie Aldrich is doing a show at KXLA, Los Angeles, Moore's station. . . . Dale Galimore has joined WPUV, Pulaski, Va., as h. b. spinner.

Butterball Paige, formerly with Ernest Tubb and later in Miami, is now at WBAL, Baltimore, doing a daily platter spiel. . . . New h. b. spinners at WJLM, Lewisburg, Tenn., are Jim Travis, Gill Greene and Ken Marston. . . . Gary Goodwin is doing the emcee job on 260 transcribed 15-minute open and rustic shows for Rexall Drugs. Show simulates a live performance by using voice tracks of top talent. Platters are produced by Counselors Advertising, 6381 Hollywood Boulevard, Hollywood (28). Show starts September 1 and will be used on from 450 to 600 outlets.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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500 Different Standard and Hit Tunes.
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COMPLETE INVENTORIES BOUGHT
Over 1,000 Satisfied Customers

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Ben Light's
'THREE LITTLE WORDS'
backed with
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The Billboard MUSIC POPULARITY CHARTS

PART IX



Record Reviews

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

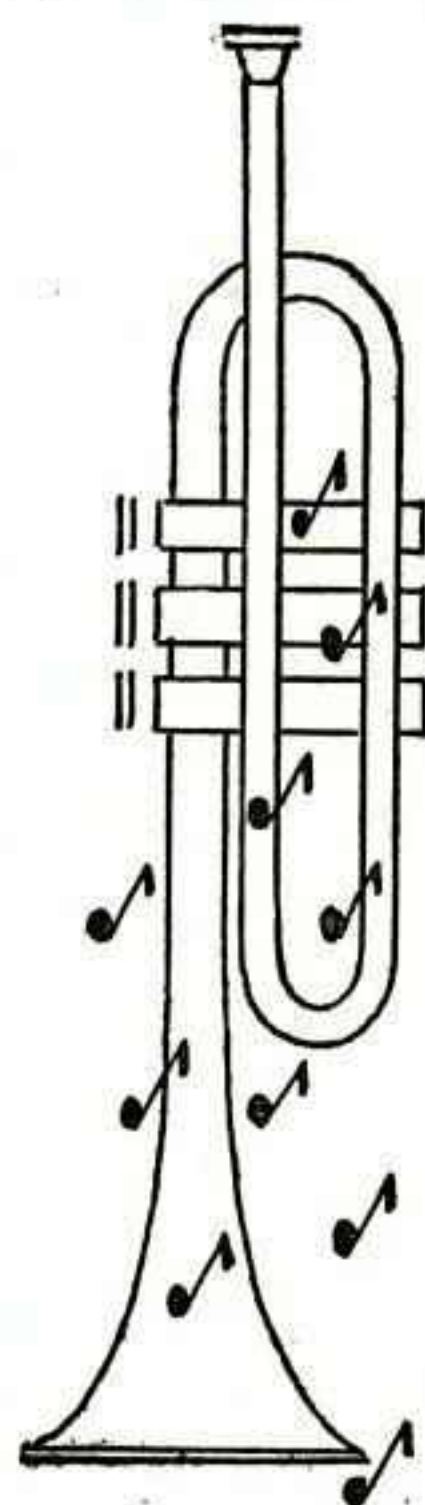
How Ratings Are Determined Records are rated four ways: (1) overall (2) as to their value for disk jockeys, (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates a record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

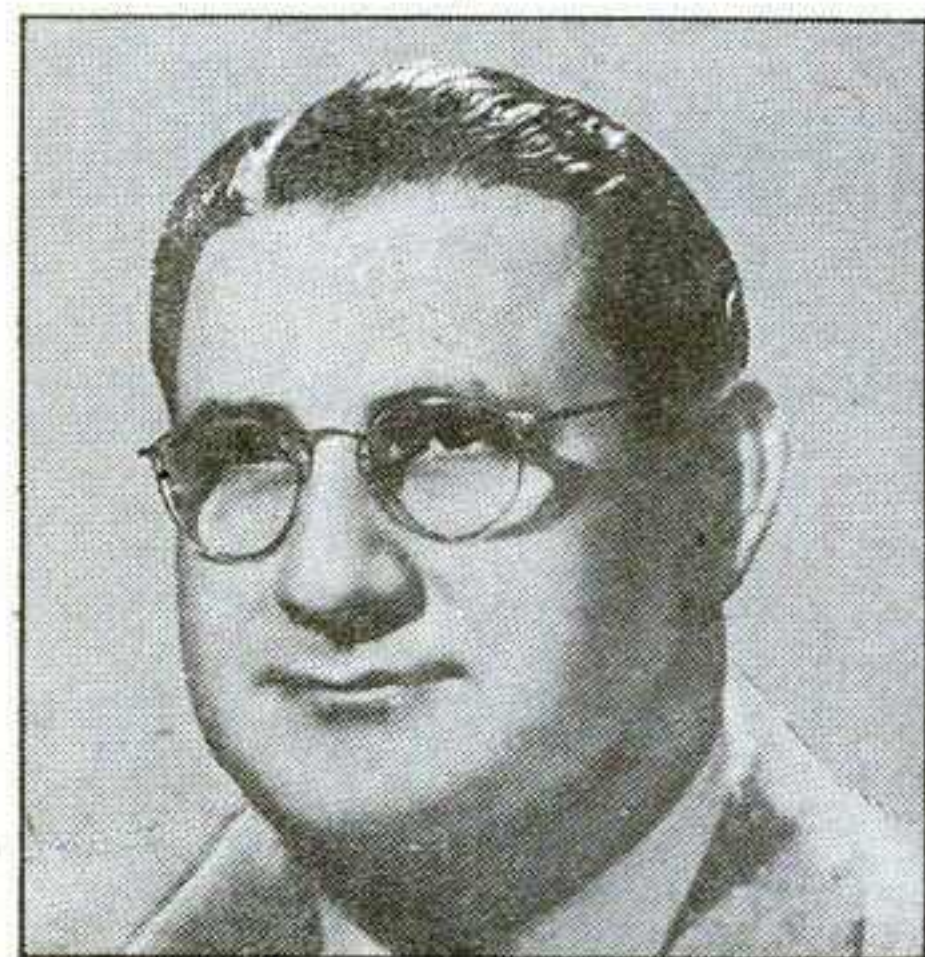
RATINGS	DISK JOCKEY	RETAILER	OPERATOR
OVER-ALL			

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
POPULAR					
KAY ARMEN (Anton Karas) London 760	I'm In the Middle of a Riddle Waltz, with "Third Man Theme" melodic feel, is well sung by Miss Armen while Karas makes with his zither. Where the zither still has novelty hold, this may do okay.	71--73--70--70			
	Where Do I Go From You? Pretty French ballad adaptation again is neatly warbled by Miss Armen tho the zither treatment doesn't enhance the waxing.	71--73--70--70			
DENISE DARCEL-STANLEY MELBA London 757	Embrasse Moi Miss Darcel, the busty French actress of "Battle-ground" flick fame, turns out a sexy throaty, intimate vocal of a French ballad. A pleasant novelty which should draw spinner action.	72--75--70--68			
	Dancing With You An adaptation of a French ballad serves as the vehicle for another intimate Continental-styled effort by Miss Darcel, who comes off surprisingly well on wax.	72--75--70--68			
GUY LOMBARDO Decca 27178	Let's Do It Again The old-fashioned novelty with the "Doo Whacka Doo" twist is done in typically tasty Lombardo fashion.	80--80--80--80			
	Nola Lombardo lets out his twin piano team for a fluffy, bouncy reading of this oldie, which has been enjoying a revival via a Les Paul etching. Should prove a solid item especially with the Lombardo legions.	84--85--84--83			
BING CROSBY-RUSS MORGAN ORK Decca 27243	This Could Be Forever Bing, in duet with Louanne Hogan, warbles an oldie in dance time setting by Russ Morgan crew. A pretty side.	82--84--82--80			
	Helpless Bing croons a new ballad of no extraordinary substance. Pleasant treatment with the usual tasty danceable orking by Morgan lends added potential to the diskings.	81--82--82--80			
LIONEL HAMPTON Decca 27144	Pink Champagne Slow beat treatment of this r & b hit spots vocal by Hampton and the boss' vibes. Late release should confine this to Hamp's fans.	72--74--70--72			
	Well, Oh Well Another r & b smash, this one via Tiny Bradshaw, is handled vocally by Sonny Parker. Hamp's crew cuts clean, loose capers and is well recorded. Late release won't help.	75--76--74--74			
HUGO WINTER-HALTER'S ORK & CHORUS Victor 20-3893	Memories of You Beautiful diskings of this standard, spotting choral reading of the not oft heard lyric. Big, rich sound enhanced by fine recording.	83--85--83--81			
	Just An Echo in the Valley Rich, tasteful effort to revive a pretty oldie spots Peter Hanley turning in a fine vocal with lovely choral aid. Could be a big winner.	86--86--86--86			
JOHNNIE JOHNSTON MGM 10775	Hello Novelty ballad of little import gets a stilted rendition from singer and gal vocal group.	60--60--60--60			
	After All These Years Russ Case does more for this fair ballad than does Johnston's uncertain-sounding voice.	65--65--65--65			
ZIGGY ELMAN ORK MGM 10774	Just In Case We Have To Say Goodbye Again Virginia Maxey does her best with this unlikely bit of material as does the Elman crew. It doesn't help, tho.	67--66--66--70			
	The Touch of Your Lips The Ray Noble tune gets a clean rendition from the ork with Larry Noble handling the vocal. A fair standard side.	69--72--68--68			
JIMMY DURANTE EDDIE JACKSON MGM 30255	Bill Bailey, Won't You Please Come Home? Loud, brassy, unmusical and wonderful is this piece of material right out of the two-a-day. Only Lou Clayton missing from the former vaude act.	83--84--82--83			
	What You Goin' To Do When the Rent Comes 'Round? Nostalgia on a platter. Only slightly less amusing than reverse.	78--80--78--75			
MONICA LEWIS MGM 10772	Let's Do It Again Newest of the piano rag-time novelties doesn't make proper material for Monica.	73--72--70--76			
	Nevertheless The Kalmar-Ruby standard from "Three Little Words" is more suited to the gal's style—and the result is more suited for sales and play potential.	79--82--78--78			

(Continued on page 116)



HIS GREAT TRUMPET...
HIS GREAT ORCHESTRA...
HIS GREAT M-G-M RECORDS



ZIGGY ELMAN

plays
JUST IN CASE WE HAVE TO SAY GOODBYE AGAIN
and
THE TOUCH OF YOUR LIPS
M-G-M Non-Breakable 10774

ELMAN STANDARDS MAKE YEAR 'ROUND HITS

Ziggy's Current M-G-M Singles

THREE LITTLE WORDS • AND THE ANGELS SING
M-G-M 10047

YOU'RE MINE YOU • HUP-JE-DE-BEE
M-G-M 10243

I HADN'T ANYONE TILL YOU • BLUE PRELUDE
M-G-M 10686

I'LL GET BY • TAKE ME IN YOUR ARMS
M-G-M 10722

M-G-M RECORDS
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"DON'T CRY LITTLE CHILDREN"

MERCURY 5355 45 RPM • 5355x45



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The Billboard MUSIC POPULARITY CHARTS
PART X
TRADE SERVICE FEATURE

Record Possibilities

THE BILLBOARD PICKS:

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

I'M FOREVER BLOWING BUBBLES.....Gordon Jenkins and Artie Shaw.....Decca 27186
Gimmicked arrangement spotting Shaw's clary and Jenkins's bass-register, single-finger piano in duet at a bounce spiced by the full-blown and typical Jenkins choral-ork treatment sets up this dinking as a potent item.

IN MY ARMS.....Mitch Miller Ork and Chorus....Columbia 38964
Gay, earthy slicing of a popular World War II product here is brought back with some modern touches by way of the grunts and groans of former Sgt. Frank Loesser, who also co-authored this ditty. The flip is an unusually lovely ballad, "Au Revoir: Again."

I NEED YOU SO.....Don Cornell With Hugo Winterhalter Ork.....Victor 20-3884
Cornell sells this Ivory Joe Hunter bluesy ballad strong all the way with a sizable assist from an ear-attracting Winterhalter ork setting. Indications show this one to be a solid juke and spinner item.

ORANGE COLORED SKY.....King Cole Trio and Stan Kenton Ork...Capitol 1184
Betty Hutton.....Victor 20-3908
A refreshing new rhythm novelty with a persuasive twist is handed a contrasting pair of readings—the Cole-Kenton spots Nat's warbling and Kenton's blasting while Hutton does both the warbling and the blasting on her more personalized rendition.

THE DISK JOCKEYS PICK:

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

1. CINCINNATI DANCING PIG.....Vic Damone.....Mercury 5477
2. HARBOR LIGHTS.....Sammy Kaye Ork.....Columbia 38963
3. CINCINNATI DANCING PIG.....Red Foley.....Decca 46261
4. I NEED YOU SO.....Don Cornell-Hugo Winterhalter Ork.....Victor 20-3884
4. NEVERTHELESS.....Ralph Flanagan Ork.....Victor 20-3904
6. HOME.....King Cole.....Capitol 1133
7. THERE WILL NEVER BE ANOTHER YOU.....Art Mooney Ork.....MGM 10765
8. MY SILENT LOVE.....Bill Snyder Ork.....Tower 1482
9. THE BEER THAT I LEFT ON THE BAR.....Vaughn Monroe.....Victor 20-3880

THE RETAILERS PICK:

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

1. THE RED WE WANT IS THE RED WE'VE GOT...Ralph Flanagan Ork.....Victor 20-3904
2. CINCINNATI DANCING PIG.....Red Foley.....Decca 46261
3. MUSIC, MAESTRO, PLEASE.....Tony Martin.....Victor 20-3883
4. HOME.....King Cole.....Capitol 1133
5. DREAM A LITTLE DREAM OF ME.....Frankie Laine.....Mercury 5458
6. ALL MY LOVE.....Percy Faith Ork.....Columbia 38918
7. THE SHOW MUST GO ON.....Billy Eckstine.....MGM 10778
8. ALL MY LOVE.....Bing Crosby.....Decca 27117

THE OPERATORS PICK:

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

1. CINCINNATI DANCING PIG.....Vic Damone.....Mercury 5477
2. I NEED YOU SO.....Don Cornell-Hugo Winterhalter Ork.....Victor 20-3884
3. ALL MY LOVE.....Bing Crosby.....Decca 27117
4. ALL MY LOVE.....Patti Page.....Mercury 5455
5. CAN ANYONE EXPLAIN?.....Al Morgan.....London 766
6. I LOVE THE GUY.....Fran Warren.....Victor 20-3848
7. IF YOU SHOULD LEAVE ME.....Eddie Fisher-Hugo Winterhalter Ork.....Victor 20-3901
8. THE RED WE WANT IS THE RED WE'VE GOT...Ralph Flanagan Ork.....Victor 20-3904
9. MY SILENT LOVE.....Jan August.....Mercury 5478

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. CINCINNATI DANCING PIG.....Red Foley.....Decca 46261
2. THEY'LL NEVER TAKE HER LOVE FROM ME...Hank Williams.....MGM 10760
3. I'LL NEVER BE FREE.....Tennessee Ernie-Kay Starr.....Capitol 1124
4. WHY SHOULD WE TRY ANYMORE?.....Hank Williams.....MGM 10760
5. I HURT INSIDE.....Dolph Hewitt.....Victor 40-0369
6. TROUBLE THEN SATISFACTION....."T" Texas Tyler.....4 Star 1514
7. G-I-R-L SPELLS TROUBLE.....Ernest Tubb.....Decca 46257
8. WHAT THIS COUNTRY NEEDS.....Tennessee Ernie.....Capitol 1159
9. BLUE CANADIAN ROCKIES.....Gene Autry.....Columbia 38906

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaire, please do it now.

The Billboard
MUSIC POPULARITY CHARTS
PART XI
Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- After All These Years—J. Johnson-R. Case Ork (Hello) MGM 10775
- Ain't You Coming Out, Malinda?—R. Q. Lewis (If I) Col 38947
- All Dressed Up To Smile—L. Green-The Honeydreamers (Can Anyone) V 20-3902
- All My Love—E. Grant (Cincinnati) Cap 1183
- Back in Your Own Backyard—P. Page (Right) Mer 5463
- Banjo and Fiddle—M. Marrow, Dir.-MGM ork (Dance) MGM 30256
- Beautiful Land of My Drgams—D. Day-H. Rene Ork (There Will) V 20-3900
- Big Deal—D. Washington (I'll Never) Mer 8187
- Bill Bailey, Won't You Please Come Home—J. Durante-E. Jackson (What) MGM 30255
- Boulevard of Broken Dreams—O. Bradley (Petite) Coral 60294
- Bread and Butter Woman—T. Pastor Ork (La Rosita) Col 38962
- Can Anyone Explain?—L. Green-The Honeydreamers (All Dressed) V 20-3902
- Can Anyone Explain?—H. Ranch Ork (I Didn't) MGM 10777
- Can't Stop Talking—B. Hutton (Orange) V 20-3908
- Can't We Talk It Over?—K. Brown (Friendly) Mer 5479
- Cincinnati Dancing Pig—V. Damone (Forbidden) Mer 5477
- Cincinnati Dancing Pig—L. Dee (St. Louis) Dec 46263
- Cincinnati Dancing Pig—E. Grant (All My) Cap 1183
- Cincinnati Dancing Pig—G. Krupa Ork (Swingin') V 20-3906
- Cream Cheese and Jelly—Velvetones (I'm Disillusioned) Col 30224
- D. D. D. (Dorothy Donegan's Doghouse)—D. Donegan-R. Saunders Ork (Ridin') Col 30223
- Dance of the Violins—M. Marrow, Dir.-MGM Ork (Banjo) MGM 30256
- Did-ee, Did-ee Do Right By You?—F. Martin Ork (Rumbalero) V 20-3892
- Don't Make Me Sorry—F. Carle Ork (Let's) V 20-3899
- Don't Rock the Boat, Dear—D. Shore (It's Easy) Col 38945
- Dream Awhile—F. DeVol Ork (Powder) Cap 1143
- Every Road That I Take—L. Raine-G. Parman Ork (Walkin') Universal 8954
- Ev'rytime You Turn Me Down—E. Tanner and His Dixielanders (Nobody's) MGM 10776
- Fastest Man in Town, The—B. Chester Ork (My Dream) Col 38944
- Forbidden Love—V. Damone (Cincinnati) Mer 5477
- Friendly Star—K. Brown (Can't We) Mer 5479
- Gimpel Baynish Rumba—E. Ros Ork (La Marchina) London 736
- Goodus—L. Paul (Sugar) Cap 1192
- Great American Dream, The—V. Monroe Ork (This Is) V 20-3907
- Hamburger Hop—J. Hicks and His Troubadors (Heart After) Col 20737
- Harbor Lights—R. Anthony Ork (Nevertheless) Cap 1190
- Heart After Heart—J. Hicks and His Troubadors (Hamburger) Col 20737
- Hello—J. Johnson-R. Case Ork (After) MGM 10775
- Honesty I Love You—J. Gray (No Other) Dec 27180
- I Didn't Know—H. Ranch Ork (Can Anyone) MGM 10777
- I Don't Care If the Sun Don't Shine—J. Gray (Vagabond) Dec 27179
- I Got Tookin—P. Bergen-The Mellomen-G. Wyle Ork (Oh, Them) V 20-3886
- I Thought She Was a Local (But She Was a Fast Express)—L. Innis (She's Mean) Mer 6273
- I Wish I Had a Girl—A. Godfrey (Ukulele) Col 38946
- If I Give Up the Saxophone (Will You Come Back to Me)—R. Q. Lewis (Ain't) Col 38947
- I'll Never Be Free—D. Washington (Big Deal) Mer 8187
- I'm a Dreamer—D. Casino-V. Travers Ork (Talking) Arco 1260
- I'm Disillusioned—Velvetones (Cream) Col 30224
- I'm Forever Blowing Bubbles—G. Jenkins-A. Shaw (You're) Dec 27186
- It May Be on Sunday—K. Barry (Two Hearts) London 771
- It's Easy To Remember—D. Shore (Don't) Col 28945
- Jam-Bo—S. Kenton-N. King Cole (Orange) Cap 1184
- Just in Case We Have To Say Goodbye Again—E. Elman Ork-V. Maxey (Touch) MGM 10774
- La Marchina—E. Ros Ork (Gimpel) London 736
- La Rosita—T. Pastor Ork (Bread) Col 38962
- La Vie En Rose—E. Piaf (Three) Col 38948
- Last Night the Nightingale Woke Me—B. Ives (Pig) Col 38961
- Let's Do It Again—F. Carle Ork (Don't) V 20-3899
- Let's Do It Again—M. Lewis-H. Mooney Ork (Nevertheless) MGM 10772
- Moonglow—H. James Ork (Show) Col 38943
- My Dream Christmas—B. Chester Ork (My Dream) Col 38944
- My Silent Love—J. August (You've Got) Mer 5478
- Nevertheless (I'm in Love With You)—R. Anthony (Harbor) Cap 1190
- Nevertheless (I'm in Love With You)—M. Lewis-H. Mooney Ork (Let's) MGM 10772

- No End to Heaven—C. Story (You Can't) Mer 6276
- No Other Love—J. Gray (Honesty) Dec 27180
- Nobody's Sweetheart—E. Tanner and His Dixielanders (Ev'rytime) MGM 10776
- Oh, Them Dudes—P. Bergen-The Mellomen-C. Brandt Ork (I Got) V 20-3886
- Opa-sion Yes Inflation Blues—J. Miller All Star Quintet (Wedding) Co-Ed C-409
- Orange Colored Sky—N. King Cole-S. Kenton Ork (Jam-Bo) Cap 1184
- Patricia—P. Como (Watchin') V 20-3905
- Petite Waltz—O. Bradley (Boulevard) Coral 60294
- Pig Pig—B. Ives (Last) Col 38961
- Powder and Paint—F. DeVol Ork (Dream) Cap 1143
- Ridin' Boogie—D. Donegan (D. D. D.) Col 30223
- Right Kind of Love, The—P. Page-H. Gellar Ork (Back) Mer 5463
- Rumbalero—F. Martin Ork (Did-ee) V 20-3892
- St. Louis Blues—L. Dee (Cincinnati) Dec 46263
- She's Mean to Me—L. Innis (I Thought) Mer 6273
- Show Me the Way To Get Out of This World—H. James Ork (Moonglow) Col 38943
- Sugar Sweet—L. Paul-M. Ford (Goofus) Cap 1192
- Swingin' Doors—G. Krupa Ork (Cincinnati) V 20-3906
- Talking to Myself About You—D. Casino-V. Travers Ork (I'm a) Arco 1260
- Tea for Two—D. Le Winter (Tico Tico) Mer 5476
- There Will Never Be Another You—D. Day-C. Dant Ork (Beautiful) V 20-3900
- Three Bells, The—E. Piaf (La Vie) Col 38948
- Tico Tico—D. Le Winter (Tea) Mer 5476
- Touch of Your Lips, The—Z. Elman Ork-L. Noble (Just) MGM 10774
- Two Hearts Are Better Than One—K. Barry (It May) London 771
- Ukulele Song, The—A. Godfrey (I Wish) Col 38946
- Vagabond Shoes—J. Gray (I Don't) Dec 27179
- Walkin' Hound—L. Raine-G. Parman Ork (Every) Universal 8954
- Watchin' the Trains Go By—P. Como (Patricia) V 20-3905
- Wedding in May or Funeral in June, A—J. Miller All Star Quintet (Opa-sion) Co-Ed C-409
- What You Goin' To Do When the Rent Comes 'Round—J. Durante-E. Jackson (Bill) MGM 30255
- You Can't Believe Everything You Hear—C. Story (No End) Mer 6276
- You're Mine, You—A. Shaw-G. Jenkins (I'm Forever) Dec 27186
- You've Got Me Crying Again—J. August (My Silent) Mer 5478

CHILDREN

- Cinderella Album—M. Lockwood (2-10'') London (33) JS 1
- Daffy Duck Meets Yosemite Sam Album—M. Blanc (1-10'') Cap CAS-3073
- Elsie and Elmer Out West Album—J. Miner-P. Arnold-K. Williams (2-10'') London (33) JS 3
- Funny Little Bunny—G. Auwy (Peter Cottontail) Col(33)4-727
- Hymns for Children—F. Sherman (Parts 1 and 2) Col(33)4-725
- If It Doesn't Snow on Christmas—G. Autry (Rudolph, The) Col(33)4-724
- Mother Goose Songs—B. Ives (Parts 1 and 2) Col(33)4-726
- Muffin Records Album—A. Mills-Hogarth Puppets (2-10'') London (33) JS 2
- Parade of the Wooden Soldiers—H. Babbitt (Teddy Bears) Col(33)4-723
- Peter Cottontail—G. Autry (Funny Little) Col(33)4-727
- Rudolph, the Red-Nosed Reindeer—G. Autry (If It) Col(33)4-724
- Teddy Bears' Picnic—H. Babbitt (Parade of) Col(33)4-723

HOT JAZZ

- Groovin' With Gus—A. Cohn Quartet (Let's Get) Triumph 812
- How Long Has This Been Going On?—A. Cohn Quartet (Infinity) Triumph 811
- Infinity—A. Cohn Quartet (How Long) Triumph 811
- Let's Get Away From It All—A. Cohn Quartet (Groovin' With) Triumph 812
- Love Walked In—D. Brubeck Octet (Way You) Fantasy 509
- 'S Wonderful—D. Brubeck Trio (Spring Is) Fantasy 508
- September in the Rain—D. Brubeck Octet (What Is) Fantasy 5-10
- Spring Is Here—D. Brubeck Trio ('S Wonderful) Fantasy 508
- Way You Look Tonight, The—D. Brubeck Octet (Love Walked) Fantasy 509
- What Is This Thing Called Love—D. Brubeck Octet (September in) Fantasy 510



Handwritten signatures and notes at the top right of the page.

Jocks and Jukes!!!

A SURE FIRE HIT

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The Billboard MUSIC POPULARITY CHARTS

PART XII

TRADE SERVICE FEATURE

Record Reviews Album and LP

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATES

(100 points—the maximum)

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

THE CATEGORIES

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

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|---|---------|
| AMOS MILBURN
SAX SHACK BOOGIE | AL 3064 |
| CHARLES BROWN
REPENTANCE BLUES | AL 3060 |
| CALVIN BOZE
LIZZIE LOU | AL 3065 |
| LIGHTNIN' HOPKINS
SHOT GUN BLUES | AL 3063 |
| THE TRUMPETEERS
RIGHT TO THE TREE OF LIFE | SC 5022 |



POPULAR

MUSIC FOR PEACE OF MIND—Dr. Samuel J. Hoffman (3-12") **70**
Capitol CC-221

This Room Is My Castle of Quiet; The Darkness Gives Me You Again; Remembering Your Lips; My Troubles Float Away Like Fallen Leaves; Your Soft Hand On My Brow; I Dream of a Past Love

The inviting album title and the equally inviting artwork and photographed cover subject all boil down to another in the series of theremin-and-orchestra packages. Again composer Harry Revel has supplied the musical themes and the exotic song titles. And again Dr. Samuel J. Hoffman plays the odd vocal sounds of the theremin, save that on this trip Hoffman has managed to dub the instrument twice to make a theremin trio, so to speak. Billy May conducts the ork in accompaniment. Tho this one is below the par of "Music Out of the Moon" and the "Perfume" sets, "Peace of Mind" could accumulate a brisk class sale, especially for those customers who went for the initial ventures.

JUKES Limited appeal. **JOCKS** Superb matter for late hour and all-night spinners.

HUGO WINTERHALTER PLAYS ISHAM JONES FOR DANCING—Hugo Winterhalter (3-7") **87**
RCA Victor (45)WP-296

On the Alamo; Why Can't This Night Go On Forever; It Had To Be You; No Greater Love; I'll See You In My Dreams; You've Got Me Crying Again

Credit Winterhalter with one of the finest if not the very best, of the Victor "Here Comes the Dance Bands" series. He has made full use of his lush, deep mood arranging style and yet has managed to corner an intimate dance feeling in the recording of the loose, even tempoed rhythm section. And the Isham Jones tunes employed are among the most commercially successful of the past 20 years. Hugo has three instrumental sides and three which feature chorus, two of which also spot Peter Hanley as soloist—and Hanley shows up as an extremely promising talent. This package, with proper promotion and the assurance of heavy spinner whirrs, should wind up as a big standard selling item.

JUKES All sides have coin-attracting values; available on 78 r.p.m. **JOCKS** Great fare for any and all pop whirlers. Particularly good for dinner and late hour segs.

DRIFTING AND DREAMING—Roy Smeck (1-10") **65**
Coral CRL-56013

Drifting and Dreaming; Hawaiian Sunset; Moon Over Miami; On Treasure Island; Red Sails in the Sunset; On A Little Street in Singapore; You're Always in My Heart; Yours is My Heart Alone Smeck, who has been known as "Wizard of the Strings" for oh! so many years, here has a package of reissued stuff from the Decca catalog which could do a moderate business in this new day of the uke and the Hawaiian music trend. Primarily, the album features Smeck's work on the electric Hawaiian steel guitar and his mastery of the instrument still is able to convey romantic moods. Supporting orks for Smeck vary from fair to worse on the etchings, tho they achieve the mission by filling gaps and keeping time. Unbilled singers turn in some acceptable vocals.

JUKES If the uke has made a dent in the nabe, these may draw coin. **JOCKS** Mood music with Hawaiian overtones for exotic-minded whirlers.

ABE BURROWS SINGS—Abe Burrows—Milton De Lugg (1-10") **58**
Columbia (33) CL-6128

Lopin' Along; Sweet Memories; Brooklyn; Gypsy's Violin, The; Boulder Dam; Sea Chanty; Upper Peabody

If your customer goes for Abe Burrows' particular type of wit, that will be the solution to the problem of selling this package. Burrows, who is noted for his parlor humor and satire, does seven of his choice pieces in his enthusiastic style, Brooklyn dialect and all. However, you've got to be a Burrows man to like it. As such, the package will be a tough one to push without extensive and concentrated merchandising, which must be focused on metropolitan markets for this to mean anything.

JUKES NS **JOCKS** For those seeking comedy wax, this is one of the rare entries.

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"MY DREAM WORLD"
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BILLY ECKSTINE
"MY SILENT LOVE"
"IN A SENTIMENTAL MOOD"
National #9060

THE RAVENS
"I'M AFRAID OF YOU"
"GET WISE, BABY"
National #9098

CHARLIE VENTURA
"I'M FOREVER BLOWING BUBBLES"
"BABY, BABY ALL THE TIME"
National #9057

BERT HOWELL

"HOME"
"MY LOVE WILL DIE"
National #9012

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CIRCLE AROUND THE MOON
backed with
JUDGE OF THE BEAUTY PARADE

The Billboard
MUSIC POPULARITY CHARTS
THE HONOR ROLL OF POPULAR SONGWRITERS



By Jack Burton

No. 70—FRED AHLERT

Unless someone in the know should identify Fred Ahlert for you, you'd never suspect he was a member of that coterie of songwriters who drop into Lindy's restaurant daily for cheese cake and coffee just as Addison, Steel and Samuel Johnson were drawn to London's famed Cheshire Cheese Tavern in the 17th Century for tankards of musty ale and churchwarden-pipefuls of Virginia tobacco. For Fred Ahlert neither looks nor acts as songwriters are depicted in the movies and on the stage. Pastel-colored sport shirts and Countess Mara ties, which have replaced the diamond stickpins of a half century ago as the mark of a successful "moon and June" craftsman, have no place in his wardrobe. He prefers contract bridge to gin rummy and canasta and ignores the crowded Florida resorts for the peaceful serenity of the Poconos Mountains. In fact, Fred Ahlert, who was born in New York September 19, 1892, has never completely stepped out of the role he chose to play early in life when, after graduating from the Townsend Harris High School, he enrolled in the College of the City of New York and studied torts and

pleading for three years at Fordham. He was interested in music at the time, having started piano lessons at the age of 14 when his teachers discovered he had the gift of absolute pitch, but his goal was definitely a legal career. While still attending high school, Ahlert turned to popular music merely as an avocation, working for two summers with Ben Bernie as a musical team in an ice cream parlor for \$7 a week each, but later he found that Shakespeare was right—"there is a destiny that shapes our ends"—when he joined the staff of Waterson, Berlin & Snyder, where he specialized in making arrangements for Irving Aaronson's Commanders and wrote the first embellished scores for the Fred Waring Glee Club. Altho his first number was published in 1914 and he had a real hit six years later in *I'd Love To Fall Asleep and Wake Up in My Mammy's Arms*, he gave little serious thought to composing until 1928 when *I'll Get By* sold better than a million copies and convinced him that Tin Pan Alley offered him greater security than the law courts. While his knowledge of Blackstone

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 1894 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.

was not responsible for the cycle of hits that followed—*Mean to Me*, *Walkin' My Baby Back Home*; *I Don't Know Why, I Just Do* and Bing Crosby's theme song, *Where the Blue of the Night Meets the Gold of the Day*—his legal training proved invaluable in his services to the American Society of Composers, Authors and Publishers. He served ASCAP first as a director and later as the president, an executive position that requires logical thinking and sound business judgment if the rights of its 2,000 members are to be protected and the controversies that arise both within and without the organization are to be amicably and fairly adjudicated. During his administration as president, considered the most critical period in ASCAP history, Ahlert brought about the signing of the television contract after nine months of negotiation—an agreement that will add an estimated \$1,000,000 to the public performance royalties to be divided by songwriters at the close of the present year. **His Collaborators** Like Ahlert, Roy Turk, who collaborated on several of Ahlert's hits, found that destiny had shaped a different career for him than he had in-

tended to follow. He abandoned the study of architecture at the College of the City of New York to enlist in the navy during World War I, and while in the service wrote special material for Nora Bayes, Sophie Tucker and Rock and White. After that, skyscrapers no longer interested him. He constructed lyrics instead. Joe Young, who started his professional career as a card boy in a vaudeville house before becoming a song plugger, also worked with Ahlert as a lyricist in addition to being closely allied with him in the shaping of ASCAP policy in his capacity as secretary of the organization. The name of Sam Lewis also is linked with that of Ahlert on the covers of several songs, but that should occasion no surprise since Sam and Joe Young as a team were very prolific. They dashed off lyrics for dozens of composers when Lewis finally found his true niche in Tin Pan Alley after studying the violin, working as a runner for a Wall Street brokerage house, clerking in a theatrical ticket agency and singing in Broadway cafes. Four of a kind are Ahlert, Turk, Lewis and Young since each of them made a happy landing in a common field far off their original course.

FRED AHLERT'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

- Instrumental Number**
- 1914—**BEETS AND TURNIPS**
With Cliff Hess. Mills Music, Inc.
- Popular Songs**
- 1920—**I'D LOVE TO FALL ASLEEP AND WAKE UP IN MY MAMMY'S ARMS**
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.
 - YOU OUGHTA SEE MY BABY
Lyrics by Roy Turk. Mills Music, Inc.
 - 1924—**IN SHADOWLAND**
With Ruth Brooks. Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.
 - PUT AWAY A LITTLE SUNSHINE FOR A RAINY DAY
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.
 - MAYBE SHE'LL WRITE ME (MAYBE SHE'LL PHONE)
With Ted Snyder and Roy Turk. Mills Music, Inc.
 - 1927—**THERE'S A CRADLE IN CAROLINE**
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.
 - 1928—**I'LL GET BY (AS LONG AS I HAVE YOU)**
Lyrics by Roy Turk. Bourne, Inc. (Available on the following records: Decca 24047 in A-1928, Basil Fomeen orchestra; Columbia 37316 in C-129, Frankie Carle; Columbia 37910 in C-153, Buddy Clark orchestra; Columbia 36698, Harry James orchestra; Columbia 35926, Teddy Wilson orchestra; Mercury 5431, King Sisters; Columbia 36698, Dick Haymes; MGM 10722, Ziggy Elman.)
 - I'LL NEVER ASK FOR MORE
Lyrics by Roy Turk. Crawford Music Corp.

- 1929—**MEAN TO ME**
Lyrics by Roy Turk. Crawford Music Corporation. (Available on the following records: Decca 25303, Andrews Sisters; Columbia 35926, Teddy Wilson orchestra; Victor 20-1941, Etta Jones and orchestra; Columbia 37994 in C-158, Eddy Howard orchestra; Capitol 20130 in BD-58, Paul Weston orchestra.)
- 1930—**WALKIN' MY BABY BACK HOME**
With Harry Richman. Lyrics by Roy Turk. Crawford Music Corp. (Available on the following records: Decca 24391, Harry Richman; Victor 20-2246, Page Cavanaugh Trio; Capitol 20049 in BD-23, Jo Stafford; Monogram 129, D. Martin.)
- 1931—**WHERE THE BLUE OF THE NIGHT MEETS THE GOLD OF THE DAY**
Lyrics by Roy Turk and Bing Crosby. Crawford Music Corp. (Available on the following records: Decca 24200 in A-615, Bing Crosby; Decca 25186 in A-578, Bing Crosby; Decca 24057 in A-1931, Ray Benson orchestra.)
- 1931—**I DON'T KNOW WHY (I JUST DO)**
Lyrics by Roy Turk. Leo Feist, Inc. (Available on the following records: Decca 23590 in A-666, Eddie Heywood orchestra; Decca 18899, Andrews Sisters; Victor 20-1910, Tommy Dorsey orchestra; Columbia, 36918, Frank Sinatra; Columbia 36858, Claude Thornhill orchestra; Capitol 20062 in BD-29, King Cole Trio; Capitol 107, Bobby Sherwood orchestra.)
- WHY DANCE?
Lyrics by Roy Turk, Bourne, Inc.
- I'LL FOLLOW YOU
Lyrics by Roy Turk. Robbins Music Corp.
- 1932—**I'M STILL WITHOUT A SWEET-HEART WITH SUMMER COMING ON**
Lyrics by Roy Turk. Words & Music, Inc.
- LOVE, YOU FUNNY THING
Lyrics by Roy Turk. Leo Feist, Inc. (Available on Musicraft record 58921, Mel Torme.)
- JUST A LITTLE HOME FOR THE OLD FOLKS
Lyrics by Edgar Leslie. Bregman, Vocco & Conn, Inc.
- 1933—**I WAKE UP SMILING**
Lyrics by Edgar Leslie. Bregman, Vocco & Conn, Inc. (Available on Capitol record 20101, Frank DeVol.)
- THE MOON WAS YELLOW
Lyrics by Edgar Leslie. Bregman, Vocco & Conn, Inc. (Available on the following records: Decca 24069 in A-1933, Bob Grant orchestra; Decca 24553, Carmen Cavallaro; Capitol 20136, Buddy Cole.)

- 1934—**LOVELY**
Lyrics by Edgar Leslie. T. B. Harms Co.
- 1935—**I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER**
Lyrics by Joe Young. Crawford Music Corp. (Available on the following records: Decca 23595 in A-446, James P. Johnson, piano, with drums; Decca 48050, Slim Green and orchestra; Decca 24075 in A-1935, Nat Brandwynne orchestra; Capitol 141, Johnny Mercer.)
- LIFE IS A SONG, LET'S SING IT TOGETHER
Lyrics by Joe Young. Robbins Music Corp.
- SING AN OLD-FASHIONED SONG TO A YOUNG SOPHISTICATED LADY.
Lyrics by Joe Young. Crawford Music Corp.
- 1936—**TAKE MY HEART (DO WITH IT AS YOU PLEASE)**
Lyrics by Joe Young. Crawford Music Corp.
- YOU DROPPED ME LIKE A RED HOT PENNY
Lyrics by Joe Young. Crawford Music Corp.
- 1937—**TO A SWEET, PRETTY THING**
Lyrics by Joe Young. Shapiro, Bernstein & Co., Inc.
- 1939—**MANY DREAMS AGO**
Lyrics by Al Stillman. Harms, Inc. (Available on the following records: Victor 26397, Hal Kemp; Decca 2805, Jan Savitt; Bluebird 10466, Artie Shaw.)
- 1940—**WHERE DO YOU KEEP YOUR HEART?**
Lyrics by Al Stillman. Harms, Inc. (Available on the following records: Victor 20-1747, Frank Sinatra with Tommy Dorsey orchestra; Columbia 35545, Will Bradley orchestra.)
- 1945—**IN THE MIDDLE OF MAY**
Lyrics by Al Stillman. Crawford Music Corporation. (Available on the Victor record 20-1747, Freddy Martin.)

- An MGM picture with William Haines, Anita Paige and J. C. Nugent. Lyrics by Roy Turk.
 - NAVY BLUES**
Crawford Music Corp.
 - 1930—**FREE AND EASY**
An MGM picture with a cast that included Buster Keaton, Anita Paige, Robert Montgomery and Trixie Friganza. Lyrics by Roy Turk. Robbins Music Corp.
 - THE FREE AND EASY
 - 1946—**FAITHFUL IN MY FASHION**
An MGM picture with Donna Reed, Tom Drake, Edward Everett Horton and Spring Byington. Lyrics by Roy Turk. Leo Feist, Inc.
 - I DON'T KNOW WHY, I JUST DO
- Night Club Revue**
- 1937—**RIVIERA FOLLIES**
Lyrics by Joe Young. Leo Feist, Inc.
 - IT'S THE SMILE THAT GETS 'EM
 - YOU'LL GET A COLD IN YOUR TOES
 - I'M ALWAYS TAKING CHANCES
 - THE IMAGE OF YOU
 - WHIP-POOR-WILL IN A WILLOW TREE
 - I'M HAPPY, DARLING DANCING WITH YOU
- Stage Musical**
- 1940—**IT HAPPENED ON ICE**
The first of the Sonja Henie ice shows to be staged at the Center Music Hall, New York. Lyrics by Al Stillman. Robbins Music Corporation.
 - WHAT'S ON THE PENNY?
 - BETWEEN YOU AND ME AND THE LAMP POST

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 ARTHUR SCHWARTZ
 MILTON AGER
 CON CONRAD
 BILLY ROSE
 HARRY WARREN
 HARRY M. WOODS
 ALLIE WRUBEL

Film Songs and Scores

- 1929—**MARIANNE**
An MGM picture in which Marion Davies made her film debut in a cast that included Lawrence Gray, Cliff Edwards, Benny Rubin and Oscar Shaw. Lyrics by Roy Turk. Crawford Music Corp.
- WHEN I SEE MY SUGAR
- MARIANNE
- OO-LA-LA
- HANG ON TO ME
By Jesse Greer.
- JUST YOU, JUST ME
By Jesse Greer.
- BLONDY
By Nacio Herb Brown.
- NAVY BLUES

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Fair Traders To Fight Back

Survey Shows M-T Act Nix To Inflation

Private Brands To Decline?

WASHINGTON, Sept. 2.—Supporters of fair-trade laws are unleashing a counter-drive to an anticipated 1951 move for repeal of the Miller-Tydings Act, the national law which insures fair-traders under State law from violation of the anti-trust laws.

Congressional leaders this week received copies of a survey which indicated that fair-trade products resist inflation more than those not under fair trade. The survey was conducted by one of the leading proponents of fair trade, the Bureau of Education on Fair Trade (BEFT), sponsored by the National Association of Retail Druggists (NARD).

In the present inflationary period, the argument is considered likely to have a strong appeal on those congressmen who want to keep prices down without the necessity of slapping on over-all price controls.

A probable decline in the prominence of private brand radio and TV sets and electrical appliances as a result of shortages may also contribute to keeping the M-T Act in effect. Opponents of fair trade have frequently pointed to the private brands as heralding an impending crack-up in fair-trade ranks (*The Billboard*, April 8). Private brands, it is contended, are a direct result of fair-trade laws, and the use of such brands to undercut identical name products injures only the small retailer, who is supposed to be the chief beneficiary of fair-trade laws.

Prospective shortages in consumer durables as a result of the Korean war are likely to check the spread of private brand merchandise, according to Commerce Department trade experts. They point out that price cuts, the chief selling point for such products, are unusual in a period when name brands are snapped up readily by the public.

To conduct its survey on price changes, BEFT contacted some 250 manufacturers, including radio-TV set makers, in order to assemble data on price changes since the outbreak of the Korean conflict. Of fair-traders who responded, 87 per cent said they have not raised prices and do not plan to unless forced by subsequent rises in materials and labor. The organization concluded from this response that "fair-trade prices will hold the line against inflationary pressure far better than non-fair-trade prices; this should come as no surprise, since fair-trade prices in the past have demonstrated their stability."

AM-TV Set Sales Skyrocket 104%

WASHINGTON, Sept. 2.—Department store sales of radio and TV sets during the first half of 1950 were up 104 per cent over the same period last year, the Federal Reserve Board (FRB) said this week. Sales of disks, sheet music and instruments, however, were off 4 per cent.

June sales of sets were up 60 per cent over June, 1949, while sales of the musical items were down 1 per cent, according to the FRB report, which covered 229 of the nation's largest department stores.

Phono Jack Is Most Logical, Inexpensive Means To Build Dealer Sales, Says John Meck

By John Meck

President, John Meck Industries, Inc.
President, Scott Radio Laboratories, Inc.

CHICAGO, Sept. 2.—All the conjecture about what will happen to the television industry this winter leaves one segment of the industry apprehensive over its possible fate. Many television dealers are threatened with a decline in sales volume that could be disastrous if nothing is done.

If set production is curtailed in favor of military production, the efficient manufacturers won't suffer much. They will continue to produce and sell, either to the public or to the government. But the dealers, weaned away from their traditional emphasis on phonographs and records to stress television, will be left with little to sell.

It is most certainly in the manufacturers' interest to keep them in business, yet many manufacturers have overlooked the most logical and inexpensive means of helping dealers build sales—the phono jack in the TV set.

Profits in Plug-Ins

The phono jack will give dealers an opportunity to enlarge their sales volume by expanding into multiple sales those television sets they are able to get and, thereby, making a worth-while profit on their operations. The phono jack will give them an opening for the sale of plug-in phonographs. Plug-in phonograph sales give them an opportunity to develop more record and phonograph accessory customers and to keep a steady flow of traffic moving into their stores.

Television manufacturers have been instrumental in changing the dealer's loyalties from his records and phonographs to television, so it's

up to the manufacturers to do what they can to offset the possibilities of great losses to these dealers, whom they will need later. Some manufacturers have recognized this, as well as the fact that the phono jack is a benefit to the manufacturer, too—it gives his set an added sales feature. But the majority of manufacturers are still ignoring the significance of the phono jack.

Added Inducement

They are ignoring also what it will mean to them in view of the rising prices of television sets. They may go up a lot more in the next few months. The prospective customer will learn that this winter when he goes in to buy his receiver. He will credit this increase in whole or in part to the rise in the cost of materials and labor growing out of the Korean war. But he will still be unhappy about the price. If he can get something more from that television set than he would have received last spring, he will feel better about it. The phono jack will give him something more. It won't make up in his mind for the increased cost of the set, but it will help somewhat to offset the effects of that increase.

These two points will be important to both the dealer and the manufacturer. In any market situation the phono jack would be important to the industry as a whole, but with the anticipated higher prices and curtailed production it becomes even more important.

Right now is the time for all television manufacturers to consider seriously what it means and to install them in their sets.

Color TV Foggy as FCC-CBS "Nod" Puts Mfrs. in Saddle

(Continued from page 8)

is a fundamental disagreement between the majority and myself." "Stated as succinctly as possible," he continued, "that fundamental disagreement between us is that I am for color now. Whatever the protestations or words of the majority," he went on, "their action on this day is most certainly against color now."

Jones in his dissent stated pointedly that "in assigning 'reasons' for not adopting final standards for field sequential color, the majority has invented new hurdles for color to jump when the old hurdles have been overcome."

"The majority promises that these hurdles will be canceled in 30 days if the industry does not build bracket standards into a substantial number of black and white television receivers produced hereafter," stated Jones. "Thus the majority abandons its power to decide the color question on the merits—after it has found that field sequential color is superior and is ready now. It lets the television industry decide whether we will have field sequential color 30 days from now or whether we will wait until January, 1951, or perhaps throw the system out completely." This latter statement by Jones is viewed here as perhaps the clearest summation of the

entire FCC color document.

Further criticizing the majority conclusions, Jones asserted:

"The majority decides more information on horizontal interlace is unnecessary if a substantial percentage of black and white receivers hereafter produced do not contain bracket standards. If they do, the majority again avoids finalization because, it says, it wants to know more about horizontal interlace. But it has found that the apparent definition of CBS color pictures is already satisfactory without horizontal interlace. So why wait?"

Jones declared he agreed with the majority "that we ought to propose the adoption of bracket standards" but he asserted he does not believe "that consideration of these standards should be permitted to delay a final color decision."

Complicating the picture is the upcoming TV allocations hearing which, the FCC announced yesterday (1), will start October 2. In addition to any new knobs to be built into new sets, if manufacturers agree to do so, it may become necessary to add other equipment for gearing TV sets to forthcoming UHF reception in cities where both UHF and VHF will be operating dually.

Worst yet, however, is the uncer-

5 More Firms Announce Rise In TV Set Price

NEW YORK, Sept. 2.—The TV price picture is now complete. Added this week to the list of set manufacturers who announced price increases are RCA Victor, DuMont, Crosley, Sperton and Sylvania. In almost every instance the increase will mean that the customer will pay from \$10 to \$20 more for the video set of his choice.

RCA prices were upped approximately 10 per cent across the board on the entire line; Sylvania sets were increased from \$10 to \$30; Crosley, within a few days of announcing its new line, increased lists from \$10 to \$20, and Sperton prices also rose from \$10 to \$20 per model. DuMont's price hike incorporated the 10 per cent raises previously announced on nine of the company's 17 receiver models.

Crosley Preems 24 New Video Models —No Phono Jacks

NEW YORK, Sept. 2.—Twenty-four new video sets were introduced to the public this week by Crosley, but not one of them was equipped with a phono jack to help many dealers increase their sales of record playing attachments and phonograph records. Prices of the new Crosley receivers ranged from \$199.95 for a 12½-inch console to \$489.95 for a 17-inch, three-way combination in blond finish. Picture tubes used in the line were 12½, 16, 17 and 19 inch.

Prices of other leaders in the line were a 16-inch table model at \$249.95, a 17-inch table model at \$279.95, a 16-inch console at \$289.95 and a 9-inch console at \$419.95. Meanwhile, the company introduced 10 new radio sets. Prices ranged from \$19.95 for a plastic table model to an AM-FM table model for \$59.95.

tainty befalling present black-white sets. While the FCC in its findings indicated that the presence of 7,000,000 sets already in use should not be a deterrent to issuance of standards on 405 lines, or to questing for horizontal interlace improvements or a color system better than CBS's, some individual commissioners are plainly troubled by the uncertain situation, according to their recorded remarks.

Miss Hennock's Views

Commissioner Frieda S. Hennock, who like Jones had advocated the CBS system, wrote a separate opinion agreeing with the majority on everything, but outlined a few major points.

Miss Hennock stated she could not agree that, in the event that bracket standards are adopted, a tentative determination to adopt an incompatible color system should be made. She said she is convinced that CBS's system is presently superior, but she said that efforts should continue toward compatibility, and she declared that she therefore believes the date of any final decision in this matter be postponed until next June 30.

Commissioner Rosel Hyde frankly viewed the possibility of serious dislocation from the FCC's failure to arrive at final standards. "I am of the opinion that such dislocation and inconvenience as will necessarily be caused by the introduction of a color system would be minimized by definitive action now."

"Such dislocation and inconvenience," he continued, "would be magnified by the absence of final action during the period of indecision, the length of which cannot be precisely determined at this time."

People, Products and Prices

News Notes on Manufacturers and Distributors

Emerson announced a consolidated net profit for the 39-week period ending August 5 of \$3,559,827, said to be an earnings record for the company. . . . Benjamin Olney retired from his post as director of research for Stromberg-Carlson last week after 30 years with the company. . . . Walter Ostman has been named division manager for Philco's Pacific Mountain territory. Former division manager of the territory, Tom Kirby, is now in Philco's Pittsburgh office. . . . Mayflower Sales Company, St. Louis, has been named DuMont distributor for the Eastern Missouri and Southern Illinois territory. . . . Capehart-Farnsworth named Lewis W. Reynolds as regional manager for the Atlanta territory. . . . Sightmaster moved its New York office and showroom to New Rochelle, N. Y. . . . Robert L. Shaw has been named radio-TV-appliance buyer for Herpolsheimers Department Store, Grand Rapids, Mich. . . . Named last week to new positions with Main Line Cleveland, Cleveland, distributor for RCA Victor, were H. M. Williams as general sales manager, Merton M. Lee as sales manager and Paul W. Buchholz as advertising and sales promotion manager.

Dealers Receive More TV Sets With Tubes Missing

Additional TV manufacturers were reported last week to be shipping video sets to retail outlets lacking in some receiving tubes. West Coast dealers reported receiving Capehart sets minus one tube, while Eastern retailers reported that both Philco and Motorola distributors were shipping new model sets with one tube missing. DuMont dealers were previously asked to accept shipments of sets minus three receiving tubes.

Baltimore Dealer Wins First Prize in DuMont Contest

Winners of the DuMont TV dealer promotional contest were announced last week by Walter L. Stickel, national sales manager of the company. Winner of the first prize, a 1950 Cadillac, was Milton Rabovsky, president, Television Company of Maryland, Baltimore. Second prize winner, presented with a 1950 Plymouth, was Howard S. Merrill, Television Theaters, Inc., Long Beach, Calif. Third prize, a \$500 Savings Bond, went to Byron Shaw, Brookfield Radio & Appliance Service, Brookfield, Ill.

Steelman's Move to New Plant Will Double Space

Steelman Radio & Phonograph Company, New York, last week started to move into a new plant in Mount Vernon, N. Y., which would double the production space of the company. The company's present plant in New York City will continue to be operated, according to Jerry Herald, Steelman vice-president. The company's recently acquired facilities will give the firm five additional production lines, capable of turning out 1,250 phonographs a day.

U. S. Mulls Adding TV to Global Trade Tariff Lists

State Department is considering adding TV equipment to the list of items on which tariff cuts will be asked at the upcoming reciprocal trade agreements conference slated for late this month at Torquay, England. The agency agreed to consider TV equipment after receiving a request this week from the Radio-Television Manufacturers' Association (RTMA) that Cuba be persuaded to cut duties in exchange for tariff concessions previously made on Cuban products.

RTMA Names Three Committee Chiefs

Heads of three committees of Radio-Television Manufacturers' Association (RTMA) were named last week. Appointed chairman of a new committee to supervise market research studies was W. H. Rinkenbach, Capehart-Farnsworth Corporation. J. J. Kahn, Standard Transformer Corporation, was reappointed chairman of the membership committee, while Leslie Woods, Raytheon Manufacturing Company, received a reappointment as vice chairman of the industrial relations committee.

Telecoin's 12-Tube Chassis Has 16, 19-Inch Pic Power

A 12-tube TV chassis said to be sufficiently powerful for 16 and 19-inch picture tubes was introduced last week by Telecoin Company, New York. Containing 50 per cent less component parts and utilizing a printed tuner, the new chassis will be first marketed by a new TV manufacturing firm and sold under the Air Marshall label. William Rich, Telecoin exec who will be in charge of sales for the new company disclosed that the first sets would be a 17-inch table model and two consoles and two 19-inch console models. Prices for the receivers have not been set, but it is reported that they will be lower than similar sized sets now on the market.

Videodex Offers National TV Audience Service Monthly

Videodex, published by Jay & Graham, Chicago, is offering a national TV audience service each month, designed to meet extension of the coaxial cable westward and to the south, via individual cable-market ratings, plus a 62-market supplement report. The new national ratings will treat non-cable markets on a composite basis, providing advertisers, agencies, and stations with a total U. S. audience index for their programs. The report will include info on sets in use; ratings; share of audience, and number of men, women and children per set. Rating information on sustainer, which will be included in the report, may be obtained within nine days after the survey, and will cover the full telecasting radius of urban, suburban and rural areas of the market.

AMC To Intro New TV Table With AM-Player Built In

Member stores of the Associated Merchandising Corporation (AMC) buying syndicate will shortly introduce a private label TV table which contains an AM radio and a three-speed Webster-Chicago record changer. Made to sell in the \$89.95 to \$99.95 price range, the table is reported to be manufactured for AMC by American Radio & Television in North Little Rock, Ark. The table will hold any table model TV set up to the 19-inch tube size and will be sold in the mahogany finish only.

House Bill Cracks Down On Red Infiltration; Senate May Clarify Some Provisos

(Continued from page 4)

longing to an organization on the attorney general's "subversive list."

In providing for surveillance of defense plants, the bill goes even further than the original Mundt-Nixon-Ferguson-Johnston Bill, and far beyond President Truman's recommended legislation for cracking down on Communistic infiltration.

Control Board

Kept intact in the bill are provisions for administrative machinery, as proposed in the original Mundt-Nixon-Ferguson-Johnston Bill, for regulating exposure and labeling of subversives. The bill creates a subversive activities control board, composed of five members appointed by the President, with Senate confirmation, to determine "whether any organization is a 'Communist-action organization.'" Organizations on the board's list are required to register with the attorney general and submit annual reports, listing members and accounting for all money received and spent.

Any person who becomes a member of a subversive-list organization 30 days subsequent to registration of the outfit with the attorney general's office, is required to make individual registration with the attorney general. In other words, according to proponents of the legislation, any innocently duped "liberal" who happened to be a member prior to registration is given a chance to withdraw and stop paying dues after he learns that the organization is on the subversive list. Foes of the legislation point out that this defeats the purpose, inasmuch as it would force Communists underground. However, supporters of the legislation argue that the underground already exists and insist that the proposed bill would at least serve the purpose of discouraging growth of Communist-front groups, as well as cutting off a source of Communist funds from among "duped innocents" in the "liberal" ranks.

10G Fine and Jail

Persons violating the act thru false statements or thru concealment would be, upon conviction, subject to a maximum fine of \$10,000 or imprisonment up to five years, or both. Each false statement would constitute a separate offense.

Any organization on the attorney general's list would be required to identify itself on any radio broadcast or telecast by announcing on the air: "The following program is sponsored by—a Communist organization."

The bill defines "Communist action" organizations as "substantially directed, dominated or controlled by the foreign government or foreign organization controlling the world Communist movement" and "operated primarily to advance the objectives of such world Communist movement." The term, "Communist front" organization, is defined by the bill to mean any group which is "substantially directed, dominated, or controlled by a Communist action organization" and "is primarily operated for the purpose of giving aid and support to a Communist action organization, a Communist foreign government, or the World Communist movement."

The bill which passed the House bears the sponsorship of Chairman John S. Wood (D., Ga.), of the House

Un-American Activities Committee, as a courtesy by the sponsors of the Mundt - Nixon - Ferguson - Johnston Bill. It is assumed that all organizations already on the attorney general's "subversive list" (the list was published in the September 2 issue of *The Billboard*) will become "charter members" of the newly created subversive control board's list if the bill is enacted into law.

The legislation, which was subjected to several hours' debate before the House passed it, faces even a stormier session in the Senate, where at least four other alternate proposals on the subject are ready for floor action. The House-passed bill is being criticized in some quarters as having been written in language too broad for anything but cumbersome administration, and it is certain that a number of clarifying amendments will be aimed at it in the Senate.

2,612,000 TV Sets Shipped by Mid-'50

WASHINGTON, Sept. 2. — The TV manufacturing industry shipped 2,612,000 sets to dealers in 48 States and Washington during the first half of 1950, the Radio-Television Manufacturers' Association (RTMA) estimated last week. The estimate includes shipments by both members and non-members of the trade group.

A production estimate for the first six months of the year showed a total of 3,114,000 sets. The difference of 503,000 sets represents manufacturers' and distributors' inventories and sets in transit, RTMA said.

Top demand city in the country was Chicago, which took 188,215 sets. Los Angeles was second with 166,292 receivers, while Brooklyn and Manhattan trailed with 106,965 and 103,310 sets, respectively.

Jack-Equipped Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations

Andrea
Saybrooks, Mayfield, Sutton and Normandy models.
Arvin
All sets
Bendix
All sets
Capehart
All sets
DuMont
All sets
General Electric
Models 19C-105, 19C-106 and 24C-101.
Hallierafters
All sets
Hoffman
All sets
Industrial Television
All sets
Meek
Models XQR, XTR and XSTP
Mercury
All sets
Pilot
All sets
ECA Victor
All sets
Scott
All sets
Stromberg-Carlson
All sets
Tele King
All sets
Westinghouse
Arsdley model

**GET IT WHILE IT'S HOT!
PAUL MIMS sings
MY NEW CAREER
IS IN KOREA**

Proven Hillbilly Hit
ECHO #112
Additional Distributorships Open
Wire—Write
ECHO RECORDS
P. O. Box 7037 New Orleans, La.

**SMASH
HIT #4**

Savoy #759
**"DECEIVIN'
BLUES"**

Order from your Distributor!

SAVOY RECORD CO., Inc.
58 Market Street Newark 2, N. J.

from America's
**#1 TEAM
JOHNNY OTIS
LITTLE ESTHER
MEL WALKER**

**"LOST DREAM
BLUES"**

Moving Into the Winner's Circle
BOBBY SMITH'S

Brilliant Interpretation
of
**"TIPPIN IN"
&
"AFTER HOURS"**

Apollo 804
Order from your nearest
distributor or direct from
APOLLO RECORDS

457 W. 45th St. New York, N. Y.

RELIABILITY — QUALITY
RECORD PRESSING
Originators of the
NON-SLIP FLEX
(Pat. Pending)
Research Craft Co.
1037 NO SYCAMORE ST
HOLLYWOOD 38 CALIF

RECORD MATRIX WORK
For Manufacturers of Phonograph Records
Masters.. Mothers.. Stampers
Low rates, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship... high fidelity reproduction mirror-like appearance to your plates. Write today for our rate card.
THE CHARLES ECKART COMPANY
4880 Santa Monica Blvd., Los Angeles 27, Calif.
Olympia 2901

**RECORD PRESSING AT LOWEST PRICES
IN THE UNITED STATES**
New Material. Custom Quality.
Bonded Operation.
Send us your recordings, we will do the rest—rigid and flex type records.
UNIVERSAL PLASTICS CORP.
Now operating in our new and modern plant.
146 West 37th Place Los Angeles 7, Calif.
Owned by Trumpis Collier & Associates
Consulting engineers to the record industry

CLARENCE "Gatemouth" BROWN SCORES AGAIN
WITH HIT #2 AND 3 IN
BOOGIE RAMBLER Peacock #1505
2 O'CLOCK IN THE MORNING
Going Strong
I'VE BEEN MISTREATED Peacock #1508
IT CAN NEVER BE THAT WAY
ELMORE NIXON—NEW SENSATION HIT
IN **ALABAMA BLUES** TWO A. A. SIDES—PEACOCK #1537
MY WISH FOR YOU
YOU CANNOT GO WRONG, JUKE BOX OPERATORS
DISTRIBUTOR TERRITORY AVAILABLE
Peacock Record Co. 4104 LYONS AVE. BE 1164
HOUSTON, TEXAS. PR 3731

**ASCAP's Hassle Persists
As Flicks Fail To Break Ice**

(Continued from page 11)
ing an agreement with ASCAP. One large producer of musicals reportedly has a bill of \$150,000 with the publishers, incurred largely during the freeze period. Some of the publishers are tired of waiting, especially in view of the reportedly casual attitude of the flickeries toward an ASCAP deal, and want their money now. (See other story for Irving Caesar's hassle with Columbia Pictures.)

While ASCAP will not make public the amount it is asking the flickeries for access to the repertory, it is bruited that the Society would settle for about \$1,000,000 per year. Yield from flick performance had ranged around \$1,250,000 a L. (ante Leibel), collected on a per seat basis from exhibitors. ASCAP can't set its sights on the latter figure in talking with Hollywood for two essential reasons:

- (1) Society is still free to collect from exhibitors for live music.
- (2) Much of the book-keeping expenses will be obviated in dealing with producers. Collecting from each theater made for a considerable expense.

According to the grapevine, the flickery offers have been so far below the ASCAP mark that the members are actually outraged, and ready to pull their film rights out of the Society in favor of individual deals. The ASCAP film committee has met with most of the major studios, and apparently has had no realistic offers to date.

On the other side of the coin, ASCAP'ers feel certain that Hollywood would much prefer blanket deals with the Society to individual deals for every piece of music synchronized onto a track. In the first place, ASCAP's warranty is the best form of indemnity from legal tangles. Should any hassles arise about copyrights, the onus is with ASCAP and the litigants, not the producer. Second the tedium and torture of clearing music piecemeal is a fantastically difficult chore in putting together a motion picture—particularly a musical. Third, piecemeal payments might prove very much more expensive than a negotiated ASCAP fee.

Some tradesters point out that there could well be elements of dissimulation on both sides. According to the consent decree, ASCAP may not make a single "industry" deal with all the producers in one package—separate deals must be made at each studio. While nobody charges the producers with caucusing or acting according to a group plan in the feel-'em-out sessions with ASCAP, music men are prone to believe that the separate studios have "sort of been keeping an eye on each other's offers." Flickery attitudes so far have been: "It's your suit, and your consent decree. We didn't have to pay this dough before; why should we rush to add a new expense now,

especially one that we can't pass on." The bit about being unable to pass the performance charge on is being treated as a whimsical pleasantry by the ASCAP'ers.

On the Society's side, the rash of indignation against the filmery offers may be pure propaganda for bargaining purposes. ASCAP members would prefer the right to remain with the Society; they are aware that the producers certainly prefer to deal blanket-wise with ASCAP. The threat to pull the film right out of the Society may be calculated to spur Hollywood to better behavior across the bargaining table.

ASCAP'ers are also well aware that divestiture would start a knock-down, drag-out dogfight between the publishers and writers for control of the rights. The intervenors by the Chappell pubbery and cleffer Milton Ager in the Leibel case are a cue to the vigilance with which each side is prepared to fight for what it views as its due.

**Flanagan Greets
Fans Via Phone**

VERMILLION, O., Sept. 2.—With band leader Ralph Flanagan unable to make the one-nighter with his band at Crystal Beach here last Sunday night (27), Jimmy Ryan, Crystal Beach manager, came up with corking idea to salve Flanagan's absence and at the same time to inject novelty and good will into the band's appearance.

With Flanagan laid up in Good Samaritan Hospital, Lexington, Ky., as a result of being stricken ill on the band stand at Joyland Park the previous Friday (25), Ryan had a two-way telephone line hooked up between Flanagan's hospital room and the Crystal Beach ballroom, enabling Flanagan to talk, via loud speaker to the throng that jammed the Crystal Beach dansant, including many from his hometown of Lorain, O., near-by, and also to permit Flanagan to hear the program that had been prepared to greet his appearance.

On hand for the Crystal Beach festivities were Mayor Patrick J. Flaherty of Lorain, Mayor Fred Fischer of Vermillion, Flanagan's first music teacher and a host of lads who formerly played with him. The telephone idea caught on like a house afire with the crowd.

In at Crystal Beach for the one-nighter at a \$1,250 guarantee and a 50 per cent, the Flanagan crew grossed over \$3,000, with Flanagan's end totaling \$2,108.67.

"TZENA" SUIT FILED
(Continued from page 11)

Young Zionist Actions Committee. The complaint points out that citizens of Palestine were entitled to copyright protection here from 1933 to 1948 by virtue of a presidential proclamation, which protection was subsequently renewed by another presidential proclamation this year. In June of 1950 Grossman assigned the tune to Mills Music, which then copyrighted it.

Charging that Cromwell infringed both a statutory and a common-law copyright in publishing and licensing diskings of the song, Mills is asking an injunction, accounting, damages, costs, impounding of extant copies and destruction of plates.

Richmond's stand is that the song is in the public domain, that his copyrighted version with a Gordon Jenkins lyric has been promoted to hit status by him, and that Mills' claims to the trade have severely cut into the expected return from the song. Richmond is said to be readying a countersuit. He is represented by Miller & Miller.

**Tele's Interim
Season Is Over,
Patience Is Too**

(Continued from page 11)

argues that the more network affiliations, the higher the music rate should be, because the multiple affiliations "carry the station."

(3) Question of payment according to income bracket. ASCAP simply feels here that stations with higher incomes should pay a higher per-program rate for music than stations with lower incomes.

From all reports, the video committee has been obdurate on these issues and no glimmer of agreement broken thru as yet.

In-addition to the stymie on a rate formula, ASCAP feels that it has been leaning over backward on TV's very broad interpretations of its music rights under the interim agreements. A highly placed spokesman for the performing rights society said, "We've been winking at their free-handed use of our music in the interest of getting a settlement. They're entitled to certain limited things but they've been consistently exceeding these things without permission." Reference here was to unauthorized dramatic uses clearly verboten in the agreement.

ASCAP does not care to reveal how many stations are operating on the interim pacts, or how many are signed under the blanket agreement. But it is a safe bet that many more outlets are on interim than blanket—which really means that a large slice of the expected revenue from TV is still to be arranged for. Unless an unexpected accord is reached, ASCAP is going to run out of extensions—then the next stop is court.

**Iceland Cafe Alters
Policy; Plans New
Shaw Crew NY Bow**

NEW YORK, Sept. 2.—The Iceland Restaurant, a noted Stem smorgasbord beanery which has offered international type acts and non-name orks as added box office lure, will change policy to make room for the local debut of Artie Shaw's new small crew.

Shaw, who recently quit the General Artists' Corporation for a management arrangement with Willard Alexander, will work with a quintet, similar to his Gramercy Five of his early years, and a girl singer. Shaw goes into the Iceland on September 15 for a four-week stay.

**War Calls Grooms;
Tootlers Lose Jobs**

PHILADELPHIA, Sept. 2. — Local music contractors are expressing grave concern over the cancellations of a number of lavishly planned wedding receptions during the past couple of weeks because the bridegrooms have been called up for active service in the armed forces. Weddings are being held on schedule, but the lavish receptions are being forgotten. The Korean unpleasantness is also causing many organizations and private-party givers to keep their social plans on a "tentative" basis.

As the fall and winter social season approaches, it is estimated that the local orchestra leaders have more than \$100,000 in private affairs bookings. Such party and wedding work represents the bulk of local musical employment opportunities, but if the war threat continues or gets worse, it will knock the pins from under the local orchestra leaders.

Flash Rules N. Y. Bistros' Fall Preems

Yanks in Act, Too

NEW YORK, Sept. 2.—Local cafes are keeping their fingers crossed and yelling like crazy, hoping the Yanks come in with the pennant and tangle with the Phillies for the World Series. They figure that if these two teams mix it up for the title, there'll be about \$15,000,000 spent in New York, and a lot of it will find its way into the nitery registers.

Some of the boys at Toots Shor's are even talking about getting together and picking up all the food checks of the Yanks so they won't have to worry about their meals when they're playing home territory.

In the meantime, the cafe season is starting in full swing, with Labor Day marking the tee-off. The Copa will have Joe E. Lewis and Carol Bruce. The Versailles will begin it with Edith Piaf. The Blue Angel will reopen with Meg Mundy, the Weavers, Tony and Eddie, Eadie and Rack, the Ruban Bleu will get into it with Mike Brown, Shirl Conway and the Deuces Wild. The Latin Quarter's official fall season will start with Sophie Tucker's date about September 25 but, preceding her, the spot will have Harrison and Fisher, Roger Ray and Napoleon Reed.

The Riviera will keep Billy Daniels on, tho it will add a new comic to balance the bill. The hotels are already warming up their show-rooms, tho some of them also hope the World Series gets here for more practical reasons.

The Waldorf will have Vaughn Monroe right after Labor Day. The Plaza, with its new decor will have, Jane Froman. The Pierre is still in the dickering stage, tho it will probably also come up with something for a flash opening. However, the Pierre, with its low show budget, doesn't compete with the Hilton chain.

The Savoy-Plaza is playing around with ideas and may also come up with a low-budget show, tho so far its ideas are merely that—ideas.

Out-of-town spots are also perking up with the passing of Labor Day. Some of them have upped their budgets by a couple of hundred, and newly appointed bookers are making the rounds of major talent offices to line shows.

All in all, the cafe boys are cheerful about the rest of 1950. They just hope that all the indications they claim to see will materialize, and everybody will make a buck.

Green To Book China Doll Excl.

NEW YORK, Sept. 2.—The Leonard Green Agency will be the exclusive booker for the China Doll when it re-opens for the season shortly after Labor Day. Tom Ball will continue as the manager.

The new policy of the club will call for an all-Chinese line, the Lee Mortimer, whose name was formerly tagged onto the line, will be dropped. The rest of the show will be non-Oriental and will call for a name comic, a singer and a dance act. Tho budget hasn't been determined, Green said he intends to use names just under the top ones available.

AGVA Red, White, Blue at 4A's

Daniel Forming Club Terp Show

HOLLYWOOD, Sept. 2.—Billy Daniel, former 20th Century-Fox dance director (Wabash Avenue, My Blue Heaven), is building a dance revue for nitery bookings by General Artists Corporation (GAC). Agency's Henry Miller has already booked the package into San Francisco's Fairmont Hotel, September 12, and the Los Angeles Coconut Grove, October 10. June Hutton will be featured with the show at the Fairmont and Jack Smith will share the Grove's billing. GAC asks \$3,500 for the revue.

Package includes Daniel, line of nine girls, male vocalist-emcee, fem thrush plus featured act. Show will be tagged Billy Daniel and the Kathryn Duffy Dansations. Miss Duffy (wife of Hal Braudis, entertainment director of Las Vegas's Thunderbird) is furnishing Daniel with dancers from her Thunderbird line. Revue is split in three parts: production number from Wabash Avenue, featured act (Miss Hutton or Jack Smith) and a salute to George M. Cohan.

Hwd. Canteen Buys Florentine Nitery

HOLLYWOOD, Sept. 2.—Hollywood Canteen is buying Florentine Gardens, shuttered Hollywood Boulevard nitery, as site of its future operations. Canteen committee, headed by actress Bette Davis and Music Corporation of America Board Chairman Jules Stein, has placed money in escrow for the 1,000-seat nitery, it

Det. Prewar Boom In Industry Starts Showbiz Perking

DETROIT, Sept. 2.—Unfamiliar signs of optimism are currently apparent among local bookers in sharp contrast to the general depression that prevailed last spring. Anticipation of a return of prewar boom conditions as a result of increased armament production in this industrial era is probably a basic factor, altho it has not reached very significant proportions to date.

Typical was the current sale of the Club Casanova, one of the few downtown spots which still has a floor-show policy, to an experienced booking agent, John Anthony, for several years with the Amusement Booking Service. Anthony has taken over the spot from Sam Chiados, who is expected to return to assist his brother, Mickey Chiados, in operation of the Club Gay Haven in suburban Dearborn, Mich.

The Detroit amusement situation looks good in contrast to other areas, according to Howard Bruce, who recently returned to rejoin the Amusement Booking Service here after four years on the West Coast. Bruce surveyed various cities before relocating here, and decided Detroit looked good enough to justify the return.

was learned by *The Billboard*, but spokesmen for the org confirming the report refused to divulge sales terms. Property is owned by Los Angeles Times publisher Norman Chandler.

Canteen group said it is ready to open its doors upon notice from Washington.

Toronto Ops Hit New Snags In Hassle With Musicians

NEW YORK, Sept. 2.—A razzle-dazzle involving acts and bands has practically stopped all showbiz in Toronto, according to talent bookers and cafe men operating in that area.

For the past 10 years or more Toronto had a stringent liquor law that forbade selling of drinks for on the premises consumption. About six months ago the law was amended, and as a result four spots, the King Edward, the King George, Club Norman and Barclay opened and used acts and bands.

In addition to these, a lot of cocktail lounges opened, each using one or more musical acts.

During the summer the larger rooms closed and then started to proceed to plan for the fall openings and that's when the headaches began. It started at the Club Norman. The spot, booked by Dick Henry of the Morris office, had acts and music set when it was notified by the Toronto musician's union that in order to reopen with music, it would have to pay musicians for the time they were laid off. They also asked for a contract that would guarantee them 52 weeks' work. A hassle developed, and the Club Norman's band was pulled out by the union. The club thereupon hired a non-union band and the acts, members

of the American Guild of Variety Artists (AGVA), were pulled out by the Toronto AGVA man. The club then hired non-AGVA acts and subsequently a picket line was thrown around the room.

Prince George Shuts

The Prince George had a show set to start August 25. When the rhubarb between the club and musicians developed, the room canceled the show and is now dark.

The Barclay is the only major club still operating in Toronto. It's contract with the musicians' union is up in a few weeks, and insiders say it will not renew under the new set-up.

New York AGVA and American Federation of Musicians (AFM) topers said they were mystified by the whole thing. AGVA's Henry Dunne said the Toronto AGVA man had no authority to pull a show without notifying the main office. AFM's said they were waiting to hear from Toronto, but added that latter had local autonomy.

Meanwhile, all New York percenters who had shows set for Toronto have been advised to hold off. Where contracts have been issued a play or pay provision may add to the headaches, but so far nobody has invoked the clause.

Legion Show Decision Has 'Em in Stew

Agents Face Problems

NEW YORK, Sept. 2.—The decision of the Associated Actors and Artistes of America (Four A's) to give the jurisdiction of the American Legion show *Red, White and Blue* to Equity rather than to the American Guild of Variety Artists (AGVA) will set off a series of problems that will have agents winging from here on in.

According to the format of the show there will be several lines, choral groups and specialty acts. Based on all precedent the format makes it a variety show and as such AGVA laid claim to jurisdiction. Equity, however, stole a march on AGVA by walking in and signed with the producers and thereby assumed jurisdiction. With fire in its eye AGVA charged into the Four A's and claimed it was crossed, according to insiders.

A series of meetings of the Four A's were held presided over by Paul Dullzell. In one of the confabs it looked like Equity was going to be told off and informed sources said its spokesman flatly said if such were the case, it (Equity) would not only walk out of the meeting, but would walk out of the Four A's. Meeting was adjourned to Friday (25). On that day charges and counter-charges again flew hot and heavy. AGVA held its ground and Dullzell made a plea for peace and harmony tho at the same time asking AGVA to renounce its claims.

Final meeting was held Monday (28). In the meantime insiders said, there was a lot of pressure brought to bear on those who sided with AGVA and at the last minute AGVA gave up its claim.

The problem is that many of the acts who were hired for the show are basically variety performers, e.i., the Szonys, the Nonchalants, Larry Storch, Joe Jackson Jr., etc., who have regulation 10 per cent deals with their agents. Under Equity rules no Equity members may pay more than 5 per cent commission and no Equity member may be booked by a non-Equity franchised agent. Some of the agents involved are Equity franchised but some are not. But in any event the 5 per cent rule (See *Red, White, Blue* on page 59)

Nick Costantino Nitery Op Again

PITTSBURGH, Sept. 2.—Nick Costantino, former owner of the Merry-Go-Round in Youngstown, Pa., will take another fling at nitery operation this month when he opens the Blue Crystal in suburban Girard, a town about four miles from his old club.

Costantino is now in New York lining up talent and proposes to use a name policy on a year-around operation. The new club will seat a little over 300.

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beginning **NOVEMBER 4**

Paramount, New York
(Wednesday, August 30)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Five shows daily. Chain booker, Harry Levine. Band played by the Carmen Cavalario ork.

With a Bob Hope pic, *Fancy Pants*, on screen and a show with equal balance between comedy, dancing and singing on stage, the bill should do big biz for its run.

The hit of the flesher was brunet Jean Carroll with a combo of new and old material which she socked across with the speed of a solid performer. The girl never waited for laughs—she hit 'em, then went right on into the next bit or line, setting each up skillfully for big yocks. The only fault with the act was that its running time was too short. The comedienne practically stopped the show, but with the house running five and six shows daily everybody had his time cut.

Alan Dale in his first Stem theater date went all out for production. He uses a mixed singing quartet plus a conductor to back him and registered quite handsomely. The boy's major mistake was his too obvious attempt to win the bobby-sox applause, an effort which often made for embarrassment. As a singer, Dale showed plenty of pipe-appeal. (See Paramount, N. Y., on page 58)

VAUDEVILLE REVIEWS

Palace, New York
(Thursday, August 31)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

A healthy mixture of new acts, standard tunes and vaudevillians of the "good old days" make up the fast-moving bill this week that's a real crowd pleaser. As usual, the acts get a big assist from the lighting and staging.

Show opened to a quick start with the fresh, young dance team, Bud and Cece Robinson. The kids impressed with their hoofing, costuming and demeanor. Best bits were their jitterbugging, black bottom and Charleston. They wound up with a rousing reception.

Previously caught at the Music Hall, Bernie George held down the No. 2 position with his sound effects and impersonations of people. Tho there is little sight value in the act, the audience was apparently pleased with his ability to make like an airplane, fight crowd or radio static.

Ralph and Lorraine, music comedy dance team, got a big mitt for their mechanical doll, acro and novelty dance offerings. They worked fast and well to get the show back into high gear.

Two comedy acts worked back to back in the four and five spots, with Fanny and Kitty Watson, back for their third shot in little over a year, running thru their routines for a few giggles and a nice hand. John (Spider Bruce) Mason delivered his blackface revival meeting routine and drew a fair amount of yocks. Assisted by Vivian Harris and Charley Ray, Mason could have done better by paying closer attention to diction and mike technique. Too many lines were lost, tho the slightly blue bits drew plenty of laughs.

Jacks-Jill Okay

Four Jacks and a Jill impressed with their vocal ability and stage presence, but the gal, ex-Benny Goodman chirp Terry Swope, spoiled the youthful appearance of the group with an over-chic, short hair-bob and too-svelte gown. The quintet almost lost the audience with a ballad that was either original or little-heard, but came back okay with an up-tempo *Margie*.

Next to closing went to Wally Vernon, working with Ginger Sherry, a good-looking, shapely blonde. The screen actor is making his first New York appearance in seven years, and came in with a well-written act and original songs that apparently needed more rehearsal, judging from missed cues. Playing heavily on nostalgia with references to oldtimers and his former two-a-day act, Vernon had 'em right from the start. His patter and soft-shoe hoofing was well-timed and drew plenty of laughs. The routine built around teaching the blonde how to do a burly strip sent him off with a solid mitt.

The Lavernes, closed the bill with their smash Apache act that's been a crowd pleaser time and again. Here, too, the staging and lighting were first class.

Pic, *Cariboo Trail*. Joe Martin.

Capitol, New York
(Thursday, August 31)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily; five week-ends. Loew's chain booker, Sidney Piermont. Producer, Allan Zee. Show played by Noro Morales's ork.

New bill has a lot of comedy tho much of it is accidental. Noro Morales's mangling of the English language when he brings on the acts or intros his own numbers are funnier than if he had a written routine. In one bit he had the band do a series of theme songs of various name orks in rumba tempo, then Morales himself segued into a caterwauling take-off of Vaughn Monroe's *Racing With the Moon*. The result almost fractured them; even the band, who rehearsed and is accustomed to the number, broke up. The Morales band (17) is a solid aggregation. Its Latin bouncers were infectious and, despite some difficulties, cut the show in good enough fashion.

First out was the Latin dance team, Horacio and Lana, in a series of contortions to rumba beats for good hands. Kids were well dressed and made good impressions. The Three Brothers came next with their heart-stopping acro tricks. Despite the physical handicap of one of the lads (noticeable only to insiders) the lads did outstanding tricks, building hand-to-hand bits into three and four-chair balance atop bottles. Final trick was a flying one and a half-over to a hand-to-hand catch in a prone position for solid applause and gasps.

Hal LeRoy, the perennial juvenile, is better today than ever. His gawky hoofology, graceful and on-the-beat, was wonderful to watch. Boy did most of his stuff to the rhythm section, getting rapt attention all the way. He was forced into a beg-off which he filled with a graceful speech.

Rosita Serrano proved herself a fine entertainer and a good comedienne. Tho the language, mostly Spanish, was unfamiliar to some portions of the house, her acting bits were not. Gal sang well, opening with a novelty and went into a low sombre ballad and wound up with a spirited *Ba-Ba-Lu*. Her presentation almost stopped the show.

Phil Foster, the only non-Latin (with exception of LeRoy) on the bill, was a solid smash. Foster's bellowing delivery of his standard *Old Gang of Mine*, with its nostalgia, drew big yocks. His baseball routine was another smasher. He wound up to heavy mits, yells, whistles and yocks.

Pic, *Summer Stock*. Bill Smith.

Roxy, New York
(September 1, 1950)

Capacity, 6,000. Price policy, 50 cents to \$1.75. Four shows daily. House booker, Sam Rauch.

The current two-week engagement of the 104-man New York Philharmonic Symphony Orchestra could well represent one of the most radical departures in the history of the Roxy. Obviously, few houses can stage an aggregation of this size, let alone pay the tab.

Program-wise and showman-wise, conductor Dimitri Mitropoulos, an ascetic-looking gent with warm dignity, is making no concessions to the so-called popular tastes. His program skedded to change twice weekly, is a solid notch above the usual pop concert line-up, but nothing appeared too formidable for the enthusiastic audience. Spontaneous applause between movements of the Prokofieff *Classical Symphony* indicated that this was not a trained audience of habitual concert-goers. They took the music straight, without special staging or lighting. The conductor himself kept the acrobatics down to zero. In fact, the only difference between this show and a Carnegie Hall concert (aside from the house's popular prices and more comfortable seats) was the appearance of a narrator who gave a brief history of the

Strand, New York
(Friday, September 1)

Capacity, 2,700. Price range, 55 cents-\$1.75. Five shows, week-ends; four daily. Warner chain booker, Harry Mayer. Show played by house band.

Every performer dreams of working to a house that yocks it up for even straight lines, gives out with thunderous applause for even mediocre performances and is generally enthusiastic about everything that happens onstage. It was just such an audience that sat out front at the show caught.

Florian Zabach opened with his now standard fiddling, *Hot Canary*, to yells and whistles. This time Zabach does a couple of magic tricks. They need more rehearsals, but the crowd loved it and him.

The set show teed off with Anthony, Allyn and Hodges in their adagio-comedy knockabout dance routine. The act looked good as always and finished to big mitt and bellies.

Patrice Wymore, wearing a brown job that must set her back her week's salary, came on to a solid mitt and went into a couple of songs. If singing isn't one of her talents, she made them forget it when she went into her hoofing routines. She might drop her annoying squeals and cute-ish mannerisms, but outside of that she worked well, and the mob loved her. A drum challenge bit got her off in fine style to bring on Alan Carney.

Carney Slays 'Em

Carney got howls for just his walk-on. In fact, the mob was so ready to laugh that even his straight lines got them. And when he went into his standard act, take-offs and soap box orators, etc., the noise was deafening. When he finished, he practically tied the show into a knot.

Gordon MacRae came on next to squeals and shrieks from kids who probably were there all day. Since last caught the ex-Horace Heidt boy singer has acquired a wealth of assurance. He did many other things than singing, tho he did the latter in fine fashion. He did some chatter, piano and even some hoofing, and wound up in an afterpiece with Pat Wymore and Zabach for terrific mits. As the stage came down the kids mobbed him for autographs. The lad teed off with *Somebody Loves Me*, followed by a novelty *Love 'Em All, Song of the Vagabonds* and then went into *You Oughta Be in Pictures*, using a hand mirror to hit reflected light on people in the audience. The mirror bit has always been good, no matter who does it, but MacRae will have to do it a lot better to get the most out of it.

Incidentally, MacRae is co-starred in the flicker *Tea for Two*, the screen fare here. Pat Wymore is also featured in the same flicker.

Bill Smith.

ork as an introduction. The ork's presence was justified as a pitch to break down the barriers between longhair m'sickers and the masses.

Soprano Eileen Farrell, of CBS air renown and RCA Victor disks, made a brief appearance singing *One Fine Day*, from *Madame Butterfly*, and *The Last Rose of Summer*. The public's preference for vocal artists was evidenced when her so-so rendition of the former drew the biggest hand of the entire show. The latter, tho less spectacular, was executed with beautiful, suave quality. The audience was particularly pleased when the maestro kissed the lady's hand.

Opener of the bill was Wagner's overture to *The Mastersingers*. De Falla's dances from ballet, *The Three-Cornered Hat*, closed the show to a heavy ovation.

Some more colorful selections are listed for the forthcoming programs. These include the *Bartered Bride* overture, *Tannhauser Overture*, *Rakoczy March* and *Tschaikowsky* selections.

Pic, *The Black Rose*.

Bill Simon.

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Bonano's Dixie Tied to Haines At Palmer House

CHICAGO, Sept. 2. — Merriel Abbott, Hilton Hotel booker, comes up with a twist for her December 28 show at the Palmer House here, when she packages Sharkey Bonano and His Kings of Dixieland, New Orleans sextet, with Connie Haines.

Co-starring of Miss Haines and the two-beaters stems from Bullets Durgon, Miss Haines's p.m. Durgon saw the two acts work an impromptu session at the Shamrock Hotel, Dallas, on a club date, and suggested the pairing to General Artists Corporation (GAC) who, in turn, sold the idea to Miss Abbot. Utilization of Bonano's group marks the first time that a Dixie-beat group has been used as starring fare in a major hotel room.

Bob Frelson, former choreographer in the San Francisco area, has replaced Eadie Barstow as assistant to Miss Abbott. Miss Barstow is doing TV line work.

PARAMOUNT, N. Y.

(Continued from page 56)

His opener, *Song in My Heart*, was fast and got him on in good style. His next, *Where Can I Go?* with the quartet (the Sapphires) backing, was effective. His medley, calling for carbon copy vocalizing of Vaughn Monroe, Frankie Laine, Frank Sinatra, etc., got much better results here than it did when he first did it at the Copa. Tho the boy closed the show, it is doubtful if the spot is ideal for him. He was probably given the slot because there's too much singing on the bill, and it had to be broken up, therefore Miss Carroll worked ahead of him.

Audience Appeal

The show started with the Evans Family (four) in their standard hoofing act. The contrast between the children's and the parents' dancing is always good for audience appeal, and it didn't miss here.

Carmen Cavallaro opened with a

Mocambo, Hollywood

(Wednesday, August 23)

Capacity, 220. Shows at 9:30 and 12. Price policy, \$1.50 cover. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$5,000. Estimated budget last show, \$3,500.

Charlie Morrison pulled one of the juiciest plums of the season in booking Jane Froman. She's dynamite. For sheer song pleasure and perfection in performance, you'll have to go some to top her. Talent handlers would do well to take their vocalist charges to a Froman show, for there's a lot they can learn from her. Her command of the audience, poise and polished manner, the ease with which she works is top drawer.

No time is wasted on patter or excessive bowing. She crowds in one tune after another, avoids too many choruses, alternates ballad and rhythmic items, and injects occasional novelties, thereby creating the effect of a high-paced show. Rather than remain static at the floor mike, she glides gracefully around ring-side using a hand mike.

Current hits were balanced with vesteryear faves, including *Begin the Beguine*, *You're Marvelous*, *I've Got You Under My Skin*, *Night and Day*, among others. Novelties included *Millionaires Don't Whistle* and a specialty number that brought the house down, *Will There Be a Ciro's in the Sky?* Tho it mentions the spot's across-the-way competitor, it winds up with a hefty plug for Mocambo. Allen Carroll's fine Steinwaying combines with Eddie Oliver's ork for smooth accompaniment. Oliver's crew also supplies terp tempting tunes.

Lee Zhito.

bouncer then brought on his fiddle player, Bob Lido, to double as a vocalist. The kid, a chunky bary did a commendable *Sorrento* in Italian and English for good hands. The band's biggest was a medley of present-day pops, led off by *I Wanna Be Loved*, with Cavallaro doing his ever good Steinway soloing. A pruned *Rhapsody in Blue* was good for equally solid returns.

Bill Smith.

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Wednesday, August 23)

Capacity, 860. Price policy, \$1.50 cover. Shows at 10:30. Owner, Ambassador Hotel. Operator, J. E. Benton. House booker, Archy Loveland. Estimated budget this show, \$4,500. Estimated budget last show, \$1,500.

Patricia Morison is an unfortunate booking for all concerned. Her inability to click here can only lessen the stature she gained in Broadway's *Kiss Me, Kate*. Spot, concluding Gloria De Haven's bleak three-week stand, is in for another three weeks of ho-hum biz.

Miss Morison failed to prepare herself for the hop from musical comedy to cafe work, and as a result, appears and sounds out of place. There is no warmth or personality in her work and she appears ill at ease. Too much attention is devoted to pear-shaped tones and not enough to sincere interpretations. In addition to forgetting the lyrics of one selection, her performance was further marred by unprofessional roughness.

Selections ranged from an ill-suited *Pigalle to Granada*, *La Vie En Rose*, *Old Vienna* and *Bewitched*. The Fontaines (3) kicked the show off with a nifty display of acro dance routines. Leighton Noble's ork backed the show and provided dance music.

Lee Zhito.

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Closing Bills, Humidity Dip Into Stem Box-Office Grosses

NEW YORK, Sept. 2. — Closing-week bills and terrifically hot and humid weather took their tolls in box-office grosses this week as the total take at the Stem combo houses dropped to \$401,000 from a hefty \$464,000 gross the previous semester.

Radio City Music Hall (6,200 seats; average \$123,000) continued to do big business with *Sunset Boulevard* and a flesh layout headed by the Szonys and the Nonchalants. Take for the third week of the bill was \$162,000, just \$4,000 below the previous week's gross.

Roxy (6,000 seats; average \$68,000) came up with another big one for the final week of the Milton Berle stagershow and *Stella* as the take hit \$87,000. Opening week reached \$120,000. New bill has *Black Rose* and the Philharmonic Symphony Ork.

Capitol (4,627 seats; average, \$43,000) grossed an okay \$46,000 for the final frame of the *Petty Girl* combo, with Gene Krupa, Jack E. Leonard and Connie Haines. New bill has *Summer Stock*, Noro Morales ork, Hal LeRoy and Rosita Serrano.

Paramount (3,654 seats; average, \$78,000) came up with a weak \$53,000 for the second week of *The Furies*. Mills Brothers, Al Bernie, Eddie Fisher and Bobby Byrne ork. Opener was a slow \$63,000. New bill has *Fancy Pants*, Carmen Cavallaro ork, Jean Carroll and Alan Dale.

Strand (2,700 seats; average, \$41,000) fell to \$35,000 for the fourth and final week of *Kiss Tomorrow Good-bye*, Billy Vine and Toni, Harper New bill has *Tea for Two*, Gordon MacRae, Patrice Wymore and Alan Carney.

Palace (1,700 seats; average \$18,000) picked up a bit from the previous week to reach \$18,000 for a combo of *Gun Crazy*, Hilton Sisters, Charles (Slim) Timblin and six other acts. New bill has *Cariboo Trail*, Wally Vernon, Watson Sisters and six other acts.

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Magic

By Bill Sachs

MRS. AL PAGE, of the magic turn, Al Page and Company, is in Livingston County Sanatorium, Pontiac, Ill., taking treatment for injuries sustained recently when the car in which she was riding with her husband and daughter was rammed from the rear by a speeding auto. She will be confined there for some time and would appreciate hearing from friends. Al Page and daughter **Alberta** are with Al brother at Friendly Tavern on Route 47, Sibley, Ill. . . . **L. E. (Roba) Collins** cracked the new season with his "Mystery Circus Revue" at the Lux Theater, Greenville, Mo., August 24. In addition to Roba's magic and illusions, unit features **Chic Howard**, juggler and musician. Show is framed for schools on week-days and a spook presentation in theaters Saturdays and Sundays. Unit is currently playing the Wittenberg chain of picture theaters thru Southwestern Missouri and Arkansas. Business has been poor in that sector in recent months, Collins says. The veteran **Clarence Auskings** has replaced **Marion Agnew** on the advance of the Collins unit. . . . **Cay Baird**, cartoonist-juggler with a host of friends in the magic field, is in Surgical Ward 1, City Hospital, Boston, where she recently underwent a cup arthroplasty. In other words, she had excess bone growing in the hip socket which had to be removed and the head of the thigh bone capped with a metal cup. . . . In a visit to the Nelson Enterprises in Columbus, O., Thursday of last week (31) we found **Bob Nelson** busily occupied in pounding out a new book on booking for mental acts, and also putting the finishing touches to his new No. 23 catalog which is slated to come off the press about October 15.

JUDITH JOHNSON and Company, with **Harold Laughon** at the helm, have been presenting their mentalism on one-nighters at Moose lodges and private clubs out of Erie, Pa., the last three weeks for the **Wylmer Miller** office. . . . **George Lyon** typewrites from Norfolk, Va.: "Bill Detterman, my partner and leading pro magus here, took time off recently from readying our equipment for the fall season to visit **Lucille and Eddie Roberts** at the Dunes Club, Virginia Beach, Va. Their fine act was well received. Bill and I have put in a fairly active summer. He has just finished a contract with the City of Norfolk that kept him busy doing kid shows at the various playgrounds. I have been acting as business manager for a new legit summer theater at the beach where, by the way, business is way off from last year. I'm not complaining; just stating a fact." . . . **Mysterious Lawrence** and Com-

Hirst, Midwest Circuit Openings

NEW YORK, Sept. 2. — Season's house openings and casts for the combined Hirst and Midwest burly circuits, embracing 16 units, include, for the Hudson, Union City, N. J., August 27, **Blaze Fury**, **Ann Marsh**, **Mary Ann**, **Hap Hyatt**, **Lew Denny**, **Irving Harmon** and **Tommy Timblin**; **Empire**, Newark, August 25, **Helena Gardner**, **Mary Murray**, **Ilka DeCava**, **Bob Ferguson**, **Max Coleman** and **Don Lynn**, and September 1, **Linda Scott**, **Mildred Sherry**, **Evelyn Knight**, **Bert Carr**, **Jack Lamarr** and **Murray Briscoe**.

Casino, Boston, August 28, **Ceil VonDell**, **Jeannette Loeffler**, **Tracy Jordan**, **Billy Hagan**, **Harry Bentley** and **Floyd Hallicy**, and September 3, **Lotus DuBois**, **Ann Palmer**, **Billy Wallace** and **West and Lexing**; **Howard**, Boston, August 26, **Nancy Hart**, **Petti Dayne**, **Lou Ascol**, **Tiny Fuller**, **Marvin Harmon** and **Melaine LeBeau**, and September 3, **Sherry Shannon**, **Fred Frampton**, **Larry Norman**, **Mike Sachs** and **Alice Kennedy**; **Gayety**, Baltimore, August 27, **Debra Dante**, **Laura Bruce**, **Mary Murray**, **Sid Nadell**, **Stinky Fields** and **Shorty McAllister**, and September 3, **Lucky Mahar**, **Judy Carron**, **Jack Rosen**, **Harry Levine** and **Bob Van**.

Casino, Pittsburgh, September 2, **Bette Rose**, **Vivian Keer**, **Eileen Hubert**, **George Murray**, **Mack Denison** and **Bob Lee**; **Gayety**, Cincinnati, September 8, **Jet Carroll**, **Marcella**, **Benny Moore**, **Lou Devine** and **Al Baker**; **Follies**, Kansas City, September 1, **Ethel Barri**, **Linda Leslie**, **Beverly Lane**, **Billy Foster**, **Freddie Lewis** and **Danny Jacobs**; **Palace**, Buffalo, August 31, **Betty Howard**, **Nona Carver**, **Janice Brown**, **Eddie Innis**, **Harry Ryan** and **Big Ben Wyse**.

Gayety, Toledo, August 24, **Inez Claire**, **Barbara Curtis**, **Al Anger**, **Tommy Miller** and **Head and Raye**, and August 31, **Nadine**, **Sherry Everette**, **Pandora**, **Frank Silk**, **Joey Cowan** and **Wilbur Rance**; **Alvin**, Minneapolis, September 7, **Lavodis**, **Billy Ainsley**, **Helen Walker**, **Eddie Yubel**, **Sid Green**, **Herbie Barris** and **Blair and Moody**, and September 14, **Fay LaMarr**, **Al Murray**, **Sammy Smith** and **Billy Wolff**.

Troc, Philadelphia, has its opening September 3 with the same set of principals that played the Hudson, Union City, the week previous.

Five more units are those represented on Jack Kane's Ohio circuit of the Embassy, Rochester; **Roxy**, Cleveland; **Park**, Youngstown; **Gayety**, Columbus, and **Mayfair**, Dayton. Principals for those houses are now being assembled and will be announced later.

pany (Mr. and Mrs. **Reggie Lawrence**) took time off from their fair grandstand dates to appear at **Basil's**, Kokomo, Ind., nitery, August 28 thru September 2, doing three shows a day. They did magic on their first show, juggling on the second, and tap dancing and unicycle on the third. . . . **Ray Bedwell**, president, of the Counts of Conjuring, Cincinnati, has just returned from a six-week tour to the West Coast. While in Los Angeles he visited with **Senor Mardo** and **C. E. Crouse** at the Hollywood Fun Shop, and **George Boston** at the **Percy Abbott** branch there. Mardo is doing three television shows a day over the local channels. Highlight of the tour, **Bedwell** says, was a visit to **Benny Chavez's Studio of Magic** in downtown Los Angeles and an all-night bull session with **Walt Leffel** and **Phil Graham**, Chavez students. In San Francisco, **Bedwell** visited with **Tom Dethlefsen**, of the Golden Gate Magic Company, and spent a day with **Charles Blyth Jr.**, youthful editor of **Thimble Notes** in The Bat, published in Burlingame, Calif.

Burlesque

By UNO

JACK KANE'S Ohio circuit houses opened September 1 for the season with **Fields and George**, **Smoky Burns**, **Milt Hamilton**, **Sy Majestic**, **Bobbie Parker** and **Mary Jane Porter** at the **Mayfair**, Dayton; **Phil Seed**, **Walt Stanford**, **Tommy Reynolds**, **Ina Lorraine**, **Toby Faye** and **Trudy Wayne** at the **Embassy**, Rochester; **Harry Lander**, **Sammy Price**, **Jack Ryan**, **Lois West**, **Betty Jo Morgan** and **Phyllis Lanane** at the **Roxy**, Cleveland; **Matt Matthews**, **Walter Brown**, **Pat Burns**, **Corinne Collins**, **Rhoda True** and **Ann Arbor** at the **Gayety**, Columbus, and **Happy Raye**, **Harry Meyers**, **Frank Smith**, **Bubbles O'Dell**, **Toni Baden** and **Roxy Hart** at the **Park**, Youngstown. Circuit of five units will be increased to six with the addition of the **State**, Canton, opening September 8. . . . **Saul Korman**, Detroit circuit owner, reopened the **Columbia**, September 1, with a policy of sepia burly attractions and with **Jim Bennett**, old-time producer and comic, in charge. . . . **Ina Lorraine** opened at the **Jesse James Club**, Stanfield, Ore., thru **Joe Young**, of Portland, Ore. . . . **Jack Birmingham** is again bedded with heart trouble, this time in **Ward 21**, Veterans' Hospital, New Orleans. . . . **Stanley Montfort**, after a four-week vacation with his mother in **Anderson, Ind.**, reopening August 25 at the **Rialto**, Chicago.

MARGARET (PANAMA HATTIE) HASTINGS, is in her sixth season as featured singer at **Martin Flynn's Shamrock Irish House**, Keansburg, N. J., where **Charles Coleman** is pianist. . . . **Troc**, Philadelphia began its season with a mid-nighter September 3 and with **Bob Ridley**, house singer; **Bill Henriques**, producer, and **Blaze Fury**, featured. . . . **Evelyn Shelby**, **Jack Rosen** and **Harry Levene** were the features and **Anthony and Rogers**, the extra attraction at the **Globe**, Atlantic City, August 27. . . . Word comes about the recent passing of **Mabel Francis (Mrs. Michael Tammara)**, known to burly as the **Hyman Dynamo**, at her home in Boston after a long illness. Her husband, formerly **Mickey Maro**, is connected with the **Scolly Square**, Boston. . . . **Tom Phillips**, head of the **BAA**, an affiliate of the **Four A's**, which has complete and sole jurisdiction over burly principals and chorines, is mapping out plans for an extensive organizational trip this month, to touch every spot where burly is presented in the U. S. and Canada, for the purpose of secure representation and responsibility for burly performers in their contractual relations with their employees. Also to try and establish a demand for burly in order to provide for more shows and employment. **Phillips**, who started to work for the return of burly to New York immediately after the close of the theaters in 1942, is convinced that his efforts in that direction will be successful before the end of this year.

RED, WHITE, BLUE

(Continued from page 55)

will probably be invoked. The show, **Red, White and Blue**, co-produced by **Owen Crump** and **Leroy Prinz**, plans to start on the Coast, work its way east and may open at the **Metropolitan Opera House** when it gets here. Plan of the producers is to pick up names in various areas to hypo the box office and practically all of these will be **AGVA** people. Performers are all for the **Equity** jurisdiction, tho they'll have to join that union. Agents, however, are boiling.

Showbiz Boom Like War Years In the Offing

(Continued from page 3)

lure young mothers into the labor force.

Personal income hit an annual rate of \$216,000,000,000 in June, for the second highest month since the war. The top month, March, won out only because of distribution of veterans' life insurance dividends. Wages, however, were at the highest total ever recorded, and it must be emphasized that the new wage high was registered in the month when most people were just realizing that there might be trouble in the Far East. Preliminary wage statistics for July strongly indicate another record was set.

On the basis of past performances, government statistics say that amusement spending varies almost directly with public income, and with a shorter time lag than for most industries. Thus, it is expected that income highs will be soon followed by showbiz highs. An almost imponderable factor, however, is TV. The medium hasn't been around long enough for the economists to figure out how much people would be spending on other amusements if they weren't looking at TV.

Gross national product—the nation's total output of goods and services—hit an annual rate of \$270,000,000,000 in the second quarter of the year as compared with \$263,000,000,000 in the first quarter. At the beginning of 1950, the President's council of economic advisors set a goal of \$300,000,000,000 to be reached in 1955. The current rate of expansion if continued would meet that mark by the end of next year.

Farm income, which had been falling, perked up in July and is expected to benefit still further from rising food prices. Industrial production increased rapidly starting after the temporary decline registered in late 1949. Despite the production gains, unfilled orders are piling up, creating a cushion against any let-down in industrial activity.

Taxes, slated to go up in October and again next year, will siphon off much of the cash being built up, but high taxes failed to put much of a damper on the showbiz take during World War II.

SEEK BRASS CONFAB

(Continued from page 4)

ble and informed entertainment industry executives, or by well-known and respected anti-Communists from the fields of politics, finance, etc.

Another speculation which was getting a good deal of top level circulation was the possibility of setting up an investigating body headed by someone like **J. Edgar Hoover**, who would be lured from his post as Federal Bureau of Investigation boss presumably by substantial amounts of loot.

This latter speculation received considerable attention from the many high-placed radio, TV and advertising executives who feared that the power demonstrated by **Counterattack** (see separate story on these pages) was dangerous in the hands of a private group, particularly a non-entertainment-advertising industry group.

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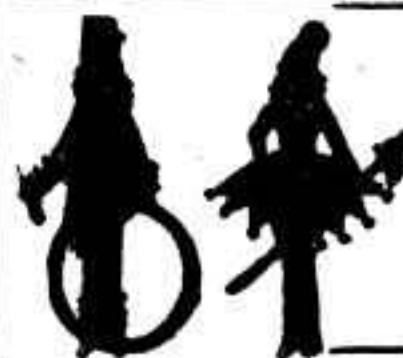
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SCHENECTADY, N. Y.

Bookings Point To Big Hub Yr.

BOSTON, Sept. 2.—If present bookings mean anything, the Hub's coming theater season should far out-strip last year which, when it finally got rolling, was fairly active and profitable, despite a dearth of good plays.

By the middle of August more than a dozen shows had already been booked into Boston for the coming season. By the same time in 1949, only two bookings were in sight, with their openings not scheduled until mid-September. In fact, by the last of August, 1949, only four shows could be seen over the horizon.

Boston's coming attractions stand as follows:

September 4, Boston Opera House: *Pardon Our French*, the Olsen-Johnson revue, with Denise Darsel and a host of name players.

September 11, Plymouth: Flora Robson in *Black Chiffon*, produced by John Wildberg. At the Wilbur, Wolcott Gibbs's *Season In the Sun*, presented by Courtney Burr.

September 19, Shubert: Ethel Merman and Paul Lukas in the Irving Berlin-Howard Lindsay-Russel Crouse musical, *Call Me Madam*. At the Majestic, which has offered only films for more than a year, Celeste Holm in *Affairs of State*.

September 25, Colonial: *Oklahoma* back for the sixth visit.

October 2: *Burning Bright*, new John Steinbeck play produced by Rodgers and Hammerstein with Barbara Bel Geddes, at an unspecified theater. At the Plymouth, Clifford Odets' new play, *The Country Girl*, starring Uta Hagen.

October 9, Shubert: *Guys and Dolls*, musical based on Damon Runyon characters.

October 16, Plymouth: *I Know My Love*, with the Lunts back for a return visit. At the Opera House, the D'Oyly Carte Opera Company in Gilbert and Sullivan repertory.

October 23, Plymouth: *The Lady's Not for Burning*, acclaimed English verse play by Christopher Fry, with John Gielgud and Pamela Brown.

October 30, Plymouth: *Bells, Book and Candle*, new John Van Druten play with Lilli Palmer starred.

Shuberts, AFM In Philly Agreement

PHILADELPHIA, Sept. 2. — With the opening of the legitimate theater season on hand, a settlement was finally reached here this week when J. J. Shubert, of the Shubert theater interests, huddled with officials of American Federation of Musicians (AFM) local. The Shuberts, operating the four legit temples in town, had protested to the National Labor Relations Board about being forced to hire musicians for the houses which play straight dramatic fare—the Walnut and Locust.

When the local musicians' union reached an impasse with the Shuberts earlier in the summer, the matter was referred to the national office of the AFM which assigned top legal counsel to handle the case. While the Walnut Street Theater does not re-light until September 25, the Locust Street Theater kicks off the season Monday (4).

Subway Circuit Review

DETECTIVE STORY

(Opened Tuesday, August 29)

FLATBUSH THEATER, BROOKLYN

A drama by Sidney Kingsley. Staged by William McFadden. Setting by Boris Aronson. Press representative, Vince McKnight. Presented by George Brandt.

- Detective Dakis Leonard Yorr
- A Shoplifter Ruth Gilbert
- Detective Gallagher Mac McLeod
- Mrs. Farragut Barbara Winchestra
- Joe Feinsson Leo Bayard
- Detective Callahan John Alberts
- Detective O'Brien John Quigg
- Detective Brody Paul Lipson
- Endicott Sims Frank Daly
- Detective McLeod Chester Morris
- Arthur Kindred Phillip Abbott
- Patrolman Barnes Willis Pinkett
- 1st Burglar (Charlie) Steve Gravers
- 2nd Burglar (Lewis) Jack Carron
- Mrs. Bagatelle Ludmilla Toretzka
- Dr. Schneider Garney Wilson
- Lt. Monaghan Jay Barney
- Susan Carmichael Patricia John Canty
- Patrolman Baker Joe Roberts
- Miss Hatch Teena Starr
- Mrs. Feeney Sarah Grable
- Crumb-Bum Archie Benson
- Mr. Pritchard Taylor Graves
- Mary McLeod Lydia Clarke
- Tami Giacoppetti Arthur Koullas
- Gentleman John Matthews
- Indignant Citizen Kay Lande

As a rule a Subway Circuit (SC) opening precludes some ragged edges, no matter what the brilliance of its stars and supporting players. Somebody invariably muffs something, naturally enough considering the usual forced and abbreviated rehearsals which are the rule. So it is particularly pleasant to report when something comes along which has all the earmarks of a polished Stem production right from the start. That is what happens with the SC edition of *Detective Story*, for the good and sufficient reason that almost without exception the cast has been recruited from *Detective's* touring company and the recently closed Broadway troupe. Consequently, its players are superlatively up in their stints. The result is a smoothly sustained build to a climax which has lost nothing of original impact.

Still Exciting Melo

For purposes of SC economy seven minimums are saved via the elimination of as many bits, but since these consist mainly of divers citizens who used to clutter up Kingsley's detective squad room in the fragmentary interest of local color, they are in no way missed. The comings and goings of the remaining 27 characters still weave into a pattern of vivid and exciting melo. *Story* again sums up to pulsing theater conceived and directed by a brilliant playwright and a keenly observant reporter.

Brilliant, also, is Chester Morris's portrait of the self-righteously arrogant sleuth with a messianic complex toward crime. It is a harsh, driving performance played for the most part at white heat, and hence doubly effective against the background (See *Detective* on page 105)

D. C. Legit Points To Brisk Year

WASHINGTON, Sept. 2. — Legit theater business is soaring in this theater-hungry capital, and all signs point to a vigorous fall-winter season.

With little fanfare and practically no tub-thumping, the renovated Hippodrome, with a resident troupe guided by Edward Mangum and Zelda Fichandler, is playing to packed houses nightly. The house has a central arena stage and a small seating capacity of only 250, but the audiences are enthusiastic, and it appears that this vogue in the theater is here to stay, in Washington.

So successful has the run been that the Hippodrome's opening play, *She Stoops To Conquer*, is being held over for a third week. The season's plays include *The Glass Menagerie*, *The Delectable Judge*, *Children of Darkness*, *The Firebrand*, *Alice in Wonderland*, *Dark of the Moon*, *Hedda Gabler*, *Jonah and the Whale* and *The Taming of the Shrew*.

"Kate" Hits Jackpot

Meanwhile *Kiss Me*, Kate company moved out of the city after breaking D. C.'s live entertainment record with a \$76,000 gross for the troupe's two-week run at the open-air Watergate. The musical took in \$45,000 in its final seven nights. According to best estimates here, the previous record was \$39,000, chalked up by *Oklahoma!* at the National Theater the week the theater closed two years ago.

The successful demonstrations at the little Hippodrome and the Watergate are causing the biggest stir among D. C. theater folks since the National went dark after refusing to bow to Equity's demand for removal of the theater's Jim Crow policy. Non-segregation is the byword of legit ventures here since the National's closing.

The Gayety, located near the Hippodrome on Ninth Avenue's "skid row," will launch its second legit season September 18 with Broadway-bound *Affair of State*. The Gayety, former burlesque house, has scheduled a run of Theater Guild shows. Meanwhile successful seasons have been chalked up by the area's straw-hat theater, including the Olney.

Producers Hit By Dress Tiff

NEW YORK, Sept. 2.—Luigi Quintiliano, manager of the Theatrical Costume Workers Union local (Local 124), a branch of the International Ladies' Garment Workers Union (AFL), this week advised producers that all garments to be used on the stage must be manufactured by members of his union, and that no buying of ready-made garments will be allowed. It is a situation which may develop into a fine three-way hassle.

The League of New York Theaters (LNYT), of which the producers are members, contends that the demand is not the League's problem. It is a matter for adjustment by the Theatrical Costumers Association, the manufacturers who have contracts with Local 124. At a special meeting of the League Thursday (31) this was pointed out to a delegation of manufacturers, the latter thereafter huddled with Quintiliano, who refused to budge from his position, in spite of the fact that Albert Adams, counsel for the association, reminded him that the employers have a contract with his union embodying a "no strike" clause which is in effect until July, 1951.

The dispute has evidently been sparked by the dressing of a musical which arrives on the Stem next month. An order had been placed with a member firm of the association for character costumes. There were, however, certain modern men's clothes which were to be bought

Off-Broadway Review

KING LEAR

(Opened Tuesday, August 29)

MASTERS INSTITUTE THEATER

A tragedy by William Shakespeare. Staged by David Williams. Costumes and props by Anne Lever and Esme Carter. Stage manager, D. L. Polacheck. Producer, The Oxford University Players. Presented by The English-Speaking Union, thru co-operation with "Q" Productions.

- Earl of Kent Jack May
- Earl of Gloucester Peter Dewis
- Edmund Michael Malnick
- Lear Peter Parker
- Goneril Jocelyne Page
- Cordelia Shirley Catlin
- Regan Josee Richard
- Duke of Albany Norman Painting
- Duke of Cornwall Ralph Hallett
- Duke of Burgundy Robert Robinson
- King of France Alan Cooke
- Edgar Richard Evans
- Oswald John Schlesinger
- Fool Ronald Eyre

Winding up a two-month tour of American colleges and universities, The Oxford University Players are making a brief stand in New York under the auspices of the English-Speaking Union in co-operation with "Q" Productions. On the whole, the company's articulate reading of *King Lear* is a good one, and some of the cast show potentialities for following the group's illustrious alumni, Terence Rattigan, Emlyn Williams, et al. into the professional theater. Primarily lacking in their production, however, is some judicious scissor work. An overdose of *Lear's* melodramatic fairy story even in the most skillful hands can be tiresome.

Peter Parker's is an interesting *Lear*. He brings considerable understanding and strength to the role. However, in his greatest scenes he falls somewhat short. He reaches the peak far too early in the play, which leaves him no more stops to pull when the big scenes come along. In an effort to sustain, he achieves the effect of raging on and on without much point. Here, perhaps, the major portion of the blame may lie with this lengthy version.

Cast Plays Well

Jocelyne Page and Josee Richard are superbly wicked as the evil Goneril and Regan, and Shirley Catlin gives fine contrast and is equally effective in her Cinderella role of Cordelia. Michael Malnick deserves special praise for a smooth portrait of the bastard Edmund and Jack May and Richard Evans are also fine. John Schlesinger's Oswald is a delicate role to play, and he steps around the effete quality of the part without falling into its pitfalls. 'Tis a pity, however, that the Bard's best lines are lost in the present delineation of the Fool, which comes across inaudible and in its better moments unintelligible.

With the minimum of staging, David Williams has put the accent on the play and players to fine advantage. The costumes are excellent, and stage manager, D. L. Polacheck, handles the blackout scene changes exceptionally well.

Very rewarding is an evening with the Oxford Players. Tho they are not completely developed as actors, their command of theater as university students sets an example which many of their American counterparts might well heed.

Dennis McDonald.

ready-made, and consequently at great savings. The union is alleged to have stepped in with a shut-down threat in the event that the whole order was not placed with the manufacturer. When the employer pointed out that he was not equipped to make modern men's clothes, it is alleged that Quintiliano insisted that part of the order be placed with an association member who could make them. Fearing delay of the skedded road break-in, the producers complied.

On Tuesday (5), Quintiliano will call his own executive meeting of the union and Wednesday (6) the (See *Producers* on page 105)

BROADWAY SHOWLOG		
Performances Thru September 2, 1950		
DRAMA		
	Opened	Perfs.
Death of a Salesman..... (Morosco)	2-1, '49	652
Mister Roberts..... (Alvin)	2-18, '48	1,013
The Cocktail Party..... (Henry Miller)	1-21, '50	260
The Happy Time..... (Plymouth)	1-24, '50	255
The Live Wire..... (Playhouse)	8-17, '50	20
The Member of the Wedding..... (Empire)	1-5, '50	276
The Medium and The Telephone..... (Arena)	7-19, '50	53
The Wisteria Trees..... (Martin Beck)	3-29, '50	149
MUSICAL		
Gentlemen Prefer Blondes..... (Ziegfeld)	12-8, '59	308
Kiss Me, Kate..... (Shubert)	12-30, '48	698
Michael Todd's Peep Show..... (Winter Garden)	6-28, '50	77
Peter Pan..... (Imperial)	4-24, '50	152
South Pacific..... (Majestic)	4-7, '49	580
The Consul..... (Barrymore)	3-15, '50	197
Tickets, Please..... (Coronet)	4-27, '50	148
Where's Charley?..... (St. James)	10-11, '48	792
Tex Lili' Darlin'..... (Mark Hellinger)	12-25, '49	284
CLOSED		
(Week of August 21, 1950)		
Borned in Texas..... (Fulton)	8-21, '50	(8)

OUT-OF-TOWN OPENINGS

HIGH AND DRY (Opened Thursday, August 24) LAS PALMAS THEATER, HOLLYWOOD

A new musical comedy. Book by Gene Ellis and Scott Farnworth. Music by Stan Keyava. Lyrics by Bernard Ide. Directed by Harold J. Kennedy. Musical numbers staged by Jack Baker. Settings designed by Thomas E. O'Neill. Musical and choral director, Stan Keyava. Costumes by Damar Myers. Presented by Paul P. Schreiberman, Alvin B. Baranov and Paul Sperling.

Roger HobsonNorwood Smith
Lena ZonkerSharon Randall
Theda CartwrightKay Barkley
Carol CartwrightJulie Van Zandt
Earl Theobald ZonkerSkeets Gallagher
PatrickDave Le Grant
WhitleyPat Goldin
William CartwrightMichael Hughes
PolicemanGeorge Schlatter
Amy CartwrightCherrio Meredith
Bertha CartwrightMaybelle Castleman
Cass CartwrightJesselyn Fax
Mr. DixonDick Brown
HermanFrank Flumara
MelvinDon Gordon
Mr. BuffenbargerTom Noel
ChildrenGayle Reed, Robert Goldie

Well-named, this feeble attempt at musical comedy is truly high and dry in the basic requirements of a successful stage offering. Book is flimsy and implausible, and gets little support from the bland score and awkward lyrics. An escaped Alcatraz con man (Skeets Gallagher) swindles a wealthy lad (Norwood Smith) out of \$100,000 intended as purchase price of an island in San Francisco Bay. The island becomes the site of a resort hotel promoted by the convict, who, despite all his activities (including press conferences) escapes detection. Two long and dull acts later, after vainly trying to create comedy situations, the author sends the convict back to Alcatraz and returns the resort island's deed to its owner.

Despite poor material, Norwood Smith reveals a fine singing voice and acting ability. Skeets Gallagher's comedy talents are ill-spent. Sharon Randall, as his husband-hunting daughter, is eyeworthy and refreshing. Julie Van Zandt's voice is limited but pleasing. Only laugh-getter is Dave Le Grant's takeoff on a Nazi U-boat commander, a clever comedy routine tossed in to good advantage. However, this is overdone and loses its edge. Of the tunes, *Make Mine the Same* is the strongest, but needs sharpening in the lyric department. *Fable of the Cable Car* is the brightest of the production numbers.

Originally tried out at the Pacific Palisades Los Horizon Theater, semi-pro group, *High and Dry* either should have been rebuilt or scuttled.
Lee Zhito.

Kettering Heads New Nixon

PITTSBURGH, Sept. 2.—Ralph T. Kettering, vet Chi theater owner and manger, was named the new manager of the New Nixon Theater here Wednesday (30) by owner Gabe Rubin. The New Nixon opened Monday (4) with *Oklahoma!* The job has been up in the air for many weeks with Rubin looking all over the country for the right man, and he didn't settle on Kettering until the day of the announcement. Bill Decker, who has been Rubin's assistant for the past six months and helped him operate the house while he was using vaude, will handle promotion and be assistant to Kettering.

'Desert Song' Wows 'Em Yet

SEATTLE, Sept. 2.—A single local pro performance of *The Desert Song* at the 5,200-seat Green Lake Aquatheater the night of August 25 brought in 4,100 customers. Ducats were tabbed at \$1.25, tax included. Production, under the joint sponsorship of the Seattle Park Board and Greater Seattle, Inc., was directed by Gustav Stern.

GENTLEMEN PREFER BLONDES

(Opened Monday, August 28)

GREEK THEATER, LOS ANGELES

A musical comedy. Book by Joseph Fields and Anita Loos. Music by Julie Styne. Lyrics by Leo Robin. Adapted from the novel by Anita Loos. Original dances and musical ensembles by Agnes DeMille. Original production by John C. Walker and executed by Frank Coletti. Settings designed by Richard Jackson. Costumes designed by Kate Drain Lawson. Press, Bill Tostiven. Musical director, Jaye Rubanoff. Presented by Gene Mann.

DorothyNancy Andrews
StewardWesley Butler
Lorelei LeeGertrude Niesen
Gus EsmondJohn Boles
FrankRobert Stephens
GeorgeRay Page
Sun BathersBarbara Fox, Karolee Kelly
Lady Phyllis BeekmanKate Drain Lawson
Sir Francis BeekmanArthur Gould-Porter
Mrs. Ella SpoffordIrene Ryan
Deck StewardsJames Roberts, Bob Burton
Henry SpoffordByron Palmer
An OlympicWillard Giles
Josephus GageRufus Smith
Bill, a DancerWard Ellis
Gloria StarkEvelyn Taylor
Pere, a StewardJohn Athey, Jr.
Taxi DriverBen Vargas
Leon, a ValetCharles Miller
Robert LemanteurBob Jellison
Louis LemanteurNorman Budd
Maitre d'hotelWillard Giles
ZiziSandra Annsen
FifiAnn Stephens
The TenorBob Hughes
HeadwaiterBen Vargas
Mr. Esmond, Sr.Thayer Roberts

Last year, Gertrude Niesen gave Gene Mann the hit of his outdoor season in *Annie Get Your Gun*, and from all indications, b.-o. history will repeat with her zestful portrayal of the little rock-minded girl from Little Rock. Production-wise, the closing show of the 1950 season is Mann's most lavish offering this year. Great effort was made to mirror the Broadway staging with Frank Coletti executing John C. Wilson's Broadway original.

Miss Niesen scores solidly as the bird-brained gold-digger of the roaring '20s, handling the baby-talk lines as if for the part of Lorelei Lee was created for her. As expected, her version of *Diamonds Are a Girl's Best Friend* proved a near show-stopper. Equally well cast were Nancy Andrews as her chaperon and John Boles as her "daddy," with turning in top performances.

Agnes DeMille's frothy dance creations as executed by Evelyn Taylor add gloss to the production as a whole. Miss Taylor displays remarkable agility in her solo numbers, particularly *The Practice Scherzo*. Costumes succeed in reflecting the period without ridiculing it and, coupled with the capable settings, provide colorful wrappings for the production. This is by far Mann's best offering of the season and should prove its merit at the b.-o.
Lee Zhito.

DANBURY, Conn., Sept. 2.—The Melody Fair, a theater-in-the-round operating under canvas on Danbury Fairgrounds for the past 10 weeks, closed a successful season this week. This was the first time in the history of the 80-year-old fairgrounds that it has been kept open all summer.

The operetta rep was operated by Ben Boyer and James Westerfield, who stated that they plan to come back next year.

ROUTES

Dramatic and Musical

Affairs of State (Locust St.) Philadelphia.
Call Me Madam (Shubert) New Haven, Conn.
Death of a Salesman (Biltmore) Los Angeles.
Devils Disciple (Geary) San Francisco.
Kiss Me Kate (Shubert) Philadelphia.
Lost in the Stars (Philharmonic) Los Angeles.
Lend an Ear (Great Northern) Chicago.
Mr. Roberts (Forrest) Philadelphia.
Oklahoma (Nixon) Pittsburgh.
Olson & Johnson (Boston O. H.) Boston.
Summer and Smoke (Metropolitan) Seattle.
South Pacific (War Memorial) San Francisco.
Two Blind Mice (Harris) Chicago.

Inside on "Counterattack"; Story of Paper, Operators

(Continued from page 4)

letter, American Business Consultants also publish special reports at irregular intervals. In 1948, they published a special report in the form of an analysis of Communist domination of the Progressive Party. In 1949, they published such a special report on the key persons responsible for the Communist-dominated Cultural and Scientific Conference for World Peace at the Waldorf-Astoria in March, 1949.

In June, 1950, ABC published *Red Channels*, which they called "The report of Communist influence in radio and television." This book listed 151 people in show business and the affiliations, minor or otherwise, which those people had with organizations declared subversive by the attorney general's office, the Department of Justice, or other qualified government agencies.

The business was incorporated under New York State laws in April, 1947, with an authorized capital of \$1,000 in common stock of \$1.00 per share value. The men who started the firm and are still its officers and directors are John G. Keenan, Theodore C. Kirkpatrick and Kenneth M. Bierly. Keenan is president; Kirkpatrick is secretary-treasurer and managing editor of *Counterattack*, and Bierly is vice-president. A fourth officer, assistant secretary (but not a director), is Thomas A. Brady.

Keenan is 39 years old. On May 12, 1941, he became a special agent of the Federal Bureau of Investigation (FBI). He was advanced to the post of supervisor with the FBI and worked out of Washington, as well as out of the New York and Philadelphia field offices. On November 30, 1945, he voluntarily resigned from the FBI to become a partner in his father's law firm, which had been formed in 1908 by his parent, Joseph Keenan, and a man named Henry Alexander. A third partner of the firm, taken in in 1919, was Stephen McTague. In December, 1947, Alexander retired from the firm, and a year later Joseph Keenan retired, leaving John Keenan and McTague the remaining partners. The firm has a good reputation and a "good" bank balance. Their offices are at 42 Broadway.

A Fordham Grad

John Keenan was born in Brooklyn and graduated with an A.B. degree from Fordham, and studied law at St. John's University law school. He was admitted to the bar in 1938. While studying law, he worked for the Brooklyn Manhattan Transit System's legal department. He stayed with the BMT until the time he joined the FBI. He's married and owns his own home at 550 Fourth Street, Brooklyn. The home cost him \$12,500, and there is a \$7,500 mortgage on it.

Kirkpatrick is 38. He, too, was an FBI special agent, having joined the agency August 31, 1942, and having worked for it in Washington and New York until his voluntary resignation November 9, 1945. He was one of the few FBI agents who were not lawyers. Prior to joining the FBI, Kirkpatrick worked for the Beneficial Management Corporation, whose main offices are in New York. He started with BMC in 1932 and stayed with them, working in 23 branch offices, and managing their Phoenix, Ariz., office, for 10 years. He graduated from Earlham College in Richmond, Ind., in 1932 with an A.B. He, too, is married and has his own home at 189-38 Lewiston Avenue in St. Albans, L. I. The house is assessed at \$8,000, and there is a \$6,000 mortgage on it.

Bierly is 32. He went to work for the FBI in December, 1940, and was with it until he resigned voluntarily on May 10, 1946. Prior to that, he worked in the surety department of the Continental Casualty Company in Chicago for about a year. He graduated from Bradley College in Peoria, Ill., and got his law degree from the Chicago Kent College of Law. He was admitted to the Illinois bar in 1939. Bierly, too, is married and has recently moved from an apartment at 41-41 147th St., Flushing, L. I., to a home with three acres of ground on North Porchuk Road in Greenwich, Conn. Price of this property isn't known, but Bierly's equity in it is several thousand dollars.

Brady is 33. He, too, was an FBI special agent, from August, 1942, until his voluntary resignation in February, 1947. He worked for the government agency in New York, New Orleans and California. In March, 1947, he went to work for the William A. Wise Company, publishers, as personnel director, and then joined the Alexander & Keenan law firm. In the meantime, he went to Fordham Law School to complete a year of work to get his law degree. He was admitted to the New York bar in 1949. He is still connected with Alexander & Keenan as an associate, and serves as assistant secretary of American Business Consultants.

Brady is married and lives at 201 Clinton Avenue, Brooklyn, which is the Equitable Life Assurance Society's Clinton Hill housing development.

Editor of *Counterattack* is Andrew Avery, an ex-Chicago newspaperman who worked for *The Chicago Journal of Commerce*. He is 45 and was hired as editor of *Counterattack* at its formation on the strength of several articles on Communism he had written for the Chicago newspaper.

Keenan, Bierly, Kirkpatrick and Brady got together during the days they worked in the FBI together. While they covered various assignments for the FBI, most of their work involved investigations of individuals and organizations suspected of Communist activities.

They originally organized their private anti-Commie operation as a non-profit organization called John Quincy Adams Associates, attempting to support the venture on contributions solicited by the officers. They found these contributions were too tough to get, so they reorganized on regular business lines. They borrowed \$15,000 from John Quincy Adams Associates to get American Business Consultants started, and have since paid back this \$15,000 in full. They get \$24 per year for 52 weekly issues of *Counterattack*.

Frederic March and Florence Eldridge March filed libel suits against the *Counterattack* organization in March, 1948, asking for \$250,000 damages on the charge that *Counterattack* had accused them in several issues of being Communists and fellow-travelers. The suits were settled out of court. The terms of the settlement are not known, but *Counterattack* has retracted its statements involving the Marches.

"Heaven" Comes to Seattle

SEATTLE, Sept. 2.—A *Touch of Heaven*, a new play by Glenn Hughes, will be preemed at the Showboat Theater here September 7. Staged by Robert Gray, the cast will include Lois Smith, Kenneth Carr, Mae Munroe and William Pippy. Set designs are by John Ashby Conway. *Heaven's* run is skedded for six weeks.



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P. Longo Dies From Drive-In Blast Burns

MEDFORD, Mass., Sept. 2.—Paul J. Longo, 39, well-known concessionaire, died at Peter Bent Brigham Hospital, Roxbury, Mass., August 29, from burns sustained August 20 in an explosion at the Meadow-Glen Drive-In Theater on Mystic Valley Parkway, Medford.

Longo, who had an interest in the drive-in, was pulled from the flaming wreckage by his wife, Doris, 39, following an explosion caused, police said, by leaking gas, after he had gone into the concession building to check supplies. He was a director of Independent Exhibitors, and past president of the Medford Chamber of Commerce.

Another Drive-In for Mass.

NORTH ADAMS, Mass., Sept. 2.—The new Hoosac Drive-In Theater on Howland Avenue was skedded for opening about September 1, Emile J. Ouellette, manager, announced. The big screen has been completed and set in place, and finishing touches here and there about the grounds occupied the rest of the week.

REP RIPPLES

BILL BOLITHO (Sabo Sam), minstrel man, has joined John Hall's Tri-State Ramblers working out of Station WLIO, East Liverpool, O. . . . In a letter from Billy and Betty Blythe to William Ketrow, and forwarded to the rep desk, the Blythes identified the following as members of Tom Show put on by Ketrow: Lucille and Burf Stoddard, Amy and Lou LaCledé, Margie Wheeler, Clyde White, T. I. and Bill Fahl, Billy Blythe, James Craig, Fred Finley and Charles Jones. Blythe says he can't remember all the names but believes the above are those who worked on the stage. . . . **L. Verne Slout**, of the Slout Players tent show, reports that since they started using "Uncle Tom's Cabin" one night a week two strawhat theater groups followed up with their own productions.

E. F. HANNAN writes that the recent death of Arthur Tellier in Quebec brings to mind old-time rep and in particular "Ten Nights in a Barroom" in which Tellier played most every role. Tellier was with various shows, including *Corse*

Payton, Price Webber and Tom Finn. He also was with various 10-20-30 shows and worked in one of the "Alphonse-Gaston" one-day stands authored by Hannan. . . . Raley's pic and vaude show has taken on merchandising and is in the Enid, Okla., area and reports takes okay. . . . **Curtis family show** is in the Victoria, B. C., region after a trip from Toronto. **Leon Curtis** says that he got into the Western Canada flood area and had to make long jumps to get out of it. Biz was good whenever weather was favorable. . . . Writing from Milwaukee, **E. M. Slater** says: "Will leave Milwaukee middle of September for South and will present my solo show and lecture opus over most of the same route that I have played past two years, with destination Clearwater, Fla., where I have made headquarters past winter. Will play some established bookings in the Alligator State in late winter. Altho have never had much luck in schools in most States, will give them a try again this season. . . . **Bert (Dutch) Farley** has a platform merchandising show in the Bonham, Tex., area and reports good biz. . . . **Spicer** show reports good biz in Ontario. Show is family. . . . **Gordon McKay** will try a New England to Florida tour with his solo show and will play under church sponsors mostly. . . . **Teelings** spook show and museum is in the Raton, N. M., area and reports okay biz.

30G Blaze Damages Queen City Drive-In

CINCINNATI, Sept. 2. — A fire which began at 1:30 a.m., August 29 did an estimated damage of about \$30,000 to the screen of the Montgomery Drive-In, a suburban open-airer near this city. Two fire companies fought for two hours before bringing the blaze under control.

Jack Hauer, manager of the open-airer, said that "it sounded like a bunch of firecrackers going off" as the fire consumed the wooden studding in the steel superstructure and the heat blew out the asbestos board covering.

Hauer said that indications were that the fire started in the locker room, one of the tower's ground-floor rooms. "It might have been a short circuit," he said. No employees were on the premises at the time, he reported.

The 110 by 75-foot structure is reportedly the largest of its kind in the Midwest. The drive-in, built in 1939, is owned by the Smith Management Company, Boston.

New Spot for Hugo, Okla

HUGO, Okla., Sept. 2. — Thomas Moorehead, manager of Video Independent Theaters, Inc., owners of two downtown theaters, has announced the new Circus Drive-In Theater, located west of Hugo on U. S. 70 and 271, is nearing completion and is expected to be ready for the opening in about 10 days. The new drive-in theater, modern in design and construction, will accommodate about 300 cars, according to Mr. Moorehead.

Reserves Decision On Torrington Spot

HARTFORD, Conn., Sept. 2.—Decision has been reserved by Hartford Superior Court Judge John H. King on an appeal from the granting of a certificate of approval for the construction of an outdoor motion picture theater at Torrington, Conn., by State Police Commissioner Edward J. Hickey.

The certificate was granted by Hickey to Vincent Youmatz, of Winsted, Conn., with the appeal taken by residents of the area adjacent to the theater site on the grounds that the drive-in would create a hazard and would cause depreciation of property values in that section.

Public Opposition Nixes Suburban Hartford Spot

HARTFORD, Conn., Sept. 2. — Abandonment of plans for construction of a drive-in theater on a 10-acre tract of land in suburban Wilson, Conn., has been announced by Henry Carville, restaurant operator.

He said that public opposition to the proposed outdoor motion picture theater necessitated abandonment of the project. The drive-in would have been built in the rear of Carville's Restaurant.

"We now plan to regrade the area and turn the tract of land into an extensive recreation field for use in athletic events and similar activities. I hope the town of Wilson will favor this project, inasmuch as we plan to turn over use of the area occasionally for civic projects," he added.

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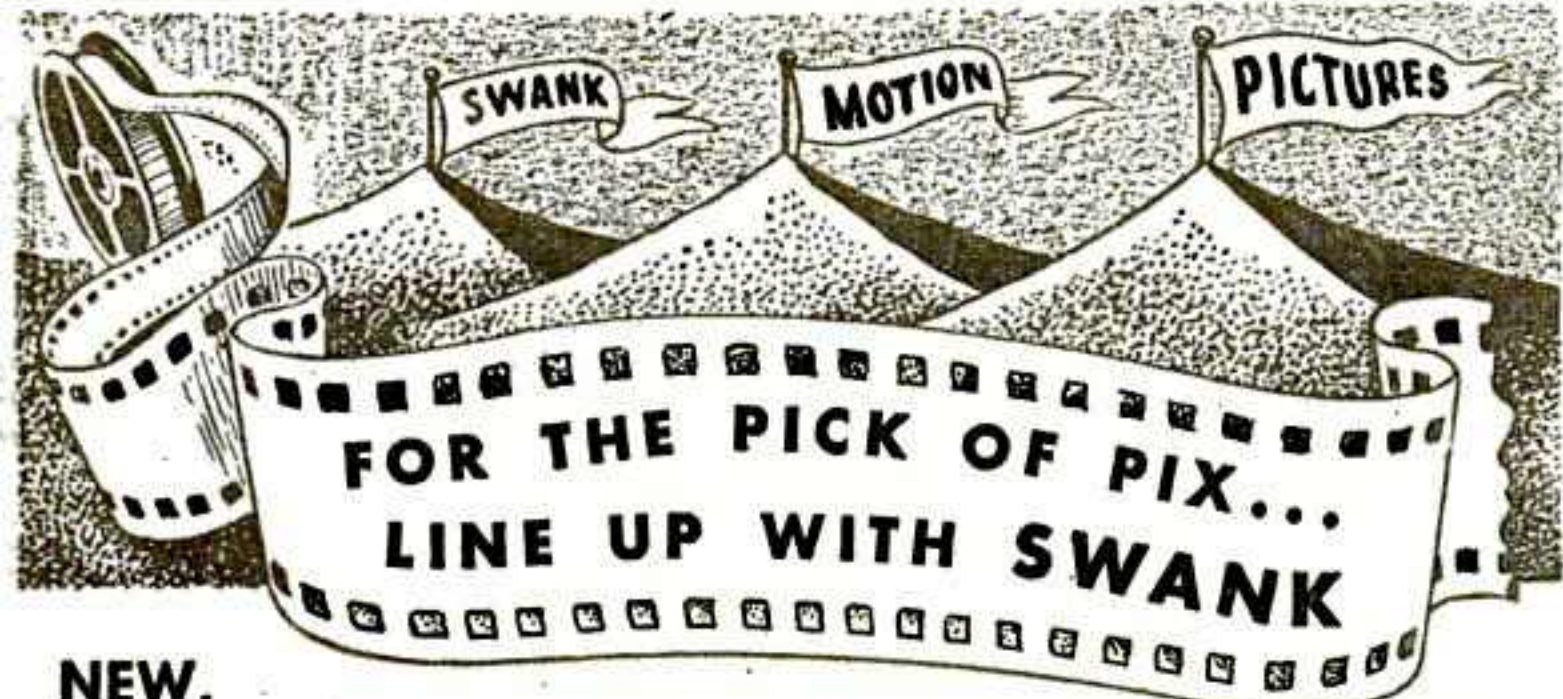
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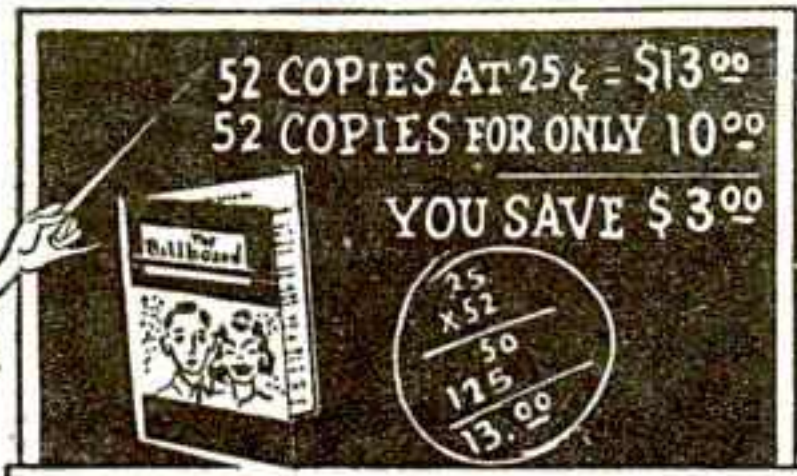
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A New Twist
PLEASANTVILLE, Pa., Sept. 2.—In a new twist, the Wild Hill Animal Circus was featured Sunday, August 27, for two evening performances at the Atlantic Drive-In, a Walter Reade open-airer. Emphasis was on the performing elephants of the animal show, while an extra performance of the film on the bill was offered at midnight. Souvenirs were distributed to children attending the drive-in for the animal show.

THE FINAL CURTAIN

ADAMS—Lorraine R., 48, manager of the Hawaii Theater, Hollywood, in that city August 24. Survived by his widow, Hilda.

BEWERSDORF—David, 26, son of Carl Bewersdorf, operator of the Strand Theater, Detroit, August 31 in that city of a heart attack. Burial in Westlawn Memorial Gardens, Detroit.

BUTTERFIELD—Frank, 74, former manager of the Michigan Theater, Lansing, and the Strand and Arcade, Saginaw, Mich., August 26 in the former city of a heart attack. He was a brother of the late Col. W. S. Butterfield, who founded the Butterfield Circuit, once one of the largest independent theater circuits in the country. Survived by his widow, Edna, and two children. Burial in Saginaw.

CANOVA—Mrs. Henrietta, 69, mother of actress-singer Judy Canova, August 30 in Los Angeles of a heart ailment. An accomplished pianist, she was credited with giving Judy her initial training and guiding her career. Survivors include two other daughters, Anne and Florence, and a son, Zeke. Burial in Lake City, Fla.

CHRISTIAN—John (Harry A. Pihl), 66, veteran character actor and husband of actress Dorothy Vernon, August 29 of cancer in Good Samaritan Hospital, Los Angeles. He was first with stock companies in Eastern and Central States, and he appeared in many movies and in several Pasadena (Calif.) Playhouse productions. Besides his wife he leaves a daughter, a sister and a brother. Burial in Indianapolis.

CLESI—Nicholas J., 71, pop composer, August 26 in New Orleans. Among his top songs are *I'm Sorry I Made You Cry*, *Shiney Nose*, *I Want the World to Know I Love You* and *Any Boy Could Love a Girl Like You*. His widow, son and daughter survive.

COLVIG—Mrs. Margaret, 57, wife of Vance (Pinto) Colvig, voice of Capitol Records' Bozo, the Clown, kidisk series, August 31 in Los Angeles. Besides her husband she leaves five sons, Vance Jr., Courtney, Byington, Burke and William. Burial in Holy Cross Cemetery, Los Angeles.

DE LUCA—Giuseppe, 74, one of the greatest exponents of bel canto and a former member of the Metropolitan Opera Company, August 26 in New York. After an extensive career in Europe, he made his Met-opera debut November 25, 1915, in *The Barber of Seville* and remained with the Company, essaying some 100 Italian and French roles and over 800 performances until 1935. After he retired from the Met, De Luca made many concert stage and radio appearances and celebrated his golden jubilee as a singer with a Town Hall concert in November, 1947. He leaves his second wife and a daughter by his late first wife.

DOSA—Paul H., 56, 20th Century-Fox studio employee for 27 years, August 22 in the Motion Picture Country House near Hollywood. He was a native of Dosa, Hungary, which was named for his ancestors. Survived by his widow, Ethel, and three children.

FISHMAN—Morris, 70, retired pioneer in the motion picture industry, August 25 at his home in Philadelphia. He started as a film salesman for the old Lubin company, and had been a salesman for Universal Films and Masterpiece Films, among others. He retired six years ago. Surviving are his widow, Sarah, and two sons, George, publicity rep for Warner Bros., in Philadelphia, and William. Burial in Alliance Cemetery, Norma, N. J., August 27.

GATES—Nat, 61, former vaude performer, August 27 in New York. As Franklyn Gates, he and his wife, Fay Gordon, toured vaude for 23 years in a comedy act called *Much*

Ado About Nothing. About 15 years ago he joined Bruce Morgan and toured vaude with the act of Morgan and Gates for 12 years. For the past eight years he was a comedian in several Columbia Circuit burly shows, the last of which was *Pete Clark's Runaway Girls*. His widow, four brothers and a sister survive. Burial August 29 in Cedar Grove Cemetery, Erasmus, N. J.

GRAHAM—John C., 81, legal rep for various circuses, August 25 at Mercy Hospital, Pittsburgh. (Details in Circus Department.)

HAGER—Oliver Knox (O. K.), carnival showman from 1912 to 1937, mostly as a Motordrome operator and rider, recently in Hartford, Conn., of a heart attack. Hager had been with the Con T. Kennedy, Sheesley, Brown & Dyer, World at Home and Johnny J. Jones shows, among others, and was last with World of Mirth. Survived by two daughters, Lila, and Mrs. Frances Gaul, Chicago, and two sisters, Mrs. Laura Sturdivant, Black Rock, Ark., and Olive Lewis, Petersburg, Va.

HALL—E. O. (Red), 50, veteran cookhouse operator, in recent years with the Floyd E. Gooding organization, in an Ashtabula, O., hospital August 19 of a heart ailment. He was appearing at the Jefferson County Fair there with a Gooding unit when stricken. Prior to joining the Gooding org the deceased was for 14 years with the Ringling circus and four years with the Cunningham Exposition Shows. Surviving are his widow, Margaret, and three daughters residing in Akron. Burial in Union Cemetery, Columbus, August 22.

HOLLAND—George J., 42, well-known Oklahoma City singer, recently in a Clinton, Okla., hospital. Years ago Holland played the lead role of Jerry Conroy in George M. Cohan's *Little Nellie Kelly* when that show toured the country. He had been with the California Royal Marine Band and had appeared at the Philharmonic Auditorium in Los Angeles. Survived by his father, G. C. (Happy Doc) Holland, former black-face comedian with top-flight minstrel shows; a sister, Alfreda, until six years ago an aerialist with the Ringling-Barnum circus, and his mother, all Oklahoma City.

In Loving Memory of MOTHER HUNTER

Who died ten years ago, Sept. 7, 1940. No one knows my longing, a few have seen me weep, I shed my tears with an aching heart, while others are sound asleep. However long my life may be, Wherever I may be, Whatever joy or sorrow be mine, I still remember not just today, in silence I remember, For death can never take away love and memory. They live forever.

Your loving Daughter and Son
Son—Orel Kimble
Daughter—Miss Babe Hunter

KILLALY—Percival M., for 39 years purchasing agent for Euclid Beach Park, Cleveland, at his home in that city August 30. Survivors include his widow and two sisters. (Details in Park Department.)

In Memory of Our Dearly Beloved Husband and Father,

C. A. "Dud" Lawrence
Who passed away September 11, 1949
Mrs. C. A. Lawrence
Jeanne
We miss you, darling

LONGO—Paul J., 39, concessionaire, in Roxbury, Mass., August 29. (Details in Repertoire Department.)

MCGINNIS—Walter E., 64, tent-maker with Biller Bros.' Circus, August 29 in Camden, N. J. (Details in Circus Department.)

MURRELL—Mrs. Gerry, 48, featured performer of the Gainesville Community Circus, August 19 in

Gainesville, Tex. For over 20 years she had presented her horse act at rodeos and other outdoor events. She had been with the org since its beginning in 1930.

NASH—Robert Errol, 48, former trouper with the J. R. Ward and Bee's Old Reliable shows and Georgia Amusement Company, August 22 at his home in Atlanta. Survived by his widow, Margaret; a brother, Sedric, and his parents, Mr. and Mrs. R. E. Nash, all of Atlanta.

QUINLAN—Verne, 53, orchestra leader and saxophonist, August 30 in General Hospital, Cincinnati. During his ork-leading career of 25 years Quinlan's Gold Derby Band played over WSAI and WCPO, Cincinnati, and in many night clubs in that city and thruout the country. Survived by his widow, Thelma; five sons, John, Harry, Patrick, Bertram and Bobby; two daughters, Mrs. Shirley Kelly and Valerie; two brothers, Joseph, Pittsburgh; Edgar, Georgetown, O., and his mother, Mrs. Ella Hill Quinlan. Burial in Georgetown September 2.

SERPICO—John, 66, International Fireworks Company president, August 25 in Neptune, N. J. (Details in Circus Department.)

STONE—Florence, 70, former actress, August 25 in Hollywood. Well known as an actress after the turn of the century, she played Mary Magdalene in the preem of the pilgrimage play 30 years ago in Hollywood. She was the wife of the late actor-promoter Dick Ferris. Her second husband, Jack Richardson, former actor, survives.

SULLIVAN—C. R., 55, concessionaire, August 28 in New York. He was long associated with Seaside Park, Virginia Beach, Va., and was a member of the National Showmen's Association. Survived by a sister, Julia, and a brother, William. Burial in St. Columbus Cemetery, Middletown, R. I.

WELLS—William Harry Jr., three-month-old son of Sandy and Bill Wells, formerly of Central States Shows, August 20 in Toledo. Burial in Toledo Memorial Park.

WHEAT—Phineas S., 52, Sturgis, Mich., musician, August 30 in that city of a heart ailment.

WINTER—William, 79, father of Sidney J. Winter, Bridgeport, Conn., magician, in that city, August 21. Survived by three other sons, Edward, Oscar and Paul, all of Bridgeport, and four daughters; Mrs. George Coughlin and Mrs. Dennis Wollner, Bridgeport; Mrs. Peggy Tishler, Wabon, Mass., and Mrs. Harold Krupka, Chicago. Burial in Eintracht Cemetery, Fairfield, Conn., August 23.

Marriages

CARTS-LOCKWOOD—Charles Carts, cafe-theater performer, and Carolyn Lockwood, showgirl, August 18 in New York.

DA SILVA-NELSON—Marjorie Nelson, actress, and Howard Da Silva, legit actor now appearing in *Burning Bright* in New York, in Hollywood August 19.

DAVISON-CARTER—Howard Davison and Muriel Carter, Station WONS staffer, recently in Hartford, Conn.

FRANKLYN-BROWN—Dr. Robert Alan Franklyn and Vanessa Brown, actress, August 15 in Los Angeles.

GORODETSKY-FOX—Herschel Gorodetsky, cellist with the Philadelphia Orchestra, and Gloria Fox August 12 in Philadelphia.

GOULD-PLATT—Stanley Gould, legit director, and Louise Platt, actress, August 25 in North Guilford, Conn.

HANSEN-CLINE—Whitney Hansen, musician, and Margaret Cline August 26 in La Canada, Calif.

HAVEN-HUNTLEY—Whitey Haven, elephant man, formerly with the Ringling-Barnum, Beatty and Dailey Bros. circuses, and Helen Huntley, elephant owner and trainer, August

11, in Chicago. Bride was with United Exposition Shows earlier this season and has been with circuses.

KEVLIN-LARRIC—James Courtney Kevlin and Mrs. Ivy Larric widow of Playwright Jack Larric and president of the Association of Theater Benefit Agents, whose members arrange Broadway benefits for various institutions, August 24 in New York.

KNIE-GIOVANNI—Rolf Knie, director of the Knie Bros.' Circus (Swiss), and Tina Giovanni August 11 at Rapperswil, Switzerland.

KOEHN-TOWSON—Irwin Carl Koehn, active in bowling business and Marjorie Picotte Towson, formerly of the Young Nelsons acrobatic-Risely troupe, at Wauwautosa Wis., recently.

KONO-WILLIAMS—Allan Kono and Cara Williams, actress, July 31 in Atlantic City.

McFADDEN-WEEKES—Robert McFadden and Lenora Weekes daughter of Ulric Weekes, operator of Weekes's Cocktail Lounge, Atlantic City, in that city August 26.

McGEE-MAVONE—Norman S. McGee, vice president in charge of sales for WQXR, New York, and Eileen M. Mavone, non-pro of Mount Vernon, N. Y., in Westport, Conn., recently.

MERRY-BROWN—Howard Merry newsman, and Jean Carson Brown flack for WBT and WBTW, September 2 in Charlotte, N. C.

MILLAR-SIMMONS—Lee Millar and Edith Simmons, both legit performers, August 25 in Los Angeles.

MORRIS-DECKER—John J. Morris, commercial manager of Station WTOR, Torrington, Conn., and Bernice L. Decker recently in that city.

PASCH-LOEWENSTEIN—Hans Pasch and Dita Loewenstein, William Morris Agency staffer, August 27 in New York.

RAY-KING—Del Ray, magician, and Anne King, theatrical agent, recently in Pittsburgh.

ROSENBERG-MITTLACHER—Walter E. Rosenberger, member of the New York Philharmonic, and Bernice Mittlacher August 15 in Englewood N. J.

SAMS-CAIRNS—Carl R. Sams Detroit theatrical realtor, and Elizabeth Cairns, daughter of David (Slim) Kerns, veteran actor, in Detroit recently.

SIMON-PANETZ—Bill Simon staffer of *The Billboard's* New York music department, and Clare Panetz August 27 in Woodstock, N. Y.

SNODGRASS-ROSSI—Robert B. Snodgrass, purchasing agent, and Evellina Rossi, featured aerialist both with the Kelly-Miller Circus at Hillsdale, Mich., recently.

SOBOL-STROHL—Louis Sobol *New York Journal-American* columnist, and Peggy Strohl recently in Santa Barbara, Calif.

WARNER-PETERS—W. H. (Bill) Warner and Johanna Peters, both with the Ringling-Barnum circus August 3 in Edinboro, Pa. The bride is a member of the Ados Trio, adagic team.

WIESE-TRAPP—Calus Khorr Wiese, Swedish radio and stage actor and Anna Joan Trapp, singer, August 12 in Laconia, N. H.

YELLIN-GILMER—Dave Yellin producer of ABC's *The Cliche Club* and Carol Lynn Gilmer, *Reader's Digest* staffer and co-founder of the show, August 27 in New York.

Births

A daughter to Mr. and Mrs. Bill Schroeder August 13 in Grand Rapids Mich. Father is general manager of Station WOOD.

A daughter to Mr. and Mrs. Fred Coe recently in New York. Father is the producer of NBC's *Philco Television Playhouse*.

A son to Mr. and Mrs. Peter Cookson recently in Roslyn, L. I., N. Y. Mother is actress Beatrice Straight father is a legit actor-producer.

A daughter to Mr. and Mrs. Jar Murray recently in New York. Mother is former nitery dancer Toni Kelly father is the comedian.

ST. PAUL HEADS FOR RECORD

Bucks Rain, Menacing Skies To Exceed Peak '47 Figures First Six Days of 10-Day Run

Grandstand Grosses Up Despite Day, Night Rain-Out

ST. PAUL, Sept. 2.—Despite rain and threatening weather, the Minnesota State Fair here is racing at a record-breaking pace and thru Thursday (31) was threatening its all-time attendance high set in 1947. Given good weekend weather, officials were hopeful of hitting the 1,000,000 mark by the close of the 10-day run Labor Day. In addition to increases at the front gates, day and night grandstand receipts and attendance are both ahead of '49. Total official attendance thru Thursday night (31) was 496,813, compared with 460,049 last year. Raymond Lee, fair secretary, pointed out that total attendance as of Thursday night was ahead of the '47 pace when total attendance reached 902,693.

Comparative figures follow:

	1950	1949	1947
Saturday (26)	82,309	75,711	64,831
Sunday (27)	127,647	125,337	112,199
Monday (28)	34,626	57,815	66,425
Tuesday (29)	76,627	59,366	74,314
Wednesday (30)	81,576	63,053	76,370
Thursday (31)	94,028	82,286	74,637
Total	496,813	460,049	458,506

In the first six days, five new one-day records were set. Thru Thursday (31) there was no threat to the all-time single day record of 144,894 set in '48, but the Sunday (27) rush was so heavy that by 2:15 p.m. fair officials for the first time since 1948 and the second time in history, were forced to close all auto gates. The (See St. Paul Heads on page 89)

John Serpico, Head Of Internat'l Pyro, Dies in New Jersey

NEPTUNE, N. J., Sept. 2.—John Serpico, 66, president of the International Fireworks Company, died at Pitkins Memorial Hospital here Friday, August 25, after a long illness.

Serpico came to this country at the age of 8, and at 19 opened a small fireworks factory in Jersey City. The plant expanded until he built a factory at North Bergen, N. J., in 1914 which covered 23 acres. In addition to displaying at festivals, fairs and parks both in this country and abroad, he furnished fireworks for the New York World's Fair and for presidential inaugurations since 1914.

Serpico is survived by his widow; a daughter, Angelina, and a son, John. Burial in Holy Name Cemetery, Jersey City, August 25.

J. M. Coates Killed When 'Chute Fails

WEST POINT, Neb., Sept. 2.—James M. Coates, 28-year-old stunt parachute jumper of Fremont, Neb., was killed at the Cumming County Fair here in a delayed-opening jump from an altitude of 1,500 feet. His chute failed to open until he was within a few feet from the ground.

Milwaukee's 721,781 Tops All-Time High

Auto Race Grosses 79C

MILWAUKEE, Sept. 2.—The Wisconsin State Fair celebrated its 100th year of operation by breaking all past attendance records and closed its 10-day run here Sunday (27) after 721,781 people had poured thru its front gates. Annual topped the previous all-time high of 717,900 set last year and did it despite rain on several days, threatening weather and cool evenings.

Of the 92,647 closing-day patrons, 25,262 paid an estimated \$79,000 to see the 200-mile AAA championship big car meet that afternoon, the race started two hours late due to weather and track conditions. AMA championship motorcycle races Saturday (26) also were delayed by these same conditions but drew 11,182. Heavy rains early Saturday evening broke in time to permit the Barnes-Carruthers revue to stage its program.

Big attendance brought good crowds to the midway and rides, concessions and shows were reported to have matched '48 figures in most cases.

W. McGinnis Dies In Camden Mishap

CAMDEN, N. J., Sept. 2.—Walter E. McGinnis, 64, a tentmaker with Biller Bros.' Circus, which played here Tuesday (29), died that evening at Cooper Hospital here of injuries apparently caused when struck by a hit-run driver.

Another circus worker found McGinnis lying behind a trailer in a patch of weeds just off the midway of the State Street lot at about 7 p.m. He died three hours later.

Conscious when taken to the hospital, McGinnis told doctors that a truck backed into him while he was (See McGinnis Killed on page 86)

More Ride Makers See Upped Prices

CHICAGO, Sept. 2.—Futher indications of price increases on rides because of steel costs have developed in reports by ride makers to *The Billboard*. First results of the survey were reported in *The Billboard* August 26.

W. F. Mangels, of the Brooklyn carousel works bearing his name, stated a 10 per cent price boost was anticipated at the first of the year. Higher costs of materials and labor were blamed. Mangels said that while prices have gone up, there has been no particular shortages of materials.

Jack V. Eyerly, president of Eyerly Aircraft Company, Salem, Ore., said he has ordered no price increases as (See More Ride Makers on page 86)

Killaly, Long-Time Euclid Beach Agent, Dies in Cleveland

CLEVELAND, Sept. 2.—Percival M. Killaly, veteran purchasing agent for Euclid Beach, died Wednesday (30) at his home here following a brief illness. He had been with the park company 39 years.

A native of Canada, he came to Cleveland with a canoeing club in 1909 and decided to stay. A year after joining the park company he married Mabel Humphrey, daughter of D. S. Humphrey, then owner and founder of the park. His widow is now secretary of the company.

Killaly was a hockey and football star in his youth and many years ago played with a Cleveland hockey team.

Funeral services were conducted here Friday (1), with burial in Highland cemetery. Survivors, in addition to his widow, are two sisters in Toronto, and a niece, Mrs. Fred Makovec, and a nephew, Dudley Humphrey, both of whom are associated with the park.

\$1.25 Box - Top Packs Med Show

(Continued from page 3) for the last two days, September 6 and 7 in Texas cities. Carmen Miranda and George Burns and Gracie Allen join the show for the final September 7 date at Dallas.

Sen. Leblanc is now mulling a tour, aimed at the Negro population of the South, which will feature r-and-b. artists of platter fame. In addition, he intends to tour smaller Southern cities with a smaller budget variety show. Previously, Leblanc announced that he intends big one-night dates in four Midwest cities this fall.

Thus far, the Hadacol junket has pulled 162,500 persons in its first 11 days, averaging 14,500 persons per day. Admish is a box top from a bottle of Hadacol, which retails for \$1.25.

Chicago Fair Future Still Not Decided

Refute Billy Rose Rumor

CHICAGO, Sept. 2.—Future of the Chicago Fair, originally scheduled as a permanent lake-front attraction, is still undecided, and no definite announcement will be made regarding next year's plans until after the fair's Labor Day closing, Kent Chandler, president, announced.

Reopening of the expo in '51 hinges on the financial outcome this year, reportedly in the red; a meeting of the Chandler-headed board of directors; and the findings of a prominent firm of industrial engineers, now conducting a study of the operations.

Reports that Billy Rose had been approached by the fair to take an executive position were refuted by Chandler who said that no negotiations have been started with anyone and none will be initiated until this year's outcome has been given closer study.

Attendance at the fair, now in its final days, shows little increase, despite a large sale of cut-rate tickets thru local business concerns. Front gate patronage, thru Wednesday (30), its 68th day, totaled 1,527,171 compared with 1,854,335 to the same point last year at the Railroad Fair. Ratio of attendance at the four-a-day pageant, *Frontiers of Freedom*, is holding to its one out of every three front-gate customers, whereas last year it was roughly one out of each two.

Avenue of American Homes leads the other paid entry shows on the grounds with the water show, icer, Music-in-the-Round and open air circus following in that order.

Du Quoin Has Worst Weather in 28 Years

DU QUOIN, Ill., Sept. 2.—The Du Quoin State Fair here this week received the worst weather in its history. Thru Friday (1), the sixth day of its nine-day run, three harness-horse race programs were lost, thus ending the fair's remarkable record of not having suffered the loss of a horse-race program since the event's inception 28 years ago.

Even a new grandstand stage roof, completed shortly before the fair's opening, was insufficient to ward off the cancellation of one night performance to rain. Thursday's night bill was called off when a driving rain swept across the stage.

Night program, booked in thru the William Morris office, Chicago, repped by Sid Epstein, is headed by Chico Marx and Viviane Blaine. Acts are De Wayne Troupe, teeterboard; Shirley Ann Crouch, contortionist; (See Du Quoin Hit Hard on page 89)

It's **T&B** ... and it will be **DOLLED UP IN NEW MODERN DRESS** beginning **NOVEMBER 4**

1950 WINNERS

38th Annual BIG ELI Fourth of July Contests

(Contest No. 1 for BIG ELI Wheels)

Rank	Entrant	State	Wheel Receipts
1.	F. G. Mattingly Jr.	Kentucky	#16 \$839.64
2.	Otto Stephen	Iowa	#5 779.25
3.	Emil J. Zirbes	N. Dakota	#5 603.00
4.	Murphy & Schrader	Missouri	#5 536.00
5.	Ed Browning	Oregon	#5 534.00
6.	M. Larkee	Wisconsin	#12 479.25

Total \$3,771.14
Average per wheel for the day \$628.52.
A BIG ELI Wheel continues to be a sure profit earner.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

36 PASSENGER STREAMLINER

8 Wheel Drive TOM THUMB (Portable)



America's Finest, Fastest, Most Economical
TOM THUMB STREAMLINERS, INC. Sarasota, Fla.

KENYON KIDDIE RIDES

- AUTO RIDE
- BOAT RIDE
- ROCKET RIDE
- SWING RIDE
- SELF DRIVE AUTO

KENYON SALES
MT. MORRIS, MICH.

MERRY-GO-ROUND RECORDS

Organ—Drums—Cymbals
All Break-Resistant Material

WRITE FOR FREE CATALOG
CALLIO RECORDS, Elmhurst, Illinois

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.

WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
298 Junius St. Brooklyn, N. Y.

GIVE TO THE RUNYON CANCER FUND

Close-Ups:

For Willie Carr, Circus Man's Circus Man, "It's Easier Now"

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

WILLIE CARR is a circus man's circus man, an ace-in-the-hole, a trouble-shooter extraordinary. As 24-hour agent for Ringling Bros. and Barnum & Bailey Circus, it's Carr who makes a last minute check of local contracts, prepares the lot and sometimes finds a new one in a hurry, buys the feed for horses and other animals, irons out 11th-hour license and street tangles, wakes up the layout crew and routes wagons to the lot.

With amazing calm, Carr takes his multiple duties in stride that comes with 44 years in the same job plus another six years on circus advance cars. That half-century's experience is mirrored in his efficient unraveling of kinks in a complex business.

Sporting a sailor straw, his hot weather trademark, or a felt topper with a rounded crown and turned-down brim, the trouper's rainy-day style, Carr shuttles between the show and its next stand, quick to ferret out and solve—or prevent—any tie-ups.

The Hoosier State was "home" to Carr before he and his wife, a former circus performer, settled in Miami. He was born in New Harmony, Ind., in 1882. One of his sisters became Gilberta Faust, dramatic actress, and Carr recalls, a good one.

Young Willie learned the printing trade and worked for *The New Harmony* weekly before moving on to several Indiana dailies. Then the linotype came along and Carr couldn't read that type so he switched to a trade that uses larger print—circus advertising.

Starts With Sparks

He joined as billposter on the Sparks advance car, working under L. C. Gillette, whom Carr figures was one of the best small show agents. Gillette worked his crew long, hard hours and its posted a tremendous amount of paper but avoided major opposition battles, Carr recalls. The late Charles Sparks earned Carr's description as "the best of all small show owners." Carr also knew the show's founder, John H. Sparks. Around the show for 1900 and 1901, when it moved on one sleeper and one baggage car, Carr recalls they had one elephant, Mary, but adds that he saw the Sparks performance only once.

Carr was more concerned with date sheets than calendar dates in those days, but he's sure it was 1902 that he moved over to Ringling Bros.' Circus. For three years he was on the No. 1 car as a biller and lithographer, with A. G. Ringling as his boss. In 1905 he became an advertising inspector.

The following season Carr moved to a 24-hour agent's berth. He credits Ollie Webb, who had the Ringling cookhouse then, with teaching him the

(See For Willie Carr on page 92)



WILLIE CARR

"Big-Ride" Performance!

ALLAN HERSCHELL KIDDIE RIDES

Count on Allan Herschell to build the BEST in Kiddie Rides! Best because they have appeal, because they're smartly styled and expertly built to give long, trouble-free performance. Every ride complete—no "extras" to buy. Write, wire or phone for literature and price list.

- KIDDIE AUTO RIDE ★ LITTLE DIPPER
- SKY FIGHTER ★ KIDDIE BUGGY RIDE
- KIDDIE MERRY-GO-ROUND
- KIDDIE BOAT RIDE

Made by the makers of Carroussels, Whiz Bang, Caterpillar, Moon Rocket, Looper, Hurricane, Water Scooter and other famous riding devices.

ALLAN HERSCHELL COMPANY, Inc.
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World's largest manufacturer of amusement rides

READY FOR IMMEDIATE DELIVERY

Adult EWART two abreast and three abreast adult MERRY-GO-ROUNDS and EWART KIDDIE FERRIS WHEELS. Material available for several more. Situation tightening on material—orders will be accepted in order of receipt.

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LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horse, 2 Chariots. Carries adults. Place your order now for the fair season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a few lines to tell you how well I like the new Baby "Q" Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Go-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards. Robert L. Cochran." De Luxe, 36 foot, 2-abreast, \$9,125.00—2 seasons to pay. 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

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- PONY BUGGY RIDE
- AUTO & FIRE ENGINE RIDE
- CHAIR RIDE
- SKY ROCKET RIDE
- SILVER STREAK TRAIN RIDE

FLASH — PORTABILITY — LARGE CAPACITY AND EARNING POWER — EXPERIENCED CRAFTSMANSHIP & PRECISION — LONGER LIFE — LOWER MAINTENANCE — LOWEST PRICED FOR HIGH QUALITY.

Also builders of single and double Bike Boats and 12' electric and gas Runabouts for small lake use.

Write—wire—phone—visit for photos, prices and terms.
MAR-CRAFT, INC., Clarence, New York
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The MIDGE-O-RACER

KIDDIE-KONTROLLED

The BIG STORY in Kiddie Ride news is the high grossing performance of Eyerly's Sensational Midge-O-Racer—the only captive Kiddie Auto Ride featuring Kiddie-Kontrolled steering—an exclusive Eyerly development—that is rapidly winning the top spot in Kiddie appeal and earnings.

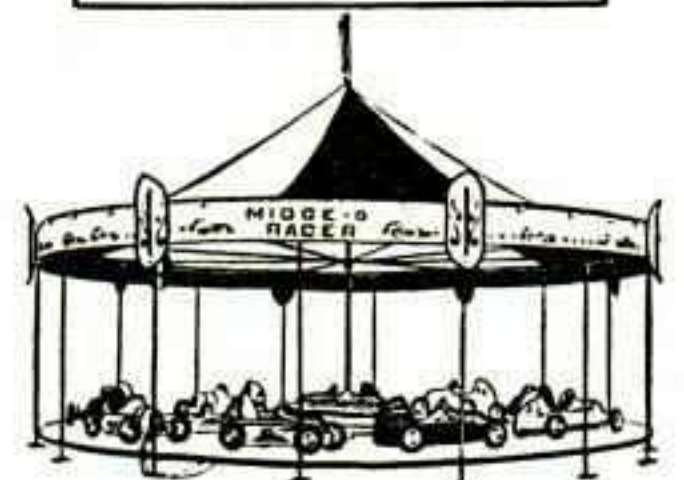


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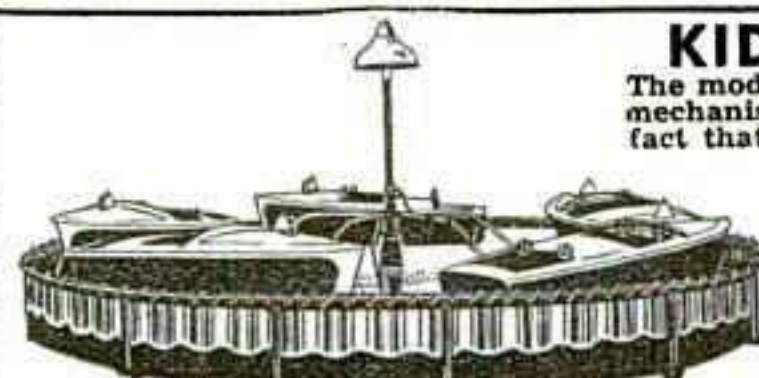
Originators and manufacturers of the

Octopus, Rolloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy

KIDDIE SPEED BOAT RIDE

The modern, streamlined appearance, the trouble proof mechanism, the fine workmanship throughout and the fact that this ride can be set up in thirty minutes and operated by one person from the ticket box makes this device one of the most practical and desirable kiddie rides on the market today.

It is a proven fact that our speed boat ride is among the top money-getters in the kiddie ride field, and has a proven "Kid Appeal" and creates a tremendous interest wherever shown.



KING AMUSEMENT CO.

IMMEDIATE DELIVERY
Mt. Clemens, Michigan



KIDDIE AIRPLANE RIDE

- ★ Plenty of flash and appeal
- ★ Terrific earning power
- ★ Fluid drive gives push-button operation

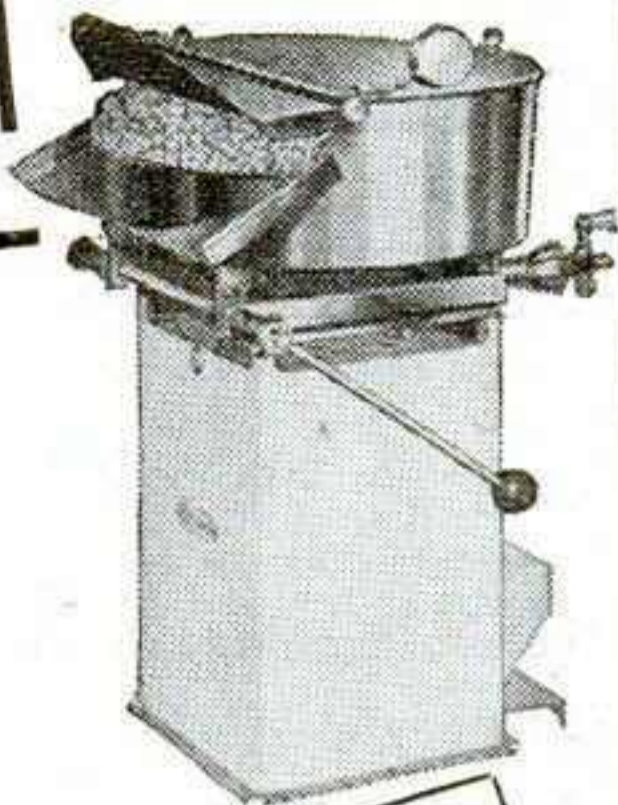
Also manufacturers of Adult and Kiddie Chairplanes, Ocean Wave, Kiddie Boat Ride, Trailer mounted Jeep and Fire Engine Ride. Write, wire, phone for literature.

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FOR MAXIMUM POPCORN PRODUCTION

CRETORS Giant Model 41

Here's a fast, efficient auxiliary popper that pops corn direct in the seasoning and salt. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission—gears run in oil. Heated by manufactured, bottle or natural gas. Gasoline extra.



CAPACITY
Pops 2 lbs. raw corn
each popping, about
13 bushels popped
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SPECIAL POPCORN TRAILERS

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Supplies for Popcorn, Floss, Candy Apples and Snowballs.
Featuring: Automatic Popcorn Boxes
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ALL TYPES OF EQUIPMENT ON HAND . . . ORDERS SHIPPED SAME
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The TILT-A-WHIRL Ride

Outstanding for
 Public Appeal ★ Stability
 Good Quality ★ Portability
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**FOR YOUR PEACE OF MIND, GIVE A PIECE OF
CHANGE TO THE NATIONAL COMMITTEE FOR
MENTAL HYGIENE**

Talent Topics

Emma Pfiel, aerialist star with circuses a half century ago when she worked with her husband as the **Alfredos**, was the subject of a recent newspaper feature story. A son, **Lewis Hart Pfiel**, was formerly a member of the **Collins and Hart** vaude team. The 93-year-old **Mrs. Pfiel** resides in Mount Vernon, N. Y. . . . **Joe Beach**, of Holyoke, Mass., recently visited the **Batavia (N. Y.) Fair**. Band leader **Joe Basile**, who has appeared at the annual for a number of years, was the subject of a feature article in *The Batavia Daily Star*. . . . **Jane's Circus**, dogs, ponies and monkeys; **Myrtle Dune-din**, unicycle; **Gloria Tara**, singer, and **Jesse Griffith**, organist, were among the acts playing the **Roanoke (Va.) Fair**, which closed September 2.

Benny and Betty Fox, high act, received a big publicity break in the **Minneapolis Star** August 28 with a seven-picture spread. Act was with the **Barnes-Carruthers** revue at the **Minnesota State Fair**. . . . **Roy Barrett**, clown, will make fairs with **E. J. Braly's Southern Circus** unit thru October 7, and then move to the **Shrine circus** at **Evansville, Ind.**, November 20-26. This will be his fourth year with **Braly** and his second at **Evansville**. . . . **Paul Dale**, midget with **Henry Kramer's Midget Show** on the **Royal American Shows**, is planning to wed **Donnie Lee Dempsey**, of the same show, in November.

Kinko the Clown, following his close at the **Barnes-Carruthers** open air circus at the **Chicago Fair**, plays the **Hart, Mich.**, and **Glenwood and Hutchinson, Minn.**, fairs. He will follow at the **Waterloo (Ia.) Cattle Congress** and then plays dates for **Frank Wirth**. **Red Kearns**, emcee of the circus, is skedded to join the **Singer Midget show** on the **Johnny J. Jones Exposition**, and the **Royal Rockets**, skating act, are booked for two weeks at **Alpine Village, Cleveland**. . . . **The Olympians**, trampoline, will follow their appearance at **Chicago's Labor Day Celebration** with fair dates at **Mount Horeb, Wis.**, and **Coldwater, Mich.**, and **Richland Center, Wis.**

Leo Couture, diving act, and the **Aerial Snyders**, were the two-a-day

free act at **Cincinnati's Coney Island** August 25 thru **Labor Day**. The **Great Eugenies** were scheduled to appear, but their last-minute cancellation brought in **Couture**. **Couture**, who plays the **Sportsmen's Show** at **Sheboygan, Wis.**, late this month is negotiating with film execs for a role in the pic, "Queen for a Day."

Carla Wallenda, 14-year-old daughter of **Carl Wallenda**, top man of the wire-walking act, made her debut on the high wire at the **Minnesota State Fair, St. Paul**, and is now skedded to take over her mother's spot. **Gunther Wallenda**, 9, recently arrived in this country from Germany with his mother, is in training. . . . **Gene** and **Jessie Tracy** had their dog act and comedy sketch as the free attraction on the **Mosher Shows' midway** at the **Montmorency County Fair, Atlanta, Mich.**

Sampson McDonald (Death Valley Scotty), leaves his **North Hollywood, Calif.**, home Thanksgiving Day to play the **Kemp Time** in the **Carolinas**. **McDonald** will be joined by **Death Valley Rose** in **Huntington, W. Va.**, and also by the **Dalton Girls**, vocal group. During the winter, **McDonald** will play rodeos. . . . **Jimmy Stutz and Company**, jugglers, recently headlined the show at **Kennedy's Inn, Binghamton, N. Y.** **Bob LaSalle**, emcee and **Eleanor Scott**, acro-dancer, also were on the bill. . . . **Lamont's bird act** will play the **Texas State Fair, Dallas**, for 16 days, to be followed by **Oklahoma City**.

Attractions set for **New England fairs** by **Jacey Collier**, of the **Boston Hamid office**, includes **Catherine Anderson** circus, **De Costa and Lenore**, musical novelty; **Shanghai Twins**; **Mack and Mitzi**, roller skating, and **Corsie and Elsa**, comics. They played **Contookook (N. H.) Fair** September 2-4.

In the line-up of acts playing **Corydon (Ind.) Fair** August 23 were **Bob Murphy**, dancer and emcee; **Mary Jane Miller**, acrobat; **Daffy Dan**, blackface comic; the **Haymakers**, string band; **Randell and Jerry**, vent act, and **Richards and Ceoser**, trampoline, booked thru **Kay Kieser**, **Indianapolis**. . . . Attractions appear- (See TALENT TOPICS on page 91)

Out in the Open

James W. O'Neil, son of **James O'Neil**, St. Louis booker, and formerly of **O'Neil's barrel jumping act**, has been called to active duty in the air forces. **O'Neil** is a veteran of **World War II**, in which he completed 123 missions.

Foster Potter, public relations director for the **New York Department of Agriculture and Markets**, handled flack for this year's **Altamont Fair** which doubled its 1949 gate mark. The usual **Children's Day** was retitled **Young America Day** with notable success. . . . **Jim Carey**, of the **New York Department of Agriculture and Markets**, visited **Dutchess County Fair, Rhinebeck**, August 30.

Paul V. Moore, general manager of **South Carolina State Fair**, journeyed to **Toronto** to visit **Canadian National Exhibition** and its general manager, **Elwood A. Hughes**, after spending several days at **Central Canada Exhibition, Ottawa**, as a guest of **Frank Bergen and Bernard (Bucky) Allen**, of the **World of Mirth Shows**. . . . **Howard Singmaster**, new president of **Allentown (Pa.) Fair**, and his wife, who also planned to visit **Toronto** after a stay at **Ottawa**, cut their tour short because of **Canada's rail strike** and the proximity of the **Allentown date**. Extensive

renovations, the first major improvements, in a number of years, are under way at **Allentown**.

George A. Hamid, booker, and the cast of his "Grandstand Follies" were unperturbed by the **Canadian rail strike** since the show travels in its own busses. . . . **Bill Wendler**, of the **Allan Herschell Company**, was one of the first radio manufacturers on the grounds of the **CNE**.

Visitor list at **Minnesota State Fair, St. Paul**, included **Jim Paul** and **Mr. and Mrs. Fred Kemp**, **Edmonton, Alta.**; **P. T. (Pa.) Streider**, **Tampa**; **Pete Baker**, **Oklahoma City**; **Leo Dailey**, **Great Falls, Mont.**; **Charles Yule** and son **David**, **Calgary, Alta.**; **Joe Streibich**, **Chicago**; **Mr. and Mrs. Art Corey**, **Des Moines**; **Mr. and Mrs. Robert Finke**, **Minot, N. D.**; **Mr. and Mrs. J. C. McCaffery**, en route to **Fargo, N. D.**, and **Mr. and Mrs. Steve MacEachern**, **Saskatoon (Sask.) Exhibition**. The **MacEacherns** also visited **Du Quoin (Ill.) State Fair**.

Mr. and Mrs. Frank Mencuri and **Mr. and Mrs. Clare Meyer**, of **Exhibit Supply Company, Chicago**, spent the opening week-end of **Minnesota State Fair, St. Paul**, with **Bob Parker**.

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Stewart Readies Mobile Soda Bar With 15 Drink Machines

GREENWICH, Conn., Sept. 2.—A soda bar on wheels sporting 15 coin-operated, serve-yourself beverage machines, rolled out of the Stewart Products Corporation plant this week, ready to refresh thirsty fair patrons. First stop for the red and chrome trailer was due to be the New York State Fair, in Syracuse, this week-end, according to Lincoln B. Moser, concessionaire, who shelled out over \$15,000 for the custom-built job. Following the Syracuse debut, Moser plans to take the trailer to the York and Allentown, Pa., fairs later this month. Should they draw as expected, he has indicated he will order six or more new units. Manned by employees, they will follow outdoor events from north to south, and back again, as the seasons change. Coin mechanisms have been set for nickel-per-cup operation, half the usual drink price on fairgrounds. Moser believes low operating costs,

plus greater volume due to the trailer's novelty appeal, will bolster grosses despite the low selling price. But to be safe, he is taking along a complete set of dime coin mechanisms. These can be substituted for the nickel slots with ease. Jim Stewart, who designed the unit, has been active in the vending machine industry for many years. Recently, he sold his 500-cup beverage machine to Worthington Pump & Machinery. Assemblies of this machine, purchased back from Worthington, are used in the trailer. Five beverage machines line each side of the trailer, with three facing the rear. One is fitted to serve hot chocolate, two for still drinks and the remaining 12 for carbonated preparations. Actually, the machines are stripped down assemblies bolted to the floor of the trailer. The cup and delivery (See Stewart Readies on page 108)

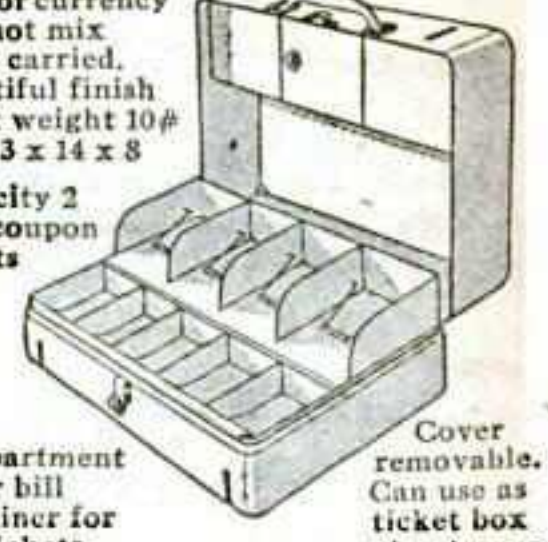
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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Lamar, Mo.; Miami, Okla., 11-16.
American Beauty: (Fair) Paragould, Ark.; (Fair) Paris 12-16.
American Eagle: Martin, Tenn.
American Midway: Cherryvale, Kan.
American United: Davenport, Wash., 7-9.
B. & C. Expo.: (Fair) Brookfield, N. Y., 4-7; (Fair) Trumansburg 13-16.
Beam's Attrs.: Homer City, Pa.
Bee's Old Reliable: Waverly, Tenn.; Horse Cave, Ky., 11-16.
Bernard & Barry: Windsor, Ont., Can., 4-7; Welland 12-16.
B. & H.: Bingham, S. C.; Johnsonville 11-16.
Big Four Am.: St. Charles, Mo.; Bloomfield 12-16.
Blue Grass: Clarksville, Tenn.; Pulaski 11-16.
Bogle, F. C.: Marysville, Mo.
Borderland: Rosebud, Tex.
Brewer's United: (2000 Sheppard Drive) Houston, Tex.; (Fair) Tomball 11-16.
Brodbeck & Schrader, No. 1: (Fair) Dodge City, Kan.; (Fair) Blackwell, Okla., 11-15.
Buck, O. C.: (Fair) Bath, N. Y.
Burkhardt: Elmwood, Ill.; Pocahtontas, Ark., 11-16.
Capell Bros.: (Fair) Carnegie, Okla.; (Fair) Bristow 11-16.
Capital City: (Fair) Elizabethtown, Ky.
Casey, E. J., No. 1: (Fair) Dryden, Ont., Can., 6-7; (Fair) Teulon 9.
Casey, E. J., No. 2: (Fair) Wooller, Ont., Can., 5-8; (Fair) Marmora 7-8; (Fair) Shannonville 9; (Fair) Tweed 12-13.
Cavalcade of Fun: (Fair) Pecatonica, Ill.
Cavalcade of Amusements: (Fair) Detroit, Mich.
Central Am. Co.: Myrtle Beach, S. C.; Clarkton, N. C., 9-16.
Central States: (Fair) Hillsboro, Kan.; Pawhuska, Okla., 11-16.
Cetlin & Wilson: (Fair) Indianapolis, Ind., 4-8.
(See Carnival Routes on page 90)

Circus Routes
Send to
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Barker Bros.: Wewoka, Okla., 5; Okmulgee 6-7; (Fair) Hydro 8-9; (Fair) Marlow 11-12; Norman 13-14.
Beatty, Clyde: Clarksburg, W. Va., 5; Morgantown 6; Cumberland, Md., 7; Hagerstown 8; Charlottesville, Va., 9.
Billie Bros.: Petersburg, Va., 6.
Brady Dixie Unit: (Fair) Pulaski, Tenn., 11-16.
Brady Southern Unit: (Fair) Fayetteville, Tenn., 11-16.
Capell Bros.: Barbourville, Ky., 6; Alva 7; Harlan 8; Cumberland 9.
Cole & Walters: Burlington, Colo., 5; Goodland, Kan., 6; Colby 7; Oakley 8; Scott City 9; Leoti 10; Tribune 11; Syracuse 12; Holly, Colo., 13; Lamar 14.
Dailey Bros.: Iowa Falls, Ia., 5; Ames 6; Marshalltown 7; Oskaloosa 8; Albia 9.
Davies, Ayres & Kathryn: Glencoe, Ill., 6.
Gould, Jay: Abingdon, Ill., 5-7; Nauvoo 8-10.
Horne Bros.: Barnsdall, Okla., 5; Pawhuska 6; Hominy 7; Cleveland 8; Yale 9; Drumright 11.
Hunt Bros.: Hatboro, Pa., 7; Bethlehem 8.
Jones, Al, Rodeo & Circus: (Fair) Marietta, O., 2-6; (Fair) McConnelsville 9.
Kelly, Al G., & Miller Bros.: Brownstown, Ind., 5; Scottsburg 6; Salem 7; Corydon 8; Paoli 9; English 10; Tell City 11; Rockport 12; Booneville 13; Mt. Vernon 14; Mt. Carmel, Ill., 15; Jasper, Ind., 16; Petersburg 17.
Kelly & Morris: Bastrop, La., 5; Rayville 6; Winnsboro 7; Tallulah 8; Vicksburg, Miss., 9.

King Bros.: Fort Bragg, Calif., 5; Ukiah 6; Santa Rosa 7; Benicia 8; Richmond 9; Pittsburg 10; Stockton 11; Modesto 12; Fresno 13; Coalinga 14; Hanford 15; Porterville 16.
Mills Bros.: Columbiana, O., 5; Steubenville 6; Monessen, Pa., 7; Dormont (Pittsburgh) 8; Johnstown 9; Altoona 11; State College 12; Lewistown 13; Harrisburg 14; Pottstown 15; Norristown 16.
Polack Bros. (Eastern): (Stadium) Bluefield, W. Va., 4-6; (Fairgrounds) Petersburg, Va., 11-13.
Polack Bros. (Western): (City Auditorium) Seattle, Wash., 6-12; (Sanders Field) Kennewick 15-16.
Ringling Bros. and Barnum & Bailey: Sioux City, Ia., 5; Fort Dodge 6; Waterloo 7; Cedar Rapids 8; Des Moines 9; Council Bluffs 10; Lincoln, Neb., 11; St. Joseph, Mo., 12; North Kansas City 13-14; Manhattan, Kan., 15; Concordia 16.
Rogers Bros. Hopkinsville, Ky., 5; Russellville 6; Gallatin, Tenn., 7; Glasgow, Ky., 8; Somerset 9; Corbin 11.

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Plunkett Stage Show: Grant, Neb., 4-6; Wallace 7-9; Hayes Center 11-13.
Slout Players Tent Show: Waverly, Ill.; Pittsfield 11-16.
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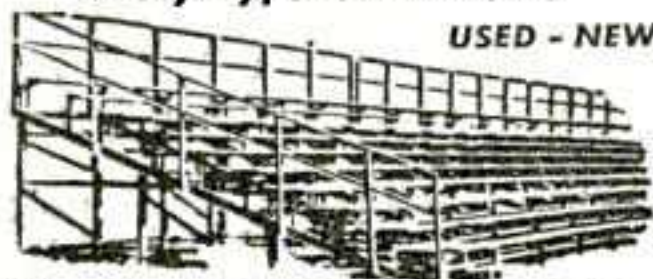
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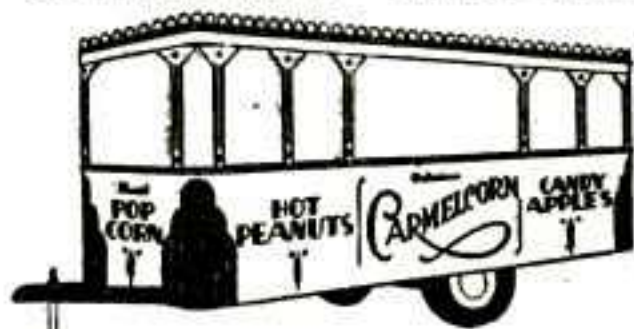
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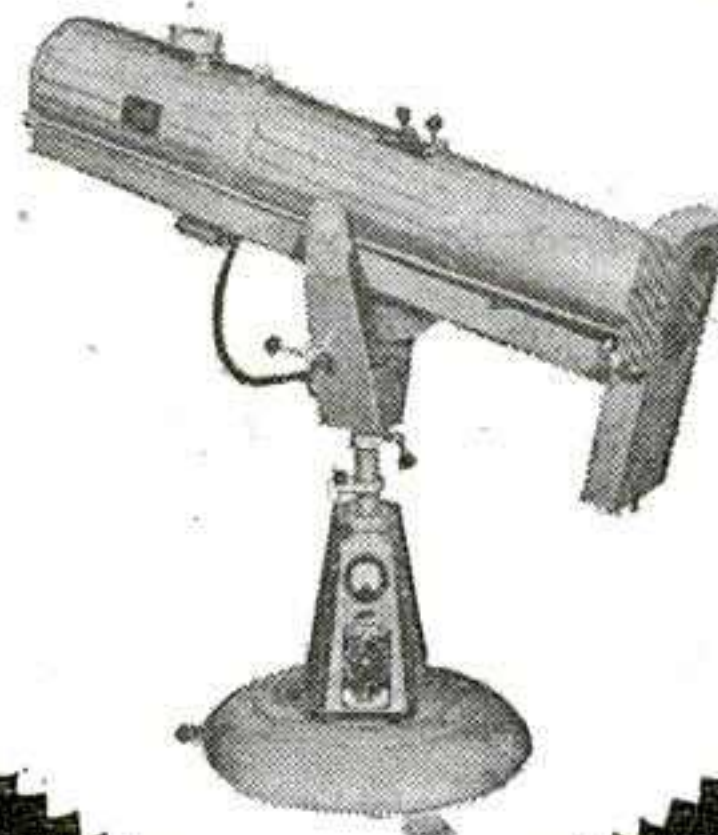
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N. Y. Shore Resorts Get Banner Play

Ops Await Holiday Biz

NEW YORK, Sept. 2.—Good break in the weather over the past week-end brought heavy turnouts to all the beach resorts in the New York area and buoyed up the hopes of amusement caterers and concessionaires for a banner Labor Day week-end.

Rockaway's string of beaches and funspots reported attendances Sunday (27) of 1,100,000, while Coney Island settled for a round 1,000,000.

Both resorts were jammed Saturday (26), with crowds filling the beaches well before mid-day. Out-of-town charter busses are a big factor in bringing out the Coney Island and Rockaway week-end crowds at an early hour. Use of these busses, particularly from the New Jersey industrial centers, shows a big increase this summer.

Jones Beach reported attendances of 104,000 Saturday (26) and Sunday (27). Administrators of this resort expect this season's total attendance to equal or top last summer's record attendance of 6,000,000. Near-by Atlantic Beach had a turnout of 60,000 Sunday (27).

Tractor Test Waits While Joyland Vies With Rainy Weather

WICHITA, Kan., Sept. 2.—Joyland Hillside Park here has been trying for two weeks to match its 1903 Case steam engine with a new International Diesel tractor in a pulling contest, but rain on week-ends has forced delays. Now it's set for Sunday (3).

Rural interest near Wichita has been mounting and eventual staging of the event is expected to draw well. Promotions ranging from displays of locally built aircraft to an antique automobile show fill September week-ends. Joyland officials plan to keep the park open until October 1.

Miss America Meet Skedded for Flicker

ATLANTIC CITY, Sept. 2.—Annual Miss America contest held here will be the theme of a full-length movie to be produced by Warner Bros., it was disclosed this week by a contest official who said the board of directors of the pageant authorized its motion picture committee to enter into a contract with the Hollywood producers.

Harry Mayer, of the film firm's New York office, told the directors that the proposed film would cost from \$750,000 to \$1,000,000 and be a top-grade production. It will contain scenes from the Boardwalk Beauty Parade as well as talent and other contests in Convention Hall. Entire theme will be based on the beauty pageant, Mayer said. Negotiations for the film were made by Lenore Slaughter, executive director of the pageant, with Jack Warner's Hollywood office.

Producing company informed the pageant directors that a group of writers, cameramen and technicians will arrive this week to start preliminary work on the picture. Shooting will start with the opening Boardwalk parade Tuesday (5), to be followed by the filming of all contests in Convention Hall.

First Season's Biz Okay For Rebuilt Toledo Spot

TOLEDO, Sept. 2.—Operation of a new amusement park at the site of old Toledo Beach near here has been marked by surprisingly good business despite only partial development of the project.

The New Toledo Beach operating company is headed by Virgil Gladieux, president, and Nelson Gladieux, veepee and managing director. The Gladieux brothers are known in Toledo as ops of Buddy's Catering Service which serves Toledo Sports Arena as well as business and industrial concerns.

Site is 15 miles north of Toledo and 47 miles from Detroit on the shore of Lake Erie and was leased for 10 years. Approximately \$175,000 was spent on construction and improvements this season.

Buildings, Rides Added

New buildings this year include bathhouse, Arcades, outdoor skating rink, remodeled ballroom, office and various stands. Ballroom has large windows giving view of the lake and cafe and bar. The park has four major rides and five kiddie rides.

Policy of charging 25 cents per car admission is unique in this area and has worked out satisfactorily. There is a four-mile paved driveway leading from the highway to the gate.

A heavy advertising budget has been angled to newspapers, radio and tack cards. Reduced price set-ups have been used extensively thru tie-ups with grocery stores and other firms. Harlan L. Walters came from Meadowbrook Park, Tiffin, O., where he had been manager for 19 years, to become manager of New Toledo. Walters has alternated his park post with a schoolteacher's position in recent years.

Industrial picnics have been a major factor, with two picnics drawing 5,000 each. These were seen as sizable crowds for the relatively small area now reopened for park purposes. The two were Toledo Edison Company and Champion Spark Plug company. Bookings for outings continue thru September 17.

Former Traction Project

Average Sunday crowds have been running as high as 8,000 persons; however, cool weather slowed some recent week-ends.

The 250-acre park was well known in the pre-World War I era, when

special interurban cars were operated by the Toledo Traction Company, then park owner. Scope of the operation gradually dropped and, with the Coaster and other rides removed, the spot was little more than a picnic park during the depression years. It has been closed entirely for about 10 years. Only one of the old structures, the ballroom, was found to be in usable condition when thick undergrowth was chopped out this spring. It required much overhauling.

Plans for next year call for extension of the 1,700-foot miniature railway. The bathhouse may be relocated. Development of four miles of winding lagoons or canals in the park into a major boating and canoeing attraction is also planned. Shelters in the picnic area, layout and drainage of a large parking section, and additional major rides, including a Merry-Go-Round, are planned as major additions for 1951.

The Concession Supply Company of Toledo, headed by Brad Brockway, operates four of the Kiddieland rides, the miniature railway, popcorn and custard stands on the wide, surfaced "boardwalk."

Name Bands Used

Roster of key personnel includes: Nelson Gladieux, managing director; Harlan L. Walters, manager; Louise Rockwell, secretary; Wayne Richards, bookkeeper; Ben Crawford, promotion manager; Earl Tuggles, grounds maintenance; John Cosgrove, chief of police; Clyde Barringer, restaurant manager; William Hawk, ballroom manager, and Marie Szabo, bathhouse manager.

Concessionaires—Concession Supply Company, Robert Harrison, manager; Robert Schoen, roller rink, Jack Kane, manager; Miniature Sports, Inc., miniature golf; W. B. Shumway Jr., Whip and high striker; Don Larson, hole-in-one golf course, Abe George, Arcade; C. B. Routt, pan game and cane rack; Mildred Boardman, novelty stand; Harvey Venia, Charlie McCarthy game; Dick Neeley, dart and fish bowl games; Earl Smenner, glass pitch; Fred Stranz, baseball pitch; Max Saxon, photo gallery, and H. Bourquin, skeet shoot.

The ballroom has been using name and semi-name bands over the week-ends. Ray McKinley, Art Mooney, Russ Carlyle and Pee Wee Hunt are among those booked to date.

CONEY ISLAND, N. Y.

By UNO

Perfect weather conditions over the August 26-27 week-end brought excellent attendances. Finals of the magazine cover girl contest were held August 30.

Carl Klarnet and sons Danny, Harold and Milton control and operate a Whip at Surf and West Eighth managed by Dominick Sambini; the Sagamore Penny Arcade, managed by Harry Cogan, and with Willie Richmond, the Sagamore Hotel building and almost two blocks of property adjoining on Surf Avenue now tenanted by Willie's custard; Sea Breeze Bar and Grille; Sportland Pokerino Arcade; Sindell's girl show; Feltman's machine gun gallery; Ghost ride and a parking lot. Another Klarnet possession is the Oriole Baths, Boardwalk and West 16th, where Jack Bush is manager. Klarnet estimates a 25 per cent slump in biz this season.

Peter Weissman operates two large

arcades on the Boardwalk, one on Ravenhall's property and one on Steeplechase. Former employs Dominick Sadoni, Charles Applebaum, Irving Fink and Irving Mankin. Latter has Al Rosetti, Ralph Vecicio, Stanford Serber and Gertrude Albert. Weissman also has a wine and liquor package store on Bay Parkway, Brooklyn, where brother Milton and sister Theresa Serber are in charge.

Among Coney oldies who go back to the good money concert hall days when it was dollars instead of dimes for ops and concessionaires are Paddy Shea, Charles (Coney) Smith, Moe Silverman, Louis and Harry Rifkin, Harry Rosen, Leon Reiser, George Moran, I. H. Klein, Max Brenner, Charles Adler, John Larkin, Jean and Mazie Gordan, Jimmie and George Kyrimes, Johnny DeRico, Harry and Anna Nelson, Herman (See Coney Island, N. Y., on page 79)

Olympic Grabs Unexpected \$\$; Pool Dip Hurts

IRVINGTON, N. J., Sept. 2.—Olympic Park here enjoyed unlooked for hearty takes over last week-end, according to park Treasurer Robert Guenther. He said that business was considerably better than is normally expected at the tail-end of a season. Olympic shutters Sunday (10).

Swim pool biz at the spot has been off all year from last year's mark, Guenther reported. With a break in the weather, Guenther expects the park to make up most of ground lost as compared to last year. As of July 31, biz was running 9 per cent behind the figure registered at a comparable period in 1949. Major portion of this year's decrease is attributable to the pool loss, he said.

Free attractions in over last week-end, booked by the Hamid office, were Don Fransero, trapeze; Ray Royce, unicycle juggler; Emil Pallenberg's Snookums, the bear; and Louis and the Oliver Sisters.

Kiddieland Biz Off in Detroit

DETROIT, Sept. 2.—Business for Motor City, Detroit's oldest Kiddieland, has been off 25 per cent this season. Conversion from kiddie to general park operation has been in progress all season and the construction work is expected to slow business until it is completed.

New Dodgem building is now under construction.

First season for the newly expanded policy has not been enough to set the park-going habit among enough persons.

Business for other Detroit spots continues only fair and ops are not optimistic about making up the difference with a last-minute Labor Day spurt. Picnics have been the biz backbone but have not been too plentiful in midweek.

Football Crowd Ups Dallas Midway's Biz To Boost Good Year

DALLAS, Sept. 2.—Football crowd of 51,000 at the Cotton Bowl here Wednesday (30) for the game between the Detroit Lions and Washington Redskins overflowed into the State Fair of Texas summer midway and gave the park one of its best nights of the season.

Fred Tennant Jr., superintendent, said the midway has had one of its biggest years since 1946. Baseball at the Cotton Bowl, prison rodeo at the grandstand and big Negro and July Fourth celebrations boosted business.

Midway closes September 17 to prep for the fair, which opens October 7.

Crowds Dip at Conn. Spots

BRIDGEPORT, Conn., Sept. 2.—Drop in attendance of about 10 per cent at Connecticut State parks and beaches this summer is blamed on cool weather by Donald C. Matthews, director of the Parks and Forest Commission. He added that, when calculated exactly, the drop probably would not be too great.

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Strong Finish Is Predicted At Palisades

New Promotions Set

NEW YORK, Sept. 2.—Irving Rosenthal, co-owner with brother Jack of Palisades (N. J.) Park, predicts a top final two-week period if the weather remains good.

He claims that instead of the customary falling off in business experienced at the tail-end of the season, the take at Palisades had been building thru this month. Tie-ups effected earlier this season and coming into action now, plus hypoed advertising, are making the difference, he said. Along these lines, the park has garnered prominent spots in newsreel and radio mediums thru the season.

Rosenthal said that \$2,500 had been spent on a special line of paper to hawk Palisades' bargain week, which will run from Tuesday (5) thru closing day. All rides will be slashed to a nickel and dime during daylight hours. Rosenthal expects the Mrs. America eliminations to be conducted at the park during the week to boost business considerably.

Free attractions to be offered until the closing is the Hollywood Sky Rockets, plus Larry Fotine's ork.

Matrons Vie To Rep State of Maine in Mrs. America Test

OLD ORCHARD BEACH, Me., Sept. 2.—Scheduled as part of an August Days promotion, backed by the local Chamber of Commerce, is a contest to select Mrs. Maine for competition in the Mrs. America finals at Asbury Park, N. J., September 10. Original story (*The Billboard*, August 19) stated that the competition here was open to all New England women. The contest will be held to choose only a representative of Maine.

Bert Nevins, managing director of the Mrs. America contest, announced this week that White City Park, Worcester, Mass., is conducting eliminations in that State and will sponsor a Mrs. Massachusetts at the finals.

Vincent Ferla, managing director of Rocky Point Park, Warwick, R. I., conducted eliminations in that State and an entry for the finals was selected at the park August 25.

CHALFONT, Pa., Sept. 2.—Seven Philadelphia string bands helped account for a record crowd Sunday (27) at Forest Park here. More than 25,000 persons witnessed band drills on the site of the proposed Forest Park Stadium. The seven units have appeared individually at the park as Sunday free attractions.

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IDEAL BEACH RESORT Monticello, Indiana

Detroit Drive-In Gets Full Prices At Kiddieland

DETROIT, Sept. 2. — This area's largest amusement park especially for children, Detroit Kiddieland opened this week as an addition to the West Side Drive-In Theater. The ozoner is one of the region's pioneers and is located on busy Eight Mile Road at the city limits.

Unlike most kiddieland-drive-in operations, this one gives no free rides or special prices at the kiddieland to patrons of the theater. Ride rate is three for 25 cents. Operation is from 6 p.m. to 10 p.m. on weekdays and from 1 p.m. on Saturdays, Sundays and holidays.

Kiddieland uses space at one side of the drive-in entrance and now has 10 rides, including ponies, in operation. Altho rides are functioning, landscaping and construction of auxiliary features are incomplete.

Approach is via a decorative bridge, which sets the park off from the theater. Another entrance will be built from inside the theater for moviegoers who come early with kids.

Rides include a Little Dipper, new type Skyfighter, miniature train, Circle 8 Ranch, pony ride, Ferris Wheel and others. Most units were installed by the Allan Herschell Company, North Tonawanda, N. Y., and National Amusement Device Company, Dayton, O.

Refreshment stand, beach-type umbrellas, picnic tables and two shelters are parts of the Kiddieland. Standard menu of popcorn, hot dogs and coffee is offered. Paving and lighting are to be added to the grounds.

Park-theater is under management of Charles Zack, who has had the theater for several seasons.

A. C. Exec Predicts Top Convention Biz

ATLANTIC CITY, Sept. 2. — Director Al Skean of the convention bureau here predicted booming convention business for this resort in the spring and fall of 1951 and during 1952, with large turnouts of the American Medical Association, Lions International and Rotary International setting the pace.

Skean disclosed the convention outlook in a report this week before the annual convention bureau membership meeting. In a review of the past year Skean said the total return from conventions here, including rentals and services, amounted to between \$400,000 and \$500,000.

He told bureau membership that the Atlantic City motion picture, *On the Boardwalk*, story of the resort, had been shown in theaters to 1,763,867 persons. He also announced renovation of bureau offices in Central Pier.

Building West Indies Park

WASHINGTON, Sept. 2. — An amusement park is being constructed on the island of Aruba in the Netherlands West Indies, Commerce Department said last week. The park will feature U.S.-built rides and will also have a small theater showing 16mm. films. Seats for the films are to be included in the admission price to the park.

Kids Hosted at Zoo

PHILADELPHIA, Sept. 2.—Fourth annual Palumbo Day at the zoo here brought 1,000 kids to the spot as guests of Frank and Walter Palumbo, restaurant operators. Hosts also gave an aardvark to the zoo. Orang-utan born at the zoo the same day a baby was born to Princess Elizabeth has been named Princess.



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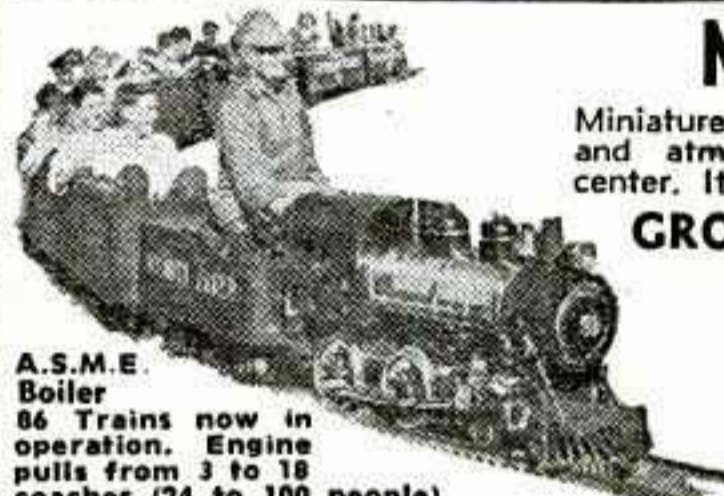
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Ringling Biz In N. D. Good But Under '49

Feeder Towns Hype Take

ABERDEEN, S. D., Sept. 2.—Business for Ringling Bros.' and Barnum & Bailey Circus clicked along at a good level thru North Dakota this week, but dipped somewhat here Wednesday (30), first stop in South Dakota.

Ringling executives were pleased with wheat belt business, altho it was somewhat below that of last year.

Two half houses were scored here. The better business came at Jamestown, N. D., Tuesday (29), where turnouts added up to four-fifths and three-quarters houses; Bismarck, N. D., Monday (28), with one full and one near-full house, and Minot, N. D., Saturday (26), where two three-quarter houses were registered. Three-quarter houses also were scored for all performances at Devils Lake, N. D., (25) and Grand Forks, N. D., (24).

First Bismarck Stand

Devils Lake audiences totaled 14,000 persons in a town of 7,000. Ringling's stand in Bismarck was the first time the show had made the town with the combined title, and people came from a wide area to watch it. A number of laborers left here to take jobs on a construction project. The Jamestown stand drew customers from many points in the central portion of the State and many spent the entire day on the lot.

Ringling advance men have encountered Dailey Bros.' paper in some of the Ringling feeder areas in the Midwest.

Concordia, Kan., formerly an attendance record-breaker for the Big One but absent from the route in recent years, is back on the Ringling itinerary this season.

Approval of the Dallas City Council for showing there three days starting September 29 has been obtained by the show. A city ordinance prohibits certain attractions a week before the State Fair of Texas, but the fair, which opens October 7, informed council that it approved of the circus dates.

Marris I. Jaffe, attorney for the fair, also told the council that the circus was negotiating with the State Fair board to show on the fairgrounds in the future. Ringling has had difficulty in getting satisfactory lots in Dallas in recent years. The show followed the fair in Dallas last year and played to disappointing business.

John Graham Dies; Former Legal Rep

PITTSBURGH, Sept. 2.—John Charles Graham, 81, former legal representative for a number of circuses, died at Mercy Hospital here Friday, August 25.

Graham was born in Butler, Pa., attended Lafayette College and practiced law in his home town and Pittsburgh for 60 years. During this time he was connected with the Hagenbeck-Wallace, Cole, Sparks and Ringling-Barnum orgs. On recent occasions Graham spent several weeks with the last show.

He was instrumental in having many antiquated Pennsylvania laws repealed and taxes reduced in order to induce circuses to play the State. He tried, without success, for the last 10 years to have Ringling-Barnum play Butler.

Graham is survived by a sister, Margaret G. Fouse; a daughter, Margaret, both of Butler, and a son, John R., New York motion picture director.

Kelly-Miller Show Skeds Longer Season; Business Continues Big in Indiana

By Tom Parkinson

TIPTON, Ind., Sept. 2.—Al G. Kelly-Miller Bros.' Circus, which has been playing to big business in Indiana this week, will stretch its season into mid-November, Obert Miller, general manager, said here. An extra two weeks at each end of the season will give the show a tour about a month longer than normal, he said. Business for the show has been excellent. Income has been higher than in other seasons, but the nut also is higher and the gross works out at about 15 per cent below last season, he stated. Despite a shortage of workingmen, the show has been moving rapidly. Loss of some personnel to the army, plus the closing by others to put their children in school, affected the show this week.

Miller said he had found Midwestern territory, brand new for the show, to be excellent. An earlier jaunt thru Indiana this season gave the org six big days in seven, so it was routed into more Hoosier towns. The second loop has proved equally good, Miller said.

Kelly-Miller played to a three-quarter matinee and straw night house here Tuesday (29). Showers 15 minutes before the night show didn't discourage circus-goers.

At Noblesville, Ind., Monday (27) the show had two near-capacities. A heavy rain in the afternoon was too late to hurt and lighter rains at night apparently didn't deter anyone.

Matinee at Danville, Ind., a one-show Sunday stand, drew a straw house in excellent weather. Monticello, Ind. (25), gave a half house in the afternoon and a straw house at night. Winamac, Ind. (24), produced two full houses for Kelly-Miller.

Show's personnel remains virtually the same as earlier in the season. All equipment is in tip-top shape.

FCC Proposals Would Endanger Ringling Radio

WASHINGTON, Sept. 2.—Radio communications system of Ringling Bros. and Barnum & Bailey is endangered by proposed rules of the Federal Communications Commission (FCC), Melvin Hildreth, circus counsel, told the agency this week in a petition for special consideration.

Hildreth said several proposed regulations would restrict and perhaps throw out the private radio system started last year. One proposed restriction would limit use of the radio band on which the circus system operates to industrial enterprises turning out commercial products. Hildreth said this would leave the circus out because "a circus sells only amusement."

Another tentative rule would compel licensees of radios in the special band to give 15 days' notice of any change in the site of the radio transmitter. Hildreth noted it would be almost impossible for the circus to give such notice. A third proposed rule would restrict use of the special band to smaller cities, and Hildreth pointed out the show plays both large and small places.

Ringling's radio system is used for communication with trains, lot, light plants, office and personnel busses.

Reach Final Settlement Of Ringling Fire Claims

HARTFORD, Conn., Sept. 2.—Final settlement of claims growing out of the 1944 fire here against the Ringling-Barnum Circus were agreed on here Thursday (31).

Under terms of the agreement, 676 claimants will receive \$690,612, the unpaid balance of an original \$3,946,355 in claims. Settlement was approved by over 100 lawyers of the Hartford County Bar, who met with members of the circus claims committee.

Polack Gets Top Business At Vancouver

Opens Big at Exposition

VANCOUVER, B. C., Sept. 2.—Early business for Polack Bros.' Circus, Western unit, at the Forum building of the Pacific National Exhibition gave promise of a continued series of sellouts and turnaways. This is Polack's third year at the fair under Shrine auspices.

Any drop in the fair's gate, attributable to the Canadian railroad strike, has not been reflected in circus attendance. The show opened to an overflow matinee Monday (28). Sixteen performances are scheduled in seven days, with two matinees Saturday (2) and again on Labor Day (4). Circus and the fair will be closed Sunday. Forum seats more than 6,000 persons.

General admission is \$1 for adults and 50 cents for children. Reserves go for \$1.50.

Polack made an 850-mile jump in here from Chico, Calif. Next is Seattle, where the show will use the Civic Auditorium rather than the Civic Ice Arena.

Two days' business in Chico was comparable to three last year. The previous stand, Reno, Nev., topped local records.

George W. Westerman hopped from Reno to Denver and Mickey Blue moves from Vancouver to San Antonio. Show has four more dates on the Coast before heading eastward.

Pa. Spot Okay For Hunt Org; 2 Bulls Added

KENNETT SQUARE, Pa., Sept. 2.—Playing here for the first time in 19 years, Hunt Bros.' Circus opened Wednesday (23) to fair business. The show drew a light half-house for the matinee and a light two-thirds at night.

Show came here from Salem, N. J., where biz was light Tuesday (22). Millville Monday (21) came thru with two good houses. The show is making a swing of Pennsylvania coal towns before a stand at Mineola (N. Y.) Fair. Owner Hunt said that altho spending along the route had been off, the show managed to score a substantial profit each week.

Bull herd was increased to eight here with the arrival of Capt. Roy Bush and George E. Foster with the two latest imported babies. Bush met the ship at Boston.

Visitors here were Mr. and Mrs. Al F. Wheeler, former circus owner from Oxford, Pa., Mr. and Mrs. Denny Berkery, Philadelphia showman; Joe Conway, father of the Reo Brothers; J. Rudolph Conway, Chris W. Viohl Jr., Ed Boyle, Russ Chapman and Johnny Lawler.

Clyde Beatty Moves Slowly To Light Biz

Canton, Zanesville Help

CANTON, O., Sept. 2.—Late arrivals and light business have plagued the Clyde Beatty Circus on its first trek thru Ohio. Train delays and a critical shortage of working men combined to slow the moves.

In fair weather here Tuesday (29) Beatty drew a half-capacity matinee, but a full night house bolstered the week's biz. Matinee was late, altho the jump was only eight miles and the haul to the lot was short. A change in lots was forced, the fairgrounds being unavailable at this time, but the substitute site outside the city was in poor condition.

Massillon on Monday (28) was a disappointment, giving a quarter house for the matinee and a half house at night. Matinee was two hours late and weather was cloudy with light rain.

At Dover Sunday (27) the Beatty matinee was more than two hours late and played to a half house. The night show drew a three-quarters house. Difficulties in loading out of Cambridge caused a six-hour delay in arrival at Dover.

At Cambridge Saturday (26) the circus played to two half houses.

The picture was brighter at Zanesville Friday (26) where Beatty was the first show of the season. The matinee was a three-quarters house and the night show was capacity. Arrival and matinee were on time at Zanesville.

King's Trouping Okay in Oregon

Show assures Macon, Ga., officials it will return there at end of season

REEDSPORT, Ore., Sept. 2.—King Bros.' Circus, moving thru Oregon for California dates, played to a half-house matinee and a three-quarter night house here Thursday (28). The show drew two three-quarter houses at Newberg, Ore., Monday (25). Weather has been good.

Rumors that the show might stop in California were dispelled this week when Floyd King, co-owner, notified city council at Macon, Ga., show's usual quarters, that it would return to Macon in November. The council granted permission in May for the show to return.

The city has asked King Bros.' about its plans because two other shows had requested use of the quarters if King didn't return.

Hervey Joins Beatty As Contract'g Agent

CHARLOTTE, N. C., Sept. 2.—J. R. Hervey has been signed as local contracting agent for the Clyde Beatty Circus, it was announced here this week by W. M. Moore, general agent for the show.

Hervey has had wide experience as a contracting agent, having started with Fred Buchanan's Robbins Bros.' Circus in 1929. Subsequently he held down similar berths with the Sparks, Tom Mix, Hagenbeck-Wallace and Dailey Bros. shows, and more recently with Cole Bros.' Circus. During World War II he was employed by the New England Ship Building Corporation, South Portland, Me., as assistant personnel director.

Ringling-Barnum

Last week in the Dakotas gave us good business. Cold weather was our starter but now we are having summer weather again. We had a Sunday off in Bismarck, where the train arrived in the early evening. Minot was our northern-most stand of the year. The Devils Lake lot was in town. A large number of Indians came from the near-by reservation to see the show. The Jamestown lot was on a hill overlooking the town.

Wagon No. 13 on the men's side gave John Nelson a party to celebrate his 70th birthday. You never would guess his age to see him get about on his high stilts during spec. China Durbin and Deloros Murphy also celebrated birthdays with parties. Arky and Pat Scott observed a wedding anniversary. Emmerick Mrockowski returned to Sarasota to enter high school. Martha Henderson also left for Sarasota. Flo Begin closed the season.

A favorite practice session is held at Bill Warner's bars outside the big top. Youngest of Bill's pupils is Curtis Genders. Others are Johnny Logan, Duffy and Tommy Mason. Walter Guice always draws a crowd when he does his turns on the bars. At 61 he's still doing his fly-over routine which makes the younger generation take notice.

Visitors: Brownie Beck and family, Frank Shephard, Mabel and Jack Karoli and Clifford Glotzbach.

Backyard scenes: Frankie Saluto was made a chief of an Indian tribe in Devils Lake. Ed Green is sporting a new make-up. Archie Blood is making French pastry during free moments. Argyle socks and sweater knitting is a current pastime among the girls. Monopoly, chess and checkers are favorite between-shows games. —MARY JANE MILLER.

Biller Bros.

Sunday in Asbury Park, N. J., was a treat for everyone. The weather was perfect and we all enjoyed ourselves on the Boardwalk. Monday gave out with two good houses.

Charles Cox is the new Side Show manager. Pamela Mangum has joined to do the sword box and snakes. Gladys Fox is back doing trick riding in the concert. Joe Rossi's band has been enlarged by addition of two men from the Cole Bros.' band, Felix Gambone and Carmine Petrarsa. The writer had a surprise visit from George and Mike Oligher.

Horace Laird, formerly with Cole, has joined as producing clown. Jay Scott, former clown with Dailey Bros., visited. Jackie Lynn is making new wardrobe. R. L. McConnell, circus fan, guest clowned in Waterbury, Conn. The Rev. Chester Hoyt, of the Sarasota Circus Museum, spent several days on the show last week. Marion Partello has the flu but has returned to work. Candy butchers are getting a workout these days. These boys also deserve a lot of credit for getting the top up and down. —IRA GASKILL.

Cole & Walters

Rosie Parker injured her leg in a fall. Wally Ross and Happy Irwin took the elephants downtown for their regular appearance at the Chevrolet dealer and then found the agency was across the street from the lot. Bill Wolf and his wife have put out some nice banners, and Bill is becoming quite an artist. Mr. Fish, former trouper and now owner of the Fish

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DRESSING ROOM GOSSIP

Clyde Beatty

The rains came into Ohio, but just enough to dampen the dust. Zanesville was a gala day with good weather, a good lot and good business. It's the home town of Huffy Huffman, who spent the day on the lot and gave a buffet dinner between shows. Those attending were Mel Rennick, Arden Beecher, Bobby Kay, Bernie Griggs, Mark Anthony, Alva Evans, Jerry Lewis, Happy Shaw and Laurence Cross. Happy Shaw had a birthday.

At Fostoria, a group from the Kelly-Miller show caught our night performance. Noted were Charles Cuthbert, Pat and Monty Knight, Ted Ray, John Toy, Harold Conn and Ted, Russ Harrison, Jimmy Hamiter and Eddie Dullum. Mr. and Mrs. Fred Ringler and Connie Kelly spent a few days here as guests of Mr. and Mrs. Beatty. Connie made the tournament daily on an elephant's head and Fred made it once in the howdah.

Red White, Side Show manager, was ill, but has recovered enough to be back on the job. Hank Manzello bought a new horse and spends spare time breaking it for a riding act.

Ted Deppish visited and brought along movies for our entertainment. William (Hammerhead) Dwyer joined to take over the prop department. Shrevy Etheridge is the new lot superintendent. We arrived at Newark, O., at 12:30 p.m. and the crowd at the runs reminded us of the old days. The show started at 5 p.m. with good cooperation from all departments. Recent visitors were Tom, Winnie and Dot Gregory; Mr. and Mrs. Don DeWees, and Mr. and Mrs. Ed Jones. —LAURENCE CROSS.

Kelly-Miller

Clown alley now includes Eddie Dullum, producing clown; Lee Virtue, Phil Enos, John C. Toy, Jerry Conn and Harold Conn. The personnel was shocked to learn of the death of Mrs. Harry Edmondson of the concession department. Leona Teodora is on the sick list. Cyse O'Dell Hayes joined recently. Chief Eagle-Man and family left for Oklahoma City. Frank, Donnie and Butch Cooper also left. Harper (Wingy) Hardwick is to be commended for his efficient water service.

Recent visitors included Robert Delochte, Mack and Peggy MacDonald, Terrell Jacobs, Mrs. Franz (Francisco) Heinzman, Eddie Woeckener, Joe Hodgini, the Riding Conleyns, Maurice Marmolejo and the Guitterez family, Cal and Torchy Townsend, Don Carsky, Gene Weeks, George Graf, Harry Cook, Emmett Sims, Mr. and Mrs. Isley, Pat Cramer. George Wade of the Lead Drum Company, George Piercy, Chalmer Condon, Mr. and Mrs. Jorgen M. Christiansen, Leonard Aylesworth, Don Kidder, Mr. and Mrs. Wilbur Neer, Mr. and Mrs. Frank Snyder, who drove from Red Creek, N. J., to see the show, and Tom Parkinson, of the Chicago office of The Billboard. —EDDIE DULLUM.

Ranch near Bloomington, Ind., invited us back for a vacation there.

Our pole truck upset at a sharp curve on a long hill. Charles H. Johnson joined as butcher. Susie, one of the show dogs, was killed when hit by one of our trucks. Bill Cole visited recently.

Other visitors included Jack Lewis, Mr. and Mrs. Tom McLaughlin, Dick and Don McLaughlin, Clara and Wesley Klaumann, Ralph and Lanya Young, Buddy Manley, Kenneth Stewart, Diane Craig and Mr. and Mrs. Harry Hugo and son, Herbie, of the Hugo Players. —MILDRED WELBES.

Dailey Bros.

We picked blackberries for breakfast on the lot during the rain. In fact, rains has marred three days' performance. Saturday we took the ring stock to the cars in a cloudburst.

Francis Dennis returned to the show to spend the remainder of the season with her husband, Oscar, and is riding menage. Chief Lightfoot is a quick-change artist. He went in with the 16-horse hitch and, when a wheel horse stumbled during the run, the chief leaped to the back of the off horse while in motion. Paul Pruitt was slightly injured when caught under the Roman team which fell.

Eddie Murrillo has recovered enough to ride menage and work in the riding act. Mario Rojus has been spotted in the center ring with his unicycle act. His mother, who broke her legs in a fall from iron jaw, has been able to appear on the lot again the past few days. Mr. Godfrey, Peru, Ind., played drums with the organ for the night performance in Portage. His family attended the show. Zack Hale, of Jack Knight's banner crew, is in the hospital with pneumonia. Don Dorsey, who had a layoff from fairs because of rain, visited and rode in the grand entry.

Visitors: Cliff Cowan, John H. Wilson, Dusty Rhodes, Mrs. Bill Lindermann, Mrs. Orville Lindermann and young Peter Lindermann, Art Schraeder and wife, Dr. William Taylor, M. G. Gorrow with his wife and sister, and Grace Halberman, all of Appleton; Mrs. Gobbler and son, Dorey Miller, Marguerita Macedo, Paul Lucky and Pete Johnson, former circus musicians; Ed Sommers, Elizabeth Keller and William H. Kasiska. —HAZEL KING.

"Wardrobe isn't the first thing a customer notices about a swinging ladder gal," advised a producer, without telling them what is noticed first.

Polack Western

Our trip from Chico, Calif., to Vancouver, B. C., was one of the nicest of the season, 850 miles thru mountains and winding roads. For the car drivers it was pleasant, but for those with trailers it was rough. Polly Majeski earned a bouquet of roses, driving a car and trailer all the way. Walter, her husband, had a neck infection and was unable to drive.

First over the border was Bobby Kellogg and first with a trailer was Alphone Loyal with his 1940 model car. We all laughed and said he'd never make it, but he came in ahead of the big, high-priced cars.

Mickey Blue and assistants, Mr. and Mrs. Rubinstein, did a fine job in promoting Vancouver. Many of our performers would like to take the Vancouver audience with them as it applauds everything. Ross Paul, manager, was busy shuttling between the train and those who came by car to get the people over the border.

Bumper Watson took off to enter the University of Florida. Donnie and Vicki Bell were the last kids to leave for school. Alfred Loyal Woolford flew home to Jersey from Chico. Tripoli Galaso and his mother, Estrella, flew to Sarasota because of illness.

Visitors included Frankie Vincent, former member of the Voise Troupe, who is now doing a high act; Frank and Helen Jones; Rita Martin, Frieda Floyd, George Christie, Tommie Lomas, Billie Dawson, Jack Carey and Leslie Boyd. —FREEDIE FREEMAN.

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**Two Braly Orgs
Framed To Make
Southern Fairs**

FAYETTEVILLE, Tenn., Sept. 2.—
Dr. E. J. Braly will open two circus
units September 11 for week-long
stands at Southern fairs. The former
eye specialist and Lawrenceburg,
Tenn., fair manager, will head the
Southern unit, opening here. W. Mc-
Bausman will be manager of the
Dixie unit, which opens at Pulaski,
Tenn.

Buddy Peterson will be emcee on
the Southern unit while Harry Haag
will be program director, Toby Gunn
will play the organ, Roy Barrett will
be producing clown and Tommy
Thompson will be sound engineer.

Acts on the Southern unit will in-
clude Harry, Ruby and Naomi Haag,
Roy Barrett, Shirley and Ricci,
Aurelia and Mel Hall, Skating Peter-
sens, the Gascos, Emil and Evelyn,
Gabrielle's horses, Haag's elephant
and the Great Gretonas.

Staff for the Dixie unit will in-
clude McBausman, manager; Wil-
liam Nesbitt, sound engineer; Poodles
Hanneford, program director; Billy
Irwin, producing clown; George Mar-
quis, emcee, and Princess White
Cloud, Hammond organist.

Program on the Dixie unit will
include the Poodles Hanneford Fam-
ily, the Duttons, Flying Fishers, Har-
rison Duo, the Crowells, Skating
Carters, Johnnie Laddie and Com-
pany and the Anzacs.

Both shows will open with a spec-
tacular Circus Daze in Dixie.

Flying Squadron

TIPTON, Ind., Sept. 2.—The
air age came to the circus this
week when the Miller family of
Al G. Kelly-Miller Bros.' Cir-
cus took delivery on a four-
passenger Avalon airplane.
Dorey Miller took off soon after
to visit Dailey Bros., and Ring-
ling-Barnum circuses. Changes
are that the plane will be used
but little for circus business,
however, and will be parked in
the West much of the time.

**Barker Profits
But Loses Days**

SHAWNEE, Okla., Sept. 2.—Barker
Bros.' Circus, now in its sixth week,
has been playing to profitable busi-
ness in Texas and Oklahoma, tho
several towns were lost to rain.

The show is set well into the fall
and winter and has booked every
town played so far this season for a
return in 1951.

Big Bill Blomberg is general man-
ager; Bozo Harrell, producing clown;
Georgia Harrell, secretary-treasurer;
Pete Reeh, superintendent; Felix
Morales, electrician; Ivy Morales,
radio and concession, and Eddie Bil-
letti, concessions.

Promotional crews are headed by
Lee and Cleo Soble, Dick Adams, Mr.
and Mrs. Cliff Darling and Jack and
Gladys Karen. Each crew has five
people.

UNDER THE MARQUEE

Tommy Osborne, veteran trouper
who spent part of this season with
Stevens Bros.' Circus, reports he is
now connected with Dr. Matthew
Faithe, who is renovating the Mis-
sion Hill Park dance pavilion in
Yankton, S. D.

A polite circus man is one who knows
how to properly pronounce "ballet" and
shouts "decent" before entering a woman's
dressing room.

Joe Hodgini Sr., with his Aristoc-
ratic Canine Revue, opened August
28 at the Iowa State Fair, Des
Moines, to be followed by a fair
route thru Indiana, Ohio and Mich-
igan. Hodgini recently finished work-
ing parks for the Gus Sun office.
... Marcks Miniature Circus recently
played a two-week engagement at
the Western Store, Santa Rosa, Calif.
It was on display for the Western's
Back to School Circus Sales. . . .
Mity Dains and H. J. Wills recently
visited the Kelly-Miller Circus. Wills
also has caught Biller Bros., Clyde
Beatty and Kelly-Morris shows. . . .
L. C. Langhart has joined the ad-
vance of Dailey Bros.' Circus for
remainder of the season. Due to
illness, he remained at home the
first part. Langhart bills most of the
leading attractions that play Louis-
ville, his home, during the winter.

For the canvasser who owns a rain-
coat, rain is always welcome because he
looks dressed for the occasion.

L. D. (Ole) Olinger, clown, worked
the International Harvester farm
machinery display at the Minnesota
State Fair, St. Paul. . . . Ray Sistruck,
who had the pony ride on Seal Bros.
Circus in the spring, is now with the

Robinson Bros.' Show with 12 ponies.
Two are in the big show for con-
cert numbers. Owing to extreme
heat, org lost the seal in Williams,
Calif. . . . John Havirland, Chicago
circus fan, caught Kelly-Miller at
Ligonier, Ind. (20) and Clyde Beatty
at Findlay, O. (21). He visited with
Oscar Lowanda and Vic Robbins on
Beatty and Bill Woodcock on Kelly-
Miller. . . . Midwest model builders
will meet Sunday (10) at the Elks
Club hall, 1925 West Thome Ave-
nue, Chicago, to display miniature
circus equipment. Joe Washburn,
Chicago, will be host at the gather-
ing.

Early-day circus men rated a town by
its number of lamp-posts. Nowadays, it's
the number of TV aerials that count.

An oil painting of Emmett Kelly,
by Roy H. Wolf, Hubertus, Wis., was
voted the most popular painting by
the opening day crowd at the art
exhibit of the Wisconsin State Fair,
Milwaukee. . . . Robert D. Good, of
Allentown, Pa., visited the O'Don-
nell and Colleano families on the
Hunt Bros.' Circus when the org was
playing a date in Cape May, N. J.,
recently. The O'Donnells and Col-
leanos are natives of Allentown.
... Larry Davis and family have
returned to their home at Braden-
ton, Fla., after the closing of Cole
Bros.' Circus. Larry was superin-
tendent of elephants and Mrs. Davis
was a featured aerialist. Davis has
entered Bradenton Hospital for
surgery. . . . Tell City (Ind.) News
cards that the Kelly-Miller Circus
has been booked there for Septem-
ber 11, marking the first appearance
of a major circus since about 1913,
when John Robinson showed there.

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People and Working Men in all departments, come on. Want good Family Act. Also
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CIRCUS, Santa Rosa, Calif., Sept. 7;
Benicia, 8; Richmond, 9; Stockton, 11;
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Hanford, 15, and Porterville, 16; all
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Good 6 Horse Driver, Elephant Men, Grooms.
Happy and Gypsy Lindquist, wire. Mel Lewis,
can place you at once. Will buy big Outlaw
Chimp; must have black face and be extra
large. Route: Paoli, Ind., Sept. 9; Tell City,
11; Rockport, 12; Booneville, 13; Mount Ver-
non, 14; Mount Carmel, Ill., 15.

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CNE'S FIRST SIX DAYS TOP '49

Hot Week-End Weather Cuts Into Gate of California Events

Stockton's 120,000 total down 24,000 from '49—Paso Robles off slightly—Grass Valley annual reports record attendance—Ukiah outpaces '49 figure by 8,000

LOS ANGELES, Sept. 2.—With the mercury soaring above 100 degrees in many parts of California over the past week, approximately 10 district and county fairs which ended their runs Sunday (27) failed to beat the 1,000,000 mark totaled in 1949. While most of the events were week-enders, the San Joaquin County Fair, Stockton, rounded out its eight-day run with 125,000 as against 149,000 last year. San Joaquin got off to a slow start August 19, when the temperature hovered around 105 degrees. Pari-mutuel handle for seven days' racing was \$816,000, as against \$979,000 in 1949. E. G. Vollmann, secretary-manager, said that decrease was due both to the loss in attendance and the per capita betting. Premium money was in keeping with 1949 when it was \$57,000.

Water Show Builds

Vollmann featured the Christensen Bros.' Rodeo Saturday night (19) and Sunday afternoon, moving in Sam Snyder's *Water Follies of 1950* for night grandstand attractions, beginning Monday (21) and running thru the week, with a Sunday matinee. Attendance built each night but dropped on the closing afternoon performance because of the heat.

The San Luis Obispo County Fair (August 24-27) in Paso Robles, pulled about 30,000 people compared with 32,000 last year. Larry Lewin, (See *Torrid Week-End* on page 79)

Rain Dwarfs Gate, Gross At Essex Jct.

All Departments Suffer

ESSEX JUNCTION, Vt., Sept. 2.—There was little hope that the Champlain Valley Exposition here would wind up a winner as it headed into its final sessions today and tomorrow. Rain has plagued the eight-day event from opening Monday (28) on. Thru yesterday only one day, Wednesday (30), accounted for anywhere near the usual crowds and grosses. Take that day indicated that the annual would have been very successful had good weather prevailed.

Thru yesterday, nearly two inches of rain had deluged the fair and most of the area from which it draws. It was not possible to present George A. Hamid's night grandstand feature, *The Fantasies Revue*, until Wednesday. Scheduled harness races and a thrill show also had to be canceled. The loss in revenue was considerable and virtually impossible to make up during the current run.

Frank Bergen's World of Mirth Shows, on the midway, scored excellent business Wednesday, the only occasion on which full operation has been possible.

An auto thrill show is scheduled for this afternoon and big car auto races, promoted by Sam Nunis, are the grandstand feature for tomorrow afternoon.

Indiana Off To Big Start Despite Rain

Bob Hope Show Clicks

INDIANAPOLIS, Sept. 2.—Indiana State Fair, in the third of its nine-day run today, was demonstrating its strong pulling power by pacing 1949 attendance figures despite rain every day thus far. Drizzles, which started at noon today and continued thru-out the afternoon and evening hours, failed to dim the enthusiasm of the Hoosier fair-goers who tramped over the grounds decked in rain gear.

Opening day, Thursday (31), yielded 21,763 front-gate customers compared with 21,537 in 1949. Friday's (1) crowd was 35,219 against 34,560 a year ago. Today's turnout, based on an afternoon check, was estimated at close to 60,000, while the first Saturday a year ago drew 68,251. Attendance count does not include children under 12, admitted free all three days.

Today's rain, however, did damage. (See *INDIANA STARTS* on page 79)

Buckeye Annual in Sock Start But Jupe Pluve Crabs the Gate

COLUMBUS, O., Sept. 2.—Old Jupe Pluve threw a curve at the centennial celebration of the Ohio State Fair which concluded its seven-day run yesterday, with the result that total attendance dropped some 16,500 from last year's crowd mark of 362,124.

The annual started off last Saturday (26) in whopping fashion and fair officials had hopes of passing the 400,000 mark. Saturday's gate was 38,545, against last year's opening crowd of 35,370, and Sunday's crowd of 91,580 was one of the largest ever to jam the State fairgrounds. Last year's Sunday crowd was 75,429.

Monday, with good weather, fell some 4,000 under last year's attendance of 40,139. Tuesday saw 56,682 on the grounds, virtually the same as last year, and rain which fell Tuesday night came too late to have

Timonium Bond Sale Launched To Save Plant

TIMONIUM, Md., Sept. 2.—State-wide campaign was launched Monday (28) in Baltimore for the sale of bonds to finance purchase of Timonium Fairgrounds from the Maryland Jockey Club, according to William Schluderberg, member of the Timonium board of managers.

Action followed an announcement by the club last week that the fairgrounds would be sold to procure funds for improvements at Pimlico race track. Club seeks \$500,000 for the property.

Fair group is in competition for the site with a Baltimore tool manufacturer. At a meeting held on the grounds 250 persons pledged a total of \$206,000 toward the purchase price. A group of Baltimore banks has offered to lend the additional \$300,000.

When Timonium opens Wednesday (30) for its annual 11-day fair, bonds in \$500 denominations will be sold at booths. Purchaser will receive 5 per cent interest on the bonds and will be entitled to buy one share of non-profit stock at Timonium, priced at \$5, Schluderberg said.

Ottawa Talent Pact Awarded to Hamid

OTTAWA, Sept. 2.—Manager H. H. McElroy, of the Central Canada Exhibition, this week announced that grandstand attractions for the 1951 event will again be supplied by the George A. Hamid & Son Agency of New York. Altho the auditing is not complete, McElroy said that grandstand attendance was in the neighborhood of 69,000, a new high.

The night show, Hamid's *Grand Stand Follies*, received glowing reviews in the press. The attendance on several occasions reached turn-away proportions.

McElroy also announced that the World of Mirth Shows would again supply midway features in 1951.

much effect on grandstand attendance or midway and concession spending. A steady, all-day rain Wednesday and Thursday cut considerably into attendance, Wednesday dropping some 15,000 from last year's 70,403 and Thursday falling some 6,000 behind last year's mark of 66,449. Get-away day, Friday, was also marred by heavy rains in the afternoon and at night. Gate admission was 60 cents, tax paid, with children under 12 admitted free.

Gooding on the Midway

Floyd E. Gooding's combined No. 1 and 2 units flashed the midway with two Merry-Go Rounds, two Ferris Wheels, Caterpillar, Looper, Screwball, Hurricane, Rolloplane, Flying Scooters, Tilt-a-Whirl, Rockoplane, Floyd Smith's Little Dipper and Roll- (See *Rain Cuts Gate* on page 79)

Sets Two New Daily Marks

Rain cuts turnout early in week—rail strike has little effect—Kaye clicks

TORONTO, Sept. 2.—Canadian National Exhibition topped the million-gate mark during the first six days of its run here (August 25-September 2) and exceeded the corresponding 1949 figures by 7,500 persons.

Comparative daily attendance figures follow:

	1949	1950
Friday	103,000	107,500
Saturday	264,000	267,000
Monday	197,500	172,000
Tuesday	178,000	167,000
Wednesday	187,500	227,000
Thursday	181,500	178,500

By Thursday night (31), 1,119,000 had entered the grounds, compared to 1,111,500 in the same period last year. Indications were that, despite the Canadian railroad strike, attendance records would have been broken if it hadn't been for two days of rain.

Little Strike Damage

As it was, two daily records were set. The opening day's 107,500 set one mark. Last year's opener drew 103,000. Wednesday (30) set a record when 227,000 turned out. The old high was in 1927, when 222,000 came in.

Rain was blamed for lower figures Monday and Tuesday (28-29). The exposition closes Sunday (9).

Despite the rail strike, which ended Thursday (31), most of the agricultural exhibits arrived. Trucks were used to bring in some of them. Hardest hit by the walkout were grain exhibits from Western Canada.

Danny Kaye's grandstand show, presented nightly, is virtually sold out. Tickets, scaled to a \$2.50 top, were gone by Thursday except for a few ducats available each day for out-of-town customers who line up at the box office each morning. Last of the regular run of tickets, for top rows on the final night, were sold Wednesday and Thursday. None of the performances has been lost despite the rain.

No decision has been announced regarding possibility that the Kaye show might be held over beyond the exposition's closing date. Last year the Olsen and Johnson show was held over.

Afternoon grandstand attraction is the Hoffman thrill show and Hamid-Morton acts. George Hamid, responsible for acts here for 25 years, was on hand one day to keep his record of not having missed a grandstand show here since 1910, when he appeared in a tumbling act.

J. W. (Patty) Conklin's midway business broke all records for the first two days (25-26) but dipped sharply in the poor weather on Monday and Tuesday. Return of good weather Wednesday brought more throngs to the fun line-up. New double Ferris Wheel was getting most of the play.

Contributing to Conklin's upped biz is the reduction of the amusement tax, allowing lower admissions.



... and it will provide

BETTER DISPLAY

beginning **NOVEMBER 4**

Ottawa Ex Draws 451,771 To Set All-Time Gate Mark

OTTAWA, Sept. 2. — A record 451,771 attended the 57th annual Central Canada Exhibition which concluded a six-day run here Saturday (26). The annual topped its 1949 mark by 65,778. The 1948 attendance was bested by a notable 102,021.

On five of the six days 1949 attendance marks were shattered. Only miss was scored Wednesday (23), but the 80,514 registered was only 447 under the previous year.

Comparative figures follow:

	1950	1949	1948
Mon. (21)	73,289	62,895	58,064
Tues. (22)	63,322	45,474	44,200
Wed. (23)	80,514	80,916	62,141
Thurs. (24)	76,791	72,209	58,341
Fri. (25)	63,204	43,478	58,577
Sat. (26)	94,637	80,978	72,424
Totals	451,771	385,993	349,747

The record closing day crowd represented the equivalent of half of Greater Ottawa population. All segments benefitted, with the George A. Hamid grandstand attractions playing to turnaway crowds, while World of Mirth show, ride and concessions units handled capacity business. Standing room was at a premium in front of the bandstand where the Royal Canadian Air Force Band gave a concert and Tex Beneke and his ork played to capacity crowds.

Termed Best Ever

H. H. McElroy, general manager, said the annual was the most successful from every standpoint in history. While figures were not complete, he said that grandstand at-

Galt, Calif., Annual Seeks State Funds To Build Grandstand

GALT, Calif., Sept. 2.—Sacramento County Fair here, in a move to secure funds with which to build a grandstand in time for next year's annual, is prepping an application to the State Board of Architecture for a master building plan, Sam Kellett, secretary-manager, announced.

Walter Heineman, State Department of Finance representative, who is advising the fair directors, suggested the master plan rather than direct application to the State for funds with which to build the grandstand. Following the filing of the application, the request for funds will be made.

According to Ancil Hoffman, board chairman, the fair wants July dates for its event, which includes horse racing. The racing commission has suggested June 13-21 for the 1951 run. Hoffman believes that the July dates can be obtained, eliminating conflict with racing in the San Francisco area.

In making his report to the directors, Kellett pointed out that the 1950 budget of \$160,472 had not been exceeded up to July 31. At that time there was an unencumbered balance of \$25,195 with some bills from the 1950 run yet to be paid.

The directors approved payment of \$230 to Al Lauer, who staged the motorcycle races. The money had been held up by the State finance department because of bookkeeping procedures.

Bridgewater Re-Elects

BRIDGEWATER, N. S., Sept. 2.—All officers of the Bridgewater Fair here have been re-elected, with A. W. Hebb named honorary president; Harley Wile, president; Harry Croft, vice-president, and W. J. Crouse, secretary-treasurer and manager. Plans are nearing completion for the September fair.

tendance was around the 69,000 mark. Entries in all 25 departments of the exhibition also constituted a record.

A feature of the week was the opening of the new \$450,000 livestock pavilion, a steel and concrete structure. Each of the three floors contains 20,000 square feet. The first floor contains accommodations for 257 cattle while the second floor has stalls for 210 horses. The top floor is used by junior farmers and for other purposes. Each floor is equipped with washing arenas for animals and each contains ample showers and toilets. All stalls are removable so that the building can be used for display and other purposes.

Despite the increased facilities provided by the new structure, it was necessary to erect five tents to accommodate 100 horses. The new structure supplemented the Coliseum which provides facilities for about 350 cattle and 150 horses. It was thought that the addition would eliminate crowded conditions for at least several years, but space remains at a premium.

Fine Weather Thruout

Principal factor in attaining the record gate was the fine weather which prevailed thruout the week. A light shower on Friday night had little effect on attendance which topped the corresponding day in 1949 by 20,000.

President W. A. Armstrong pointed out that attendance was especially notable in view of the railroad strike which curtailed traffic in the dominion thruout most of the showing. It was necessary for 33 attendants to handle the parking areas.

Many food and game concessionaires ran out of supplies before closing Saturday.

The first International Day, which featured Governor Dewey of New York and Premier Frost of Ontario, was an unqualified success and will be continued with notables from the United States invited to participate each year, McElroy said.

Picture Is Bright At 3 N. C. Expos

ROCKY MOUNT, N. C., Sept. 2.—With wholesale tobacco prices at a new 32-year high, success of the three North Carolina fairs at Elizabeth City, Greenville and Rocky Mount seems assured, according to Norman Y. Chambliss, manager of the three annuals.

Elizabeth City Seven County Fair, which opens September 17 for seven days, has erected a new exhibit building as well as new eat stands and rest rooms. Attraction line-up there will include harness horse racing, Jack Kochman auto thrill show and fireworks by the Interstate Fireworks Company, Dayton, O.

Prell Broadway Shows will play the midway at all three fairs. Agricultural premiums at all the annuals will be \$3,000.

South Korean Envoy On Plainville Program

PLAINVILLE, Conn., Sept. 2.—South Korean ambassador to this country will be present tomorrow (3) during farewell ceremonies for the recently activated and departing 43d Division of the U. S. Army at the Plainville Fair and Exposition, which opened yesterday (1).

Among those present for opening-day ceremonies will be Roger Gleason, State director of civilian defense; First Selectman Ronald Hyatt, of Plainville; Mayor John L. Sullivan, of New Britain, and Col. F. W. Turney, of the 43d Division.

Polio Knocks Out Galax, Va., Event

GALAX, Va., Sept. 2.—Possibly the first annual to be canceled this year because of polio was the Galax Agricultural and Industrial Fair, scheduled for August 21-26.

John H. Marks Shows had been slated to play the fair. The org this week played Roanoke (Va.) Fair. Two cases of polio were reported in Carroll County, where Galax is located.

Dr. S. G. Eddins, fair president, and other officials of the annual are attempting to hold the fair the last week of this month or the first week in October.

Number of polio cases recorded in the State this year is 547, with Western Virginia experiencing an epidemic.

Sacramento Off To Good Start; Aims at 700,000

SACRAMENTO, Sept. 2.—The 11-day run of the California State Fair got underway here Thursday (31) with Crafts 20 Big Shows featured on the midway and Frolics on Ice as a grandstand attraction. With a 1949 attendance of 698,235, the annual is shooting for 700,000 this year with the first three days' attendance and other factors indicating that the goal will be reached. In its favor the event has two holidays—Labor Day and Admission Day (9).

Frolics on Ice, featuring Belita and Red McCarthy in addition to other stars, will run thru Monday (4). On the same bill with the icer is The Sportsmen, vocal foursome heard on the Jack Benny radio show. Opening Tuesday for two nights is the Andrews Sisters Revue with Rio Brothers, comedy; Johnny O'Brien, harmonica player, and Johnny Molinari, accordionist. Coming in on Thursday (7) for three days is a show headed by Dick Haymes, the Modernaires, singing group, and Chung Wah and Chan, acrobatic troupe. O'Brien and Molinari are being held over from the Andrews Sisters show for the Haymes stint. Closing the run will be Bob Crosby replacing Haymes as the star for the Sunday night (10) performance.

In addition, Nedric Baugh, local baritone, is featured thruout the 11 days and directs a male chorus composed of residents of the area. A fireworks display is presented nightly.

Grandstand attraction tickets are 60 cents for generals; \$1.20 for reserves and \$1.80 for box seats.

Show is being produced by Adrian Awan and booked by Don Mulford of the Music Corporation of America, Beverly Hills.

Horse show entries for this year's series are up from 380 in 1949 to 460. Livestock entries have filled all barns to capacity.

Imperial, Calif., Annual Adopts UN Theme for '51

IMPERIAL, Calif., Sept. 2.—The California Midwinter Fair in 1951 will dramatize the United Nations theme and ideals, D. V. Stewart, secretary-manager, announced. The project is considered particularly fitting because of the many nationalities represented by workers in the Imperial Valley, only a dozen miles from the Mexican border.

Plan calls for a queen of a different nationality to reign over the fair each day during its 10-day run. As each queen presides over the annual, her nation will also be represented by its songs, folk dances, handicrafts and products.

Reading, Pa., Adds Sinatra And Colonna

To Show First Two Nights

READING, Pa., Sept. 2.—Three topflight entertainers, crooner Frank Sinatra, comedian Jerry Colonna and the Arthur Godfrey thrush, Janette Davis, will headline the grandstand show the first two nights of the Reading Fair which opens an eight-day run Sunday (10).

The name performers will appear in conjunction with regularly scheduled stage shows. The Monday show, largest of the week, will include semi-final judging in the Miss Reading Fair contest.

A special feature of the Sunday night show will be the participation of Berks County couples who will observe their golden wedding anniversaries in September. Fair Prexy John S. Giles will present them with gifts on behalf of the fair.

Hamid Attractions

Night shows thru the remainder of the run will feature George A. Hamid's Roxyettes Revue plus the Aerial Snyders, Five Amandis, Three Barretts, Amadoris Trio, Bob Parry, Three Rays, Paul Raak, Ira Watkin's Educated Chimps and Sylvia's Dogs. Music will be provided by the Reading Fair band under the direction of George Haller.

Finals in the beauty contest will again highlight the stage show on Saturday night (16). Since 1946, the beauty contest has consistently attracted the largest grandstand attendance of the week.

Grand Circuit harness races, AAA big car auto races and automotive stunt shows are again carded. Jack Kochman's Hell Drivers will appear on opening Sunday afternoon, harness races will be presented Monday thru Friday afternoons, Joie Chitwood's Auto Daredevils on Saturday afternoon and big car auto races promoted by Sam Nunis on closing Sunday afternoon.

65C Sulky Purses

The five-day sulky race program again will be the only Grand Circuit competition offered in Pennsylvania. Purses for the meet total 65,400.

Five special days for school children in six counties are scheduled. Fair excess said the roller rink located on the fairgrounds will be turned over to the youngsters for skating and youth activities. For the past several years it has been used to house a quiz show during fair week.

Gladwin Gate Estimated at 20,000

GLADWIN, Mich., Sept. 2.—The free-gate Gladwin County Fair drew an estimated 20,000 attendance in its four-day run which closed Saturday (12).

Grandstand revue produced by Henry H. Lueders, of United Booking Association with Mac McMillen as stage manager, played to capacity three nights.

Grandstand admission and parking both were priced at 50 cents. Lee's United Shows were on the midway.

Melville Breaks Even

MELVILLE, Sask., Sept. 2.—Melville Agricultural Society reported itself "even" financially on its summer exhibition and is studying the possibility of a fall show this year. Show would be indoors and would have poultry and grain competitions and farm equipment displays as well as entertainment features. Rowland Williams is president.

Sedalia Chalks Up All-Time Gate Record

Pulls 360,021 Despite Rain

SEDALIA, Mo., Sept. 2.—The Missouri State Fair, despite rain on two of its final three days, broke all past attendance records and wound up its eight-day run here Sunday (27) with a final front-gate count of 360,021, topping last year by 48,000. A new one-day record was also set opening day, Sunday (20), when 71,226 poured into the fairgrounds.

W. E. (Bill) Preston, secretary, attributed the increase to general good weather thruout the run and excellent economic conditions in this agricultural area.

Grandstand business was good thruout. Final program of grand circuit horse racing was lost to rain Friday afternoon (25). The Ernie Young revue went on that night and altho it played to abbreviated crowds, the revue's Saturday night finale drew a sizable attendance.

National Speedways, Inc., which cracked the grandstand attendance record on opening day with an overflow at the big car race meet, also drew big with the Saturday afternoon big car races and Sunday afternoon stock car meet.

Johnny J. Jones Exposition, hampered by cool nights and the rain, was reported to have done business on a par with '49 figures.

Premiums Top 10G At Great Barrington

GREAT BARRINGTON, Mass., Sept. 2.—Barrington Fair Association will offer \$10,200 in premium awards for the annual here September 10-16. Edward J. Carroll, association president, announced that the organization will offer \$6,500 of the total premiums and the State Department of Agriculture, \$3,700, the highest amount ever offered at the annual.

Breakdown shows that \$2,000 is being offered in the 4-H youth divisions, \$4,044 in dairy cattle classes, \$512 in artificial breeding classes, \$750 in adult poultry classes, \$940 for draft horses and \$1,900 for hall exhibits.

Auburn, Calif., Accepts Bid For Barn, Dance Platform

AUBURN, Calif., Sept. 2.—The 20th Agricultural District Fair, which opens here September 22 for three days, has tentatively accepted a bid of \$16,948 for the construction of a dance platform and livestock barn. G. S. Herrington, local contractor, entered the lowest bid which, however, was \$3,000 in excess of the \$14,000 scheduled for the work.

The annual will go all out in staging a kid day September 23, and L. F. Morgan, secretary-manager, has named a six-man advisory committee to assist directors in staging the event. The Turlock Cavaliers, mounted junior horsemen, will supply the principal entertainment feature.

Santa Ana, Calif., Annual Gets 2 New Board Members

SANTA ANA, Calif., Sept. 2.—Gov. Earl Warren has appointed two men and reappointed a third to the Orange County Fair board of directors. Irvin C. Chapman, Fullerton, former mayor, replaced Glen C. Woolley, Fullerton, resigned, and Willis F. Mitchell, local rancher, was named to fill the vacancy caused by the death of Aaron Buchheim, Doheny Park. Roy N. Edwards, Orange banker, was renamed.

State Scrutiny Continues:

N. C. Commissioner Outlines "Bona Fide" Status Minimums

RALEIGH, N. C., Sept. 2.—North Carolina annuals are entering their second season of close scrutiny by the State Department of Agriculture. Altho the Board of Agriculture has not completed its regulations governing agricultural fairs, it is understood that annuals will have to meet requirements as outlined in a department letter signed by Commissioner L. Y. Ballentine, or forego the privilege of using the word "fair" in their title.

Move to build up the status of North Carolina fairs and at the same time curtail the multiple highway promotions which were merely carnival dates, has been under way for several years. Move was sparked by Dr. J. S. Dorton, manager of the State fair, Raleigh; Southern States Fair, Charlotte, and Cleveland County Fair, Shelby, with the co-operation of the North Carolina Association of Fairs, of which Dorton is president; Ballentine and Gov. Kerr Scott.

Score Cards for Fairs

Last year inspectors filled out a score sheet covering every department, including fun features, associated with a bona fide fair. Each fair has received a copy of the score card, together with the commissioner's letter which outlines the necessary requirements for good standing.

The commissioner wrote: "We feel that any fair to be classed as an agricultural and educational fair should meet the following requirements: Not less than 100 agricultural exhibits as indicated on the score card—not less than 50 bona fide individual exhibitors. Each department as outlined in the score card to have at least three exhibits or the equivalent in added exhibits in any other listed or equivalent department, but in all instances as many as 50 per cent of departments must have three or more bona fide exhibits entered by competitive exhibitors.

Public Support Necessary

"All fairs must show to the satisfaction of the commissioner of agriculture that they have the support and co-operation of the agricultural, educational and industrial organizations and leaders in their communities. It has been conclusively proven, and our experience last year in checking the fairs of the State confirmed this fact, that it is impossible for a fair as set forth in the general statutes, which does not have this type of support, to meet the standards of a real agricultural and educational fair."

The letter also stated that adequate buildings and exhibits facilities were necessary, but promised a "reasonable" length of time for their accomplishment. It also stated that all profits were to be reinvested in the fair and that premiums should be at least equal to 10 per cent of gross receipts and in no case less than \$1,000, except in the case of community events. All fairs having and operating a race track must offer premiums to bona fide exhibitors

New Marks Predicted For Middleboro, Mass.

MIDDLEBORO, Mass., Sept. 2.—President John Gilbody, of Middleboro Fair, August 27-September 2, with six days of eight-contest harness racing, said he expected figures to show pari-mutuel and attendance records broken for the annual.

Governor's Day was held Thursday (31), with a free gate for children. Talent at the fair included Hal Sayers, unicycle; Francis the Mule, Uncle Ezra and Topsy, Texas Dolly and her Melodears, and the Brooks, comedians.

equal to or greater than those offered for the races.

At the close of the 1950 season, each annual is to mail the commissioner a notarized copy of its total receipts and disbursements in detail.

The score sheet covers six major classifications: exhibits, facilities, entertainment, religious and civic organization participation, community talent exhibits and sanitary conditions.

Altamont, N. Y., Crowd Doubled

ALTAMONT, N. Y., Sept. 2.—Albany, Schenectady-Greene Tri-County Fair here from August 21 thru 26 drew 36,366 persons, as compared with a 1949 figure of slightly more than 17,000.

Doubled attendance was attributed to an all-out advertising campaign that included newspapers, seven radio stations and a good deal of billposting. Good weather prevailed, except for closing day afternoon, when showers hurt the night gate.

Grandstand and midway attractions were Col. Jim Eskew's JE Ranch Rodeo and Coleman Bros. Shows, both of which had good weeks. Three days of harness racing drew grandstand crowds of only 1,286 persons. With stable facilities taxed to the limit, the possibility emerged that harness racing might be discontinued at the fair.

Children's Day drew 5,000 kids. For the first time, exhibit buildings were open until 11 p.m. thruout the fair run.

Carl W. Lohnes, for many years secretary and manager of the Rensselaer County Fair, assumed the secretary's post here during the summer upon the death of Frederick E. Keenholts. Fair directors are planning a new, re-arranged entrance for next year's edition of the annual, as well as more action programs for the day performances.

Kutztown, Pa., Tabs Biggest Single Day

KUTZTOWN, Pa., Sept. 2.—Fair officials at the Kutztown Fair, which ended Saturday (26), termed Friday the biggest day in the annual's history. All attendance records were broken as 30,000 persons passed thru the gates.

Parking lots surrounding the fairgrounds were packed by 9 p.m. and ticket stands were jammed until late that night.

North Ala. Stresses Livestock

FLORENCE, Ala., Sept. 2.—C. H. Jackson, secretary of the 16th annual North Alabama State Fair which opens September 18 in Fair Park here, said plans have been completed for the biggest farmer's fair in association history. Facilities have been expanded and additional classes and premiums have been added for livestock exhibits, with emphasis on cattle. A daily two-hour grandstand circus has been booked, along with the Royal Crown Shows for the midway.

Terryville Dates Sept. 16-17

TERRYVILLE, Conn., Sept. 2.—Terryville Country Fair will be held here September 16-17, J. Francis Ryan, president, announces. Lions Club, sponsor of the annual, recently closed a long-term lease on the 40-acre site.

Record Gate Registered at Cortland, N. Y.

Strong Talent Bill Aids

CORTLAND, N. Y., Sept. 2.—Attendance at Cortland County Fair here, which ended Sunday (27), was ahead of any previous year, according to the estimate of Harry B. Tanner, fair manager.

Wake Up and Sing revue, booked by the Frank Wirth office, New York, and Bill Holland's thrill show, grandstand attractions scored heavily. Business was good thru the week, with Tony Pastor's ork providing a special feature Wednesday night (23). Walter Stebbins Speedways staged big car races Saturday afternoon (26) before a packed grandstand.

Acts with the Wirth revue included the George Hanneford Family, comedy equestrians; Les Kimris; Roberta's Comedy Circus; Kay and George, trampoline; Jack and Jennie, juggling cyclists, and Chai and Somay.

Specialties in the revue were Tom and Ruth Rafferty, Panter's Vagabonds, Alphonse Berge and the Great Drapo. Shrine Night Saturday went over big, with the local Shrine donating more than \$4,000 worth of prizes which were given away that night in connection with the appearance of John Reed King, CBS quizmaster.

Music was provided by Mickey Sullivan and his band, booked thru the Wirth office.

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Iowa Registers High Take With Revised Programing; Grandstand Sets New Mark

Total Attendance Off 8,000 From 1949

DES MOINES, Ia., Sept. 2.—The Iowa State Fair proved a whopper despite adverse weather during the first part of its eight-day run, which closed Friday (1). Tradition was tossed aside by the fair board, and the revised programing was a major factor in building the grandstand business to a new record. Total gate figures for the fair was 455,737. Last year's total was 463,933.

Rain, Cold Mar Detroit Opener

Hutton, rodeo matinees hit by weather, fair's parade —15,426 pay gate admish

DETROIT, Sept. 2.—Opening day of the Michigan State Fair here Friday (1) pulled a paid gate of 15,426 despite a morning cloudburst and cold weather. Corresponding figure last year was 18,816. This year's run winds up Sunday (10).

Betty Hutton's show at the Coliseum played to 4,654 paid admissions for a \$4,160 gross for the opener's two shows. The morning rain and parade delayed start of the matinee. Last year on the corresponding day Bob Hope grossed \$6,600.

In front of the grandstand on opening day, Loyd Schermerhorn's Indian Creek Ranch Rodeo lost the matinee because of the parade and attracted 714 people for a \$722 gross in the evening. This does not include passes. Last year the Grand Ole Opry, with two shows on the corresponding day, played to 1,610 for \$1,406.

Al Wagner said his Cavalcade of Amusements were 25 per cent ahead of last year's opener. With the Cavalcade but not included in its figures is the Sally Rand show, which played to 4,500 at \$1 per person in 14 shows, it was reported. Midway was muddy but not bad as a result of the rain.

Gate at Watertown Shades '49 Figure

WATERTOWN, N. Y., Sept. 2.—Final attendance count at the Jefferson County Fair, which ended here Saturday, August 26, revealed a slight rise over last year. Total this year was 25,298, compared with the 24,900 registered in 1949.

Weather for the annual's week run was good, except for rain closing day. Secretary Karl J. Malady said that attendance might have been considerably above last year's figure except for this factor. About 3,500 persons attended the closer, with the average daily figure during the week hitting 4,000.

Largest throng of the week turned up Friday, August 25, when 5,000 persons witnessed a performance of Joie Chitwood's thrill show. The grandstand crowd overflowed into the bleachers and across the track.

Alta. Annual Sets New High

LLOYDMINSTER, Alta., Sept. 2.—Crowds at the recent three-day exhibition here set a new record. Livestock exhibits were heavier than ever. The Sun-Grossman grandstand show drew capacity audiences and good biz was done by Wallace Bros.' Shows. Featured were a baseball tournament and horse racing.

Comparative attendance figures, including those for two preview days, follow:

	1949	1950
Wednesday (23).....	5,773	4,792
Thursday (24).....	9,537	8,559
Friday (25).....	66,163	67,278
Saturday (26).....	68,681	64,700
Sunday (27).....	87,068	67,487
Monday (28).....	39,357	46,484
Tuesday (29).....	48,100	53,497
Wednesday (30).....	47,520	55,542
Thursday (31).....	60,409	*48,000
Friday (1).....	31,325	*40,632

The Iowa Fair has not hit the half-million mark since 1947 when it reached 506,111. The only other year was 1946 when the all-time record of 514,036 went thru the turnstiles. But the 1950 fair probably could have exceeded 1946 and 1947 except for the weather plague. Altho all grandstand shows were held, the rain, threatening skies and cold evenings cut the crowds on the opening days of the fair.

Discarding of horse races and a stronger grandstand show on the weekdays pulled up the attendance and saved the fair from a financial and attendance flop.

The Iowa board had been criticized severely by the harness and horse racing fans for eliminating the three-day program this year, but if they had been held it appears likely the poorer grandstand crowds resulting would have left the fair in the red.

High Net Expected

Actually, the fair was expected to turn in one of its best financial reports in years with a net profit of more than \$100,000. Last year the net was only \$89,807.

This year's profit resulted from a record grandstand ticket sale with net receipts expected to top any previous year. The entire grandstand program was revised by the fair board this season with a strong weekday program designed to take up the usual slack.

Instead of running the State fair revue, a Barnes-Carruthers show, for (See Iowa Registers High on page 88)

PNE Hit by Rail Strike, Gate Off 20,000 First Eight Days

VANCOUVER, B. C., Sept. 2.—With all Canadian railroads out on strike the first eight days of the Pacific National Exhibition's 11-day run, attendance thru Thursday (31), its eighth day, was running 20,000 off the '49 pace. Settlement of the rail strike Thursday was expected to bring an increased number of fairgoers thru the gates before the close Monday (4), but the continued strike of passenger boat crews is keeping a large number of potential customers on the Vancouver Island.

Comparative figures follow:

	1950	1949
Wednesday (23) ..	35,962	43,418
Thursday (24) ..	39,037	39,262
Friday (25)	45,482	50,335
Saturday (26)	70,156	82,415
Monday (28)	67,538	65,255
Tuesday (29)	51,063	50,000
Wednesday (30) ..	49,965	49,331
Thursday (31) ..	47,214	46,211
	406,227	426,227

The Western Unit of Polack Bros.' Circus was trucked into the Forum

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended September 1. The complete list of Fair Dates was published in the issue dated July 29. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

- GEORGIA**
Rome—Coosa Valley Fair. Oct. 16-21. P. E. Henson.
- MISSISSIPPI**
Lexington—Holmes Co. Fair. Sept. 18-23. L. W. Rabb Jr.
- OKLAHOMA**
Tipton—Tipton Free Fair. Sept. 7-9. Charles Nelms.
- SOUTH CAROLINA**
Anderson—Colored Fair. Week of Oct. 30. I. V. Hulme.
Elloree—Orangeburg Co. Colored Fair. Oct. 2-7. Rev. Felder.
Seneca—Oconee Co. Fair. Oct. 3-6. Mary E. Dillard.

Trenton Adds More Midway, Exhibit Space

TRENTON, N. J., Sept. 2.—Improvements to the New Jersey State Fair plant, costing \$164,000, will be completed in time for the opening of the eight-day annual September 24, President George A. Hamid announces.

Principal change involves the midway area, the augmenting of which was made possible by the recent acquisition of 10 acres from the neighboring property owned by the General Electric Company.

At a recent meeting here, Frank Bergen, general manager, and Bernard (Bucky) Allen, concessions manager of the World of Mirth Shows, midway contractors; Norman Marshall, fair manager, and Hamid, relocated the fun zone. As a result, the World of Mirth, for the first time during its tenure here, will have ample space in which to display its attractions, including the staging of a separate kiddieland area.

Practically all of the available space was sold by May 1, Hamid said. It was then decided to erect a new steel and concrete building 80 by 120 feet, which will be used for exhibit purposes during the fair and as a rehearsal hall for the several Hamid revues. The new structure will contain a 70 by 40-foot stage and make it possible to hold rehearsals in all weather.

Pueblo Tops 1949 by 20%

Cramer rodeo packs 'em—Lynch unit grosses big—midway score is hefty

PUEBLO, Colo., Sept. 2.—The Colorado State Fair overcame the effects of a violent opening day wind and rain storm Monday (28) and wound up its five-day run Friday (1) with all departments a substantial 20 per cent ahead of 1949, according to W. H. Kittle, secretary.

Grandstand attractions were practically a sellout all week. Leo Cramer's rodeo, in its four afternoon and four evening performances, drew either capacity or overflow each show, the only exception being the final matinee Friday, when the seats were only about half filled. Jimmy Lynch Death Dodgers grossed \$2,500 in their Monday night auto thrill show. Thearle-Duffield Fireworks, Inc., Chicago, presented the nightly fireworks display.

Forsyth & Dallas Shows' midway biz was well ahead of last year, and despite the big windstorm Monday, the org ended that day 27 cents ahead of the same day in '49.

Fair's livestock entries were larger in every department, according to Kittle, and commercial exhibits were likewise up over last year.

Palmyra, N. Y., Sets New Attendance Mark

PALMYRA, N. Y., Sept. 2.—The Great Palmyra Fair here closed its five-day run Saturday (26) after chalking up a new attendance mark of 66,500. Annual had good weather thruout.

Top days were Friday and Saturday (25-26) when 18,000 poured thru the front gate each day. Opening day, Tuesday, drew 8,000; Wednesday, 9,500 and Thursday, 13,000.

Grandstand attractions did well. George A. Hamid & Son acts, plus running races under the lights and four afternoons of harness horse racing, proved strong draws.

Veteran's parade, an innovation here this year, helped to build the Wednesday gate, according to Ray Converse, fair secretary.

Rain Curtails Gate At Rhinebeck, N. Y.

RHINEBECK, N. Y., Sept. 2.—Attendance at the 105th Dutchess County Fair here, August 29-September 2, was curtailed considerably by rain and threatening skies.

Grandstand shows opening day were canceled because of rain. The gate Thursday (31) was a meager estimated 2,500; an estimated 10,000 attended Wednesday (30). Governor Dewey was the guest of honor.

The King Reid Shows, on the midway, reported good business when weather allowed.

Admission was 75 cents for adults, 35 cents for children. The annual closes its five day run tonight.

Cedar Rapids Mulls Return to Eight Days

CEDAR RAPIDS, Ia., Sept. 2.—The All-Iowa Fair here, pared this year from eight to six days, ended up successful financially but may return to an eight-day run next year, Andy Hansen, manager, disclosed.

Total six-day gross was \$87,032 compared with \$107,527 last year, Hansen said.

Premium payments were \$13,344 against \$17,404 in '49. Federal tax payments amounted to \$8,516 compared with last year's \$12,562.

Indiana Starts Well Despite Bum Weather

(Continued from page 75)

age grandstand business, washing out the Irish Horan night thrill show and the first card of harness horse racing this afternoon.

Dampened spirits of fair execs were buoyed somewhat by the overflow crowd that jammed its way into the big Coliseum for tonight's Bob Hope show. All stage scenery was removed to make additional seats available. Hope, in his opening program, Thursday, drew a 60 per cent house and just slightly below capacity the following evening. He will wind up with a Sunday (3) matinee.

The Horan thrill unit drew 4,000 at its first performance Friday night and is skedded for an afternoon show Sunday.

Revue, booked thru the Barnes-Carruthers Theatrical Agency, Chicago, will move into the grandstand Sunday night for the fair's duration and a horse show, augmented by Tex Beneke and his ork, will open in the Coliseum for the final six nights.

Cetlin & Wilson Shows was reported matching 1949 grosses, despite the rain and a muddy midway.

Annual's exhibits are substantially over last year, according to Carl Tyner, secretary. There are some 300 more livestock exhibitors than in 1949 and entries in the popular women's department are 2,000 ahead of last year. The fair has devoted the entire Education Building to the Oak Ridge atomic exhibit and is being repaid by the large interest. This exhibit is skedded to move from here to Memphis and Dallas fairs.

Rain Cuts Gate At Ohio Annual

(Continued from page 75)

a-Whirl, and a Kiddieland of six rides. Gooding also had a Funhouse and the Barnes Monkey Show. The Gooding attractions waxed fat the first four days of the engagement, with takes running slightly ahead of last year's four days, but rain Wednesday and Thursday crabbed the act, altho business on those two days was surprising considering the weather.

Other midway attractions, all of which enjoyed a fair measure of business considering the curse of the elements, included Emil Kedrowicz's Miniature Saw mill, Thompson's Glass Blowers, Teo Zaccchini's Funhouse, Harvey Wilson's Crystal Maze, B. H. Britt's Ghost Town, and Fernando Rivero's Globe of Death, managed by Raul Rodriguez.

Grandstand Play Okay

Over-all grandstand business was good, with prices tagged at \$2 for boxes; \$1.25-\$1.50 for reserves; \$1 general admission, with 60 cents for kids. Bob Chester's orchestra and a unit show, 1950 London Music Hall Varieties, supplied by Bob Shaw, of the Gus Sun Booking Exchange, was the Saturday and Sunday grandstand feature. C. A. Klein Attractions, working in co-operation with the Barnes-Carruthers office, supplied the grandstand fare Monday thru Thursday, with the acts including Alf Loyal's Stallions, Novak and Faye, the Song Stylists, S'ivers Johnson and his Austin, Courtney and Sonya Van Horne, Phil and Dolly Phelps, Freddie Jordan, emcee, and a 16-girl line. Lucky Lott and his thrill drivers were the closing night feature.

Harness racing held each afternoon paid out \$37,500 in purses, a new record was chalked when 330 entries were made in the stake races. Rain washed out Wednesday's card, and Thursday's program was canceled after one race and two heats

Coney Island, N. Y.

(Continued from page 70)

Beyer, Mrs. Cohen, Jack Reiben, Ralph Santangelo, Herman Rapp, Ann Morano, Tony Scarpaes, George Tilyou, Carl Klarnet, George McCullough, Willie Richmond, Johnny Ward, Wilfred and Eva Long, Fred Sindell, Dave Rosen, Sidney Kahn, Nathan Faber, Monroe and Butch Ehrman, Nathan Handwerker, Joe Bonsignore, Kirsch Brothers, Pinto family and Garto Brothers.

Steeplechase Park closes September 10 and reopens for one day September 16 to allow 7,000 employees of the Charles Pfizer Drug & Chemical Company's Brooklyn branch to hold their annual outing. . . . James Onerato, Steeplechase Park's long time manager, said receipts this season total 18 per cent more than last and may even exceed that of 1948. The park's best year was in 1946. . . . Frank Tilyou, after the season, goes to Scottsville, Ariz., for his health and to dicker for a ranch. . . . Angelo Brienza, clown on the fun stage in Steeplechase, is skedded for a video show. . . . Al Luppo is managing Leon and Tessie Reiser's Greyhound Racer on the Bowery. The Reisers are celebrating their 30th year at Coney.

Jimmie Kyrimes, of Kyrimes Ride Park, speaking about how his six rides will wind up the season, lists the Whip as attracting the best patronage, with the Gyroglobe, Hurricane, Boomerang, Caterpillar and Virginia Reel finishing in the order named. The season's take, he adds, will be 10 per cent better than in 1949. . . . George Bros., manufacturers and operators of Tic Tac Toe, new ball game, will introduce at Mineola Fair another new invention, a Lite-Dart electric game similar to Balloon-Bust. . . . Jack Levy and Max and Sam Ruderman have perfected and patented what they call Mechanical Bottle Boy, new bottle game. Sam is the inventor and builder.

Martin and Beatrice Davis, on the Island the last 10 years, have two concessions, guess-your-age on Steeplechase Walk and monogrammed hats in Feltman's Park. . . . Mary Cox, ticket seller at Dave Rosen's freakery, is being visited by her son, Bernard Kreuter, who will take his ma on a Western auto trip in November. . . . Herman Beyer, operator of the Wonderland ride and a shooting gallery, Bowery and West 12th, started on Coney Island 40 years ago selling lemonade. . . . Johnny Cascone, formerly partnered with Whitey Dunn in guess-your-age concessions, now does big biz by himself on the Bowery and Henderson's Walk.

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Tab Record Opener At Flemington, N. J.

FLEMINGTON, N. J., Sept. 2.—Flemington Fair opened August 29 with record-breaking attendance for a first-day throng. The annual ends Monday (4).

James Michener, author of *Tales of the South Pacific*, and John Gambling, WOR radio announcer, served as judges in the selection of a Health and Happiness Festival Queen, opening day feature. Net proceeds of the day go to a fund for a county medical center. A float parade also was part of the festival.

Harness racing was staged from opening day thru Thursday (31). Big car races will be held on a half-mile track tomorrow (3) and closing day. A square dancing contest featuring local talent was the grandstand attraction Wednesday night (30).

of the second race had been completed.

A special train, traveling in two sections, arrived on the grounds Thursday morning carrying a party of 1,000 Clevelanders who were guests of Station WGAR, Cleveland.

Torrid Week - End Weather Cuts Into California Events

(Continued from page 75)

secretary-manager, said that premium awards were down from \$18,000 to \$16,000. This event featured "Cuff" Burrell's rodeo for two performances during its four-day run, with the event being staged on Saturday night and Sunday afternoon. Si Otis with his trained mule, Abner, and the Lipham Trio, acrobatic group that was featured in Ken Murray's *Blackouts* for three years, were the only professional acts on the bill. The local talent entertainment included Western horse racing sans mutuels and a *Cavalcade*. Ferris's Greater Shows played the midway for the third consecutive year and business was reported satisfactory. Exhibits were up 20 per cent, Lewin declared.

San Bernardino Pulls 20,000

The third annual San Bernardino County Fair was staged for four days and pulled 20,000, Oren Robertson, secretary-manager, stated. The professional entertainment was booked by Scheppers Bros., of San Bernardino. Held entirely under canvas, the fair had no midway except kid rides booked there by May Walsh. Quarter-horse racing was a feature. Robertson said that the same weekend in 1951 had been obtained and that it was his hope that permanent buildings could be installed by that time.

Nevada County Fair (August 24-27) in Grass Valley, which had an attendance of 7,559 last year, was reported to have set a new turnstile record. However, attendance figures were incomplete at press time. Loyle Freeman, secretary-manager, said that the event had set new records in all divisions of fair activity. A feature was the lumber-cutting demonstration by the Soil Conservation Service, in which over 20,000 feet of lumber to be used around the grounds were sawed from trees cut on the grounds.

Susanville Pushes '49

In Susanville, the Lassen County Fair and Livestock Show (August 22-27), ended its six-day run, with a figure that pushed the 1949 mark of 10,000, according to A. A. Jensen, manager.

The 12th District Fair in Ukiah (August 25-27), managed by Mrs. W. C. Peters, pulled 20,000 to beat its 1949 attendance of 12,000. With a total of \$18,000 in premiums, the annual ended up its run with a parade. Golden West Shows played the midway.

Fair Manager Donald Berry's Trinity County Fair in Hayfork (August 25-27) dedicated new fairgrounds and went over its 1949 mark of 4,500 when 1,500 attended over the weekend.

Craft Units Busy

Butte County Fair in Gridley (August 24-27) had a mark of 18,000 to beat, J. E. Whitaker, manager, said. Crafts Exposition Shows, owned by O. N. Crafts and managed by Roger Warren, played the midway.

Crafts had the other two units of his "Crafts Enterprises" in Red Bluff and Plymouth. At Red Bluff for the Tehama County Fair (August 25-27), managed by Robert R. Noble, business was reported over last year's mark of 10,686. Amador County Fair in Plymouth (August 25-27) had a record-breaking crowd of 10,000, Wentworth Lynch, manager, revealed.

Siskiyou County Fair in Yreka (August 25-27), with a 12,000-mark to beat, went over that figure. The annual featured Joie Chitwood's

Daredevil auto racers as a grandstand attraction, with over 3,000 jammed into the new structure. A horse show was featured Saturday night.

Along with the California State Fair opening Thursday (31), there were in the neighborhood of five other fairs opening over the weekend and scheduled to go thru Labor Day (4). San Fernando Valley Fair in Northridge opened Thursday (31) for five days and was shooting at its last year's mark of 40,000. Pan-American Shows, owned by Louis Goebel, is featured there this year for the first time. Other split-weekers and their 1949 attendances include Lake County Fair, Lakeport, 4 days, 10,000; Mariposa County Fair, Mariposa, 3 days, 6,000, and the Inter-Mountain Fair of Shasta County, McArthur, 3 days, 4,000.

The three Crafts units were combined for the playing of the California State Fair under the banner of Crafts 20 Big Shows. Golden West Shows, headed by Harry (Polish) Fisher and Charles Walpert, had the Lake County Fair.

Peoria Maiden Weather-Jolted First Five Days

PEORIA, Ill., Sept. 2.—Maiden run of the Heart of Illinois Fair here was marred by weather thru noon today, fifth day of its seven-day run, but indications were that given good weather tomorrow and Labor Day the strongly publicized, well-received event would pile up a whopping attendance on those days.

None of the first five days was given anything approaching favorable weather. Rain hit hardest Wednesday, washing out both afternoon and night grandstand programs. Grandstand patronage at other times was reduced by menacing skies or cold, raw weather.

Fair offers much in the way of exhibits, all of which are housed in tents. Uncovered grandstand seats 5,200.

L. M. Huckstead, secretary, was on the receiving end of many compliments for the balanced program of the fair. Assisting Huckstead is Claude Ammon, who heads up the exhibit-concession department.

Royal Crown Shows hold down the midway.

Yorkton, Sask., Tops '49

YORKTON, Sask., Sept. 2.—Yorkton Agricultural Society's three-day fair here had a total attendance of 19,828 compared with 17,494 a year ago. Grandstand attendance was 16,868 against 11,786, the bulge attributed to the afternoon platform shows booked thru the Boyle Woolfolk Agency, Chicago.

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Contact: M. K. Jeffords, Midway Secretary, Orangeburg, S. C.

RAS Outpaces 1949 St. Paul Biz 1st 6 Days

See 200G Ride, Show Gross

ST. PAUL, Sept. 2.—Despite a Monday (28) rainout, Royal American Shows at Minnesota State Fair here thru Thursday (31), sixth of the 10-day event, were running ahead of 1949 receipts, according to Carl Sedlmayr, RAS owner.

With last year's gross after taxes \$180,978, indications are that Royal American will top that total by possibly \$20,000 if given good weather thru Labor Day, closing day.

Sedlmayr said Saturday and Sunday (26-27) grosses were one-third ahead of a year ago. Monday's rainout wasn't entirely a blooper. Tuesday (29) resulted in a 55 per cent boost in grosses over a year ago. Good weather and crowds boosted biz Wednesday over the same day last year.

Lorow Show in Front

The Monday rainout spoiled the traditional Children's Day business, but this was more than made up when Thursday (31) was designated as kid's day and the moppets rushed the gates early and all day.

Lorow brothers' Side Show was the top money draw on the midway grounds, with Bonnie Baker and her original Broadway company in second place. Trailing the two were Leon Claxton's Harlem revue. The Lorow unit was reported to have grossed \$5,000 Sunday (27).

The Side Show stepped out ahead of the Bonnie Baker unit as la Baker (See RAS Sees 200G on page 86)

C&W Pars '49 First 3 Days At Ind. State

INDIANAPOLIS, Sept. 2.—Cetlin & Wilson Shows, in the third of a nine-day stand at the Indiana State Fair today, was chalking up grosses close to '49 figures for the same period and was accomplishing this feat despite rain all three days.

Children, admitted thru front gate free today for the third straight day, ignored the drizzle, which started at noon, and gave the rides a sizeable play. A 9-cent ride day was held for the first time at the fair Thursday (31) and even tho the skies opened up for the better part of the day, midway takes were only 7 per cent below the 1949 opening day. Intermittent rains Friday (1) permitted rides to operate at near capacity between the showers, making up the previous day's loss.

Org's shows were registering good takes considering the weather. Raynell's Girl Show, the Minstrel unit and Monkey Speedway are leading the back-end.

Izzy Cetlin and Jack Wilson, org's co-owners, again played host to State officials and members of the fair board Wednesday (30) at their annual pre-venue supper. Following the repast the guests, plus 150 newspaper and radio reps, previewed the midway and attended a floorshow in the Raynell Girl Show top.

Good publicity breaks were scored, with hits on the front pages of Indianapolis newspapers almost a daily (See C&W Pars '49 on page 86)

Concession Strike Forces PNE To Banish Ban on Money Games

VANCOUVER, B. C., Sept. 2.—Pacific National Exhibition directors' plan to have a midway with all wheels and games paying off in merchandise this year backfired with a loud swoosh. At 10 p. m. Wednesday (30), opening day, the entire midway went on strike. All lights were turned off in the booths, and the show and rides shut down.

Led by John Beck, Californian owner of Pacific Northwest Shows, independent shows and concessions operated by Canadians and Americans alike were in one accord and for one hour and 15 minutes the PNE had no midway with the exception of the northern section which is occupied by the permanent Happyland Park. As there was a fireworks display about this time customers were under the impression that lights were dimmed purposely.

Peace Reigns Again

After a hurried meeting a committee of directors passed the word along to the strikers that money play would be reinstated and peace reigned again with business on the upswing till well after midnight.

Beck previously had asked directors to allow cash play, maintaining that a day's trial of the merchandise plan had proven it was unpopular with both players and ops and that concessionaires would be unable to pay their rent.

Of the midway shows Zormia and her Garden of Nudists revue is the top grosser, with Ford and Harris, Harlem, 'a Poppin, a close second.

The two Ferris Wheels top the rides with the Tilt-a-Whirl and Octopus next. In Kiddieland the Little Skippy is leading.

Biz Even With '49

Business on the midway is on a par with 1949 notwithstanding a main gate drop of 20,000 in attendance. The fair board sold 15 per cent less ground space to concessionaires than last year to avoid over-crowding. Pacific Northwest Shows have 90 concessions, 10 major rides, 7 Kiddieland rides and 3 shows. Len Mantell, manager of the Bert Levey Seattle office, has five shows. Happyland Park,

which merges with the midway on the north, has combined 7 shows and 20 concessions.

Pacific Northwest Shows had played four weeks in British Columbia previous to their fair date. The staff consists of John Beck, owner op; Danny Ferguson, business manager; Mrs. J. Beck, treasurer; Bill Ellis, general agent, and Bill Schofield, auditor.

Weather Cuts Gooding 15% At Ohio Fair

Spending Hype Noted

COLUMBUS, O., Sept. 2.—The Floyd E. Gooding Amusement Company, playing its 30th engagement on the midway of the Ohio State Fair here this week, started off last Saturday and Sunday (26-27) with business considerably ahead of last year's first two days, but rain which started late Tuesday and continued almost steadily thruout the run of the fair, ended yesterday (1), cut over-all business some 15 per cent under last year's take for the seven-day stand.

The Gooding org sparked the Buckeye annual's midway with 13 major rides, a Kiddieland of six rides, a Funhouse and the Barnes Monkey Show. General Manager Floyd E. Gooding combined his No. 1 unit, piloted by John F. Enright, and the No. 2 unit, headed by George Bouick, for the local engagement. Charles Clymer was in charge of the office wagon here, assisted by Joe Gaskell. Enright moved the No. 1 unit out of here today for the Montgomery County Fair, Dayton, O., with the No. 2 unit set next week at the Van Wert County Fair, Van Wert, O.

The fair season to date, Gooding (See Gooding Cut 15% on page 86)

Coleman, Buck, Manning Get Big Takes at N. Y. Annuals

NEW YORK, Sept. 2.—New York State annuals have been paying off big for at least three orgs, Coleman Bros., O. C. Buck and Ross Manning shows.

Increases up to 50 per cent over last year have been reported and the outlook for the remainder of the season is equally bright. Unaccountably, ride patronage is reported on the increase while attendance at all types of show units has dipped.

Altamont Up 50%

At Norwich, Dick Coleman is rounding out a week of increased takes, despite continuing threatening weather. Previously, at Altamont, the gross for the Coleman org was 50 per cent ahead of 1949. At Boonville the take was a hefty 30 per cent over the previous year and the business registered at Middletown was reported consistently ahead on a day-to-day basis.

Buck, at Morris, also reported running 50 per cent ahead of 1949. The previous week at Malone business was reported big. At the latter spot the rides were said to have topped

1949 by a respectable \$3,000, while the total gross for show units dipped about \$1,300. Similar experiences of ride takes increasing while the show attractions fell off were reported by Coleman.

Manning Beats Weather

At Ballston Spa, a new spot for Manning, business was said to be good despite inclement weather. One stanza, despite constant rain, resulted in a good gross. Lockport was also good for the Manning outfit.

At Rhinebeck rain was hampering the King Reid operations. Annual is the first of several in the State carded by Reid.

If business holds up for each of the above orgs, all will have registered a good season, despite having lost considerable early season revenue to rain. Early weather was perhaps the worst ever experienced, but in each instance these ops reported okay takes whenever it was possible to attract patrons to their midways.

Concessions were also reported doing good business, along with the shows and rides.

Rain Dilutes WOM Gross At Essex Jct.

Single Clear Day Big

ESSEX JUNCTION, Vt., Sept. 2.—To date Frank Bergen's World of Mirth Shows have wallowed in mud and have seen only a small percentage of the usual take at the Champlain Valley Exposition here. With only today remaining, there is little likelihood that former top grosses will be approximated.

In a sense, it was a running out of luck for the World of Mirth, whose execs last week managed to engineer a move for their show train over the strike-bound Canadian railroad system. The org was the only train to move over Canadian roads thruout the duration of the strike. The move made it possible to keep the date here as scheduled.

Special Move

Special move was made possible under a dispensation from President A. R. Mosher, of the Canadian Brotherhood of Railway Employees, and the joint strike committee, representing 17 unions. The lone movement necessitated the operating service of the Canadian National Railways from the Bank Street yards; the taking over of the special by the New York Central at Deep Cut, only a half mile away; the operation of the Canadian Pacific Railway tower at Hurdman Junction, a switch to the Rutland Railroad at Norwood, N. Y., and finally, the change-over to the Central Vermont Railroad at Alburg, Vt., for the last lap here. It took only 20 minutes to clear the 40-car train at the border.

First Bad Weather

Thru last week, when the shows played the Central Canada Exhibition, Ottawa, it had lost only one night in the season to rain, despite the fact that the weather in its usual territory had been exceptionally bad. At this spot the org has had most of its potential biz washed out by two inches of rain.

Only clear day was Wednesday (30). Crowds were exceptionally large and the midway take was exceptionally good, since it probably reflected a large measure of post- (See Rains Hurts WOM on page 86)

Lynch Switches To Trucks, Foils Can. Rail Strike

SAINT JOHN, N. B., Sept. 2.—Bill Lynch Shows, midway fixture in the Maritime Provinces, altered its mode of transportation in the face of Canada's nationwide rail strike. Show moved from St. Stephen Exhibition, which closed Saturday (23), to this location over the week-end on a fleet of 60 hired trucks and trailers.

Until the strike the shows moved on 21 railway-owned boxcars and has been gillied from train to lot and back again on local transportation. Advertised strength of the Lynch org at present is 10 rides, six shows and a string of concessions.

Stand here is under the combined auspices of the New Brunswick Scottish Regiment and St. John Branch 14 of the Canadian Legion. Shows are contracted for the Fredericton Exhibition during Labor Day week.

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beginning NOVEMBER 4

Weather Bops Royal Crown At Maiden Peoria, Ill., Fair

PEORIA, Ill., Sept. 2.—At noon today, fifth day of the seven-day Heart of Illinois Exposition, a new fair this year, the Royal Crown Shows had yet to get good weather or matching business. Either rain, threat of rain, or cold nights marred the first four days, and rain menaced here this forenoon and was falling in the surrounding area.

Given good weather tomorrow and Labor Day, the closing day, indications are that the stand will yield two bang-up days for Royal Crown,

as the fair is well-organized, strongly publicized and staunchly backed. Moreover, the holiday week-end bill is strong, featuring auto races afternoons and a sock stagershow at night.

There are 12 shows in the Royal Crown horseshoe layout here, with one other unit, Dol Del Greco's Iron Lung spotted not far from the entrance to the midway. There are 12 rides and the massed effect is impressive and well lighted.

Org's previous stand, the Ozark Empire Fair, Springfield, Mo., provided a whopping gross, with the take far in excess of the midway gross there last year and not much under that for 1948, a good year. Cotton Club Minstrels topped the shows at Springfield, with Vanities of 1950 getting the second highest gross. Robert Mack, org's general agent, was in Springfield a week in advance of the opening to handle last-minute details and concessions. J. L. Machamer, until recently with the Lawrence Greater Shows, joined at Springfield as office secretary.

Hennies Rides, Shows Up 20% At Des Moines

Biz Jumps Despite Weather

DES MOINES, Sept. 2.—Hennies Bros.' Shows hit pay dirt at the Iowa State Fair here with a net gain of 20 per cent in ride and show business despite adverse weather and a drop in the fair's attendance.

The eight-day event closed Friday (1) with the front gate down 8,000 from 1949, rated strong in view of rain, threatening skies and cool nights. On the big week-end (26-27) the midway was mired, yet the huge throngs took the slippery footing with smiles, and ride and show business was excellent.

Concessions thru the full run were in conformance with a rigid policy instituted here this year.

Of the shows Joy Purvis' *Holiday in Tropicana* was the top money-getter, followed closely by the Del Crouch Motordrome. Despite some re-staging, the ice show failed to hit in the top money division, tho it pulled good crowds.

Du Quoin Rains Pelt Tivoli Expo

DU QUOIN, Ill., Sept. 2.—Rain that washed out three harness horse race programs and one night grandstand show jolted the Tivoli Exposition Shows at the Du Quoin State Fair here this week. Weather thru Friday, sixth day of the eight-day run, was the worst in the fair's 28-year history.

The Tivoli org, skippered by H. V. Peterson, opened auspiciously Sunday (27), getting into operation early and keeping busy until 8:30 when rain hit, stilling operations. The rain continued until Monday noon and was followed by cool weather, which slimmed Monday's turnout. Business perked up Tuesday and mounted higher the following day, even tho the weather was anything but good.

Thursday and Friday were hard hit by rains that washed out the afternoon grandstand programs both afternoons and the grandstand show one night.

The Tivoli line-up here embraces 16 rides, namely, Merry-Go-Round, Little Dipper, Boat, Scooter, Rollo-plane, Tilt-a-Whirl, Ferris Wheel, Caterpillar, Aerial Joy Ride, Octopus, Ghost Town, Train, Pony Ride and three kiddie devices.

Nine units are in the show line-up. The Jerry Jackson ice show, which joined on June 20, is set to close with the end of the stand here. Peterson said that the icer had been responsible for bringing out many people at stands on the Tivoli route but that on its own the rink unit had not made any money but had come close to the break-even point.

Of the earlier fairs Menomonie, Wis., yielded the best take and was termed "very good" by Peterson. The fair at Woodstock, Ill., was also rated good, tho the last day there was lost to rain. Generally, the shows have been tagged by bad weather since the season's opening the first week in April.

From here the show will move south to play 10 fairs in Tennessee, Arkansas and Mississippi.

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WANT AGENTS

For Ball Games (Hit & Miss), String, Fish Pond, Glass Pitch, High Striker, Bingo Counterman. Carry no racket. Want Small Shows with own equipment. For Sale—30x50 3 piece Top, used 10 weeks, Electric Chair, Escape Cabinet, 7 new Banners and Line for same at a bargain. Chocolate Dip Ice Cream Trailer Equipment with Nelson deep freeze, first class condition. Eigin, Tex., Sept. 4-9; Waxahachie Fair, Sept. 18-23. This Show going west and staying out all winter. All replies:

STARLIGHT SHOWS

WANTED

RELIABLE CARNIVAL

For September and October. Bona fide Fairs and Celebrations in Indiana and Ohio. Address: E. G. BLESSINGER, care Center Township Assessor's Office, Phone 6112, Muncie, Indiana.

READING FAIR

September 11th to 16th Inclusive, Reading, Pa.

HAGERSTOWN INTERSTATE FAIR

September 18th to 23d Inclusive, Hagerstown, Md.

ATLANTIC RURAL EXPOSITION

September 28th to October 7th Inclusive, Richmond, Va.

WILL BOOK—Legitimate Merchandise Concessions and Eating and Drinking Stands. We hold exclusive concession contracts. CAN PLACE EXCLUSIVE NOVELTIES FOR THE BALANCE OF THE SEASON, STARTING NOW.

CAN PLACE—Foreman for Caterpillar. Also experienced Workingmen in all departments.

All Address This Week:

CETLIN & WILSON SHOWS

INDIANA STATE FAIR, INDIANAPOLIS, INDIANA

CETLIN & WILSON SHOWS

J.L. "Jimmie" HENSON

SHOWS

WANT FOR BALANCE OF SEASON

CONCESSIONS—Pop Corn, Floss, Snow, Photo, Custard, Bingo, Grab or Cookhouse, Novelties, Jewelry, Lead Gallery, Hi-Striker, Ball Games, Age and Weight, Penny Pitch, Hoop La, Glass Pitch, Slum Spindle, Cigarette Gallery, Coke Bottle, Fish and Duck Pond, Pitch-Till-U-Win, Darts, Basket Ball, Bumper or any legitimate Stock Concessions. We carry no flats or gypsies.

SHOWS—Place any clean Show with own equipment. Need Fun House, Mechanical, Snake, Monkey, Wild Life, Illusion. Have tops if you have something to put inside.

HELP—Place Foremen on No. 5 Wheel and Rolo-Plane. Use Second Men on Jenny and Tilt. Must be semi drivers. No drunks. Show plays 5 State Aid Fairs starting September 11. Booked solid until Armistice Day in Arkansas and Louisiana, with a winter unit until Christmas. Place Kiddie Rides except Autos and Planes.

All Reply J. L. HENSON SIKESTON, MISSOURI

W.G.WADE

Shows



PINCONNING, MICH. ANNUAL FREE-FAIR

2 SOLID DAYS & NIGHTS
FRI. & SAT., SEPT. 8 & 9

CLARE CO. FREE FAIR HARRISON, MICHIGAN

5 BIG DAYS AND NIGHTS
SEPT. 12 THRU 16

CAN PLACE EATING STANDS, BALL GAMES, DARTS and all other HANKY PANKS. NOTICE! We are now reserving CONCESSION and SHOW space for the KALAMAZOO, MICH., CO. FAIR, Sept. 25 to 30. This is one of the "old faithful" and finest County Fairs in the country, so reserve space now for this gigantic event.

WRITE OR WIRE!

W. G. WADE SHOWS

Alpena (Mich.) till Sept. 6; then above route.

P.S.—Following the Clare Co. Free Fair is the Western Michigan Fair at LUDINGTON, MICH.

FAIRS FAIRS FAIRS FAIRS

CENTRAL EAST TEXAS FAIR AND LIVE STOCK EXPOSITION, MARSHALL, TEXAS, WEEK SEPT. 18; HENDERSON, HUNTSVILLE, JACKSONVILLE, GILMER FOLLOWING

Concessions—Novelties, Ice Cream, Age and Scales, Short Range, Ball Games, Derby Racer, Glass Pitch, Country Store, Photos, Eat and Drinks. Will book two large Cookhouses for Marshall, also Jewelry. Shows—Midget Cattle, Wild Life, Mechanical City, Monkey, Unborn, Gangster Car. Want Working Acts for Side Show. Mental Act. Rides—Little Dipper, Live Ponies, Boat Ride, Caterpillar, Looper, Fly-o-Plane, Scooter, Ferris Wheel to duel with ours. Mr. Bradley of Knoxville, Tenn., wire. Ride Help—Tractor Drivers, Second Man for Wheel, Ridee-O. Party to handle Snake Show on truck. Good Geek. All address:

CRESCENT AMUSEMENT CO.

L. C. McHENRY, Mgr.; J. C. WRIGLEY, Gen. Agt. Batesville, Ark., Fair this week; Monticello, Ark., Fair, Sept. 11th.

FOR SALE—FOR SALE

Uzzell Kiddie Airplane ride equipped with Spangler Rocket Cars. Neonized ball on tower, plenty of flash, good condition, V belt drive, 110V, 220V, 1 HP motor, clutch, brake. Complete with fencing. Can be seen in operation now and until September 24th. Purchaser may have immediate delivery.

BARR & STURKEN, INC.

WASHINGTON PARK

MICHIGAN CITY, IND.

MIDWAY CONFAB

Stash Grey had his jam store at Aberdeen (S. D.) Fair. . . . John M. Lassar, who underwent a leg amputation last year, reports from U. S. Naval Hospital, San Diego, Calif., that he has had his other leg removed and that he is now blind. He would like to hear from friends. . . . Mr. and Mrs. Amos Youngblood, operators of a miniature circus and city and a Funhouse, are retiring until the former's health improves. The attractions are remaining on the road under the management of Mr. and Mrs. H. P. Smith, Mr. and Mrs. Paul Cronin and Stewart Kipp, respectively.

Orville (Shanty) Speer, former electrician and concession worker has retired and is residing in Clinton, Ind. . . . Charles LeRoy, magician, and his wife, Anna, have left Dick Best's Side Show on the Johnny J. Jones org. . . . Bill Harris, son of Owner Roxie Harris, of the Royal Midwest Shows, who has been general manager of the org, has been recalled to the army and ordered to report August 30. Personnel had a party for him at the bingo stand at the fair in Ashland, Ky. Roxie Harris recently observed his 55th birthday and had a party at the bingo stand. . . . Jack Murphy, legal adjuster of the Royal Midwest Shows, was a recent visitor at The Billboard offices, Cincinnati.

Loretta Dodd, after several years with Milo Anthony's Side Show, is off the road, serving as a nurse at the Manchester Nursing Home, St. Louis. . . . Jack and Bill Rawlings have their Athletic Show on the Star Amusement Company in Arkansas. . . . After being in retire-

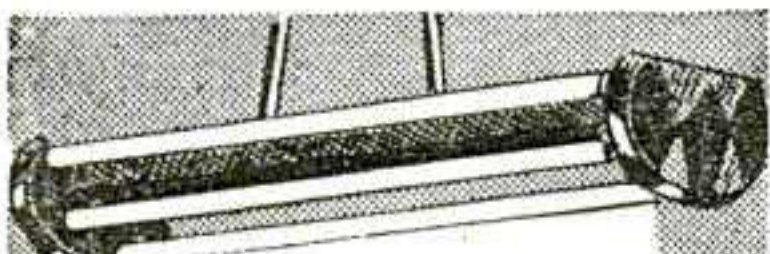
ment since 1940, Frank H. Wood is operating the Ferris Wheel for Tom Fuzzell at Fair Park, Little Rock.

Kutztown (Pa.) Patriot ran a feature and editorial on Morris Hannum, owner of the shows bearing his name, during the org's stand at the Kutztown Fair. . . . Mrs. Esther Spence and daughter, Mae, visited Harry E. Wilson on the Hannum shows at Kutztown. . . . James B. Flanagan is rounding out his second year as special agent with Coleman Bros. Shows. Prior to joining with Dick Coleman, he was connected in a similar capacity with a number of other Eastern shows. . . . Frank Zuber, formerly active in fair management, visited the Coleman Bros. Shows at the Norwich (N. Y.) Fair.

Jean Dellabate, who with her husband operates concessions on the James E. Strates Shows, is in Mercy Hospital, Buffalo, taking treatments for a heart ailment. She will be hospitalized several weeks. . . . Robi Marlaine reports from Pittsburgh that he recently visited with Jack Korie and Bertha Bert, of Cavalcade of Amusements, in Erie, Pa.

Stanford A. Baker, Detroit ride builder, is unveiling his new portable Old Mill at Michigan State Fair. . . . Jack Gallagher, owner of the Playland Shows, has been transferred from Harper to Grace Hospital, Detroit, where he is expected to remain for several weeks for treatment of a hip injury.

Frank J. Bligh recently joined Royal American Shows. . . . Ed Sopenar was a recent visitor to the Happyland Shows in Michigan.



FLUORESCENT FIXTURES
For Carnival Installations. Dealers, Distributors, Concessionaires.
FLUORESCENTS FOR EVERY PURPOSE
Direct From Manufacturer at Lowest Possible Prices. AS LOW AS \$2.10 EACH
Write for Catalogue and Price Lists

BELNORD PRODUCTS CORP.
DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
145 N. 7th St., Phila. 6, Pa. Lombard 3-7789

REMOVAL SALE
TO SAVE THE COST OF MOVING
HI STRIKERS. We have 5 on hand, complete with 2 mauls each. 4 are 24 ft., ea. . . . \$200
1 is 20 ft. . . . 175
5 RACE HORSE WHEELS. 10 numbers using large pegs. Aluminum hub, ea. . \$50
5 32 in. Chuck-a-Luck Wheels. Using large pegs, ea. . . . \$50
6 25 in. Chuck-a-Luck Wheels. Using large pegs, ea. . . . \$45
No, we are not going out of business, nor is our business for sale. There is no reduction in price on any of our other items.
Punks for Punk Racks. These are the finest, doz. . . . \$27
Bottles and Bottle Game Stands. Sturdy, flashy.
Dam Family, entire unit. This is a pull-up slat rack . . . \$50
Add-Em-Up Dart Boards. Made from beaver board, ea. . . . \$5
Sponge Rubber Dart Boards. With linen threads, ea. . . . \$25
Huckley Buck Kegs, ea. . . . \$25
50% deposit with order, balance C.O.D. Write for complete catalog.
RAY OAKES & SONS, Inc.
8432 W. 44th Place Lyons, Ill.
Phone: Lyons 3-4632.
Night Phone: Brookfield 8860

JUNIOR MILITARY ACADEMY
Chicago's only military school for small boys, ages 6-15
Homelike atmosphere. Small classes, individual attention. Progressive education. Qualified instructors. Comfortable dormitories; modern facilities. Gym. Many extra curricular activities; all sports, band. Fall term Sept. 11. Tuition \$78 per month. Camp Homestead Lodge (boys 6-14) affiliated.
Col. Robt. W. Coe, Dept. B
5026 Greenwood Ave. Chicago 15, Ill.

FOR SALE
Mills Combination Ice Cream and Custard Machine complete with Side Freezer and Automatic Pump. Used 3 months. Will sacrifice. Going into service.
W. T. NEAL
Osgood, Indiana

HUBERT'S MUSEUM
228 W. 42nd Street, New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

LESLIE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south. Atlanta, Georgia. Fairfax 2626.

FOR SALE PENNY ARCADE
100 Machines, all in good working order; top does not leak. Can be seen in operation. Best offer takes it.
BOX D-428
The Billboard Cincinnati 22, O.

BOB SICKELS WANTS
Capable, sober Pin Store Agents. Long season Southern Fairs.
Colina, Tenn., this week.

RIDE OWNERS-SHOWS CONCESSIONAIRES-ACTS
A Service for you:
FREE WHILE THEY LAST... A NEW ROUTE BOOK AND DIARY FOR 1951!



Get this handy route book with your name and address imprinted in gold FREE of charge and without obligation. Just send us your name and permanent address for 1951. Book will be mailed about Jan. 1, 1951.
M. J. "MIKE" LAW 135 South LaSalle Street Chicago 3, Illinois
Insurance For Every Purpose

BIG SIX WHEEL FOR YOUR FAIR SEASON
Special Big Six Dice Wheel, 48" in diameter, made of 1 1/4" Marine Plywood. Beautifully finished. Strong combination. Good money maker. Made with a metal stand, and a large crate is included in the price.
Price: \$95.00 F.O.B. Brooklyn. Immediate Delivery.
CARDINAL MFG. CORP.
430 Keap St. Brooklyn 11, N. Y. EVERgreen 7-5027



WANTED FOR SEVEN GEORGIA FAIRS
Starting September 18, Bingo, Mug Outfit, Sit Down Grab, Custard, Age and Weight, Pitch Till You Win or any Stock Concessions. Two or three clean Shows with own transportation. Can use some Ride Help on eight office owned Rides; semi drivers preferred. No Flats or Gypsies. Write or wire:
LEO LANE SHOWS
SAVANNAH BEACH, GA.

GAYLAND AMUSEMENTS
Want all kinds of Legitimate Concessions—Hanky Panks, Grab, Jewelry, Custard, Photo, Baseball, Pond, Dart Balloon. Shows of merit. Major or Kid Rides not conflicting. Second Men on all Rides. Farmland, Ind., Sept. 6-7-8-9; Wakarusa, Ind., to follow.

3,000 GALLON PORTABLE TANKS
New Synthetic Rubber—Collapsible Brass Inlets and Outlets—Removable Cover. Height: 4 1/2 ft.—Diameter: 12 ft. Complete with staves, ropes and repair kit. Glass Wool Insulated.
\$93.50 F.O.B. Richmond, Va.
ZOLA
49 E. Pine Street Long Beach, N. Y.

WANTED
Legitimate Concessions for opening of Toledo's New Union Depot on the streets. Paper, city officials and local businessmen working to make this a big one, special trains at reduced rates, youth day, 2 aerial acts a day, band concert, well known radio and screen celebrities. Wire deposit.
NORTHWESTERN AMUSEMENT CO.
Box 55, Station E Toledo, Ohio

FOR SALE FOR SALE
OCTOPUS
A-1 Condition—With or Without Transportation.
Can be seen in operation at Auburn, Ind., Fair, Sept. 12-16.
World of Pleasure Shows

WANTED
Ferris Wheel, Merry-Go-Round and Tilt-A-Whirl Foremen.
\$60.00 a week. Must drive semi. No drinkers.
SAM MENCHIN
11 W. Division St., Chicago, Ill.
Phone: Superior 7-7243

WANTED
Concessions—Cork Guns, String Game, Photo, Coke, Ball Games, Fish Pond, Hoop-La, most any Stock Concession. Want Ride Help who can drive semis and take care of Rides. Elmwood, Ill., Fall Festival this week; Pocahontas, Ark., County Fair, Sept. 11-16; Fredrickton County Fair, Sept. 18-23; more Fairs to follow. stay out all fall.
BURKHART SHOWS & AMUSEMENTS

28th Annual Italian Feast
On the streets of Joliet, Illinois, September 11 thru 17.
Will book any Concessions that do not conflict. No flats. Call
ALDA McCUE
537 Deming Place Chicago, Ill.
Phone: Lincoln 9-6820. Apt. 112.

RAY PRICE
WANTS WANTS WANTS WANTS
COOKHOUSE HELP
2 Griddle Men — 4 Counter Men
Couple to take charge of Grab
Contact **RAY PRICE**
Granite State Shows Lewiston, Maine

FOR SALE
1 40 ft. Allan Herschell Merry-Go-Round, and Five Kiddie Rides: Train Ride, Auto Ride, Horse Ride, Airplane, Chairplane. A-1 shape. Box 4, R.D. 3, (Kans Road) Aliquippa, Pa. Phone: 1944-J.
SECOND-HAND SHOW PROPERTY FOR SALE
\$25.00 Bingo Cage with balls and 100 Cards.
\$15.00 Bass Drum, good heads, bargain.
Jingle Board Rings and Cats cheap.
\$35.00 Wax Head, Korea General, Glass Case.
\$5.00 up African Spears and Hats. Bargains.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

WANTED
Address of
PAUL & JEWELL BARKER
Wire or telephone collect, 6-6068
ALLEN EARLY
2900 S. Agnew Oklahoma City, Okla.

WANTED WANTED
TIM'S UNITED SHOWS

Grangeville, Sept. 6-9; Cottonwood, 11-17; Orofino, 19-24; Nezperce, 27-30; all Fairs in Idaho, then South, close in December, cotton country. Concessions of all kinds, Grind Store, Pin Store, Slum Skillo, Swinger, Knife Rack, Girl Show, Snake, Animal Show. Good deal for Rides with own transportation; Tilt, Rolloplane, Octopus, Train Ride. Men for new Wheel, Merry-Go-Round. Wire or come on. Grangeville, Idaho, now.

C. L. TIMERMAN, Owner; H. CARLNE, Mgr.

FOR SALE
1949 Concession Trailer

17 Ft. Long with Living Quarters, has Bottled Gas and Electric Refrigerator. Now is used for Jewelry, can be used for other things with little or no alterations. Owner must sell and will sacrifice because of other business interests. Trailer can be seen at the following Ohio Fairs: State Fair, Columbus, Aug. 26-Sept. 1; Canton, Sept. 4-8; Wooster, 12-16.

P. MORRIS

WANTED AT ONCE
STRIPPERS

RHUMBA, ORIENTAL, HULA GIRLS who have worked for me; have work waiting. Come on.

RUBY WHITE THEATRICAL AGENCY
16 Market Place Baltimore, Md.
MULberry 9804

AGENTS

Wanted for P.C., Buckets and Hanky Panks for trip south. Amboy, Ill., week Sept. 4, Celebration; Fair, Thayer, Mo., Sept. 11; Fair, West Helena, Ark., Sept. 18.

C. B. MOORE

c/o DYER'S GREATER SHOWS

JAMES SHORT

Please contact

R. C. BRYAN

608 Tampa St. Tampa, Florida

West Coast Notes

By Virginia Kline

RED BLUFF, Calif., Sept. 2.—Visited Crafts 20 Big Shows here just in time to attend the birthday party for Mrs. Frank Warren Tuesday (22) in the Palamino Room of the Tremont Hotel. The table was set close to the fern bowered wall and indirect lighting added to the setting.

Mrs. Warren received a diamond wrist band from her husband and a diamond anklet from Mrs. O. N. Crafts, plus many other gifts. Cards and dancing rounded out the entertainment.

Show was all set to go Thursday (24), opening day of the Tahama County Fair. Concession line-up included Mrs. Joe Krug with her floss, candy apples and eat store. Mrs. Krug had a recent run of bad luck when her truck was stolen, abandoned and later figured in an accident with another truck.

Mr. and Mrs. Curtis Prosser had their Motordrome on the lot. A. J. Budd's Side Show, with Dolores Coronado in charge, and the Mathew's Funhouse were also on the back end.

Concession row included John Lavaggi and Louis Cecchini with 12 stores and bingo; Julia Towne, hoopla; John Myska, candy floss; George Charboneaux, candy apples; Robert Ossage, long range shooting gallery; Ileen Castelon, short range shooting gallery, and Al Freedman, novelties.

Ride line-up includes Mathew's Pony Ride, Double Loop-o-Plane, Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Auto Scooter and six kid rides owned by O. N. Crafts.

Frank Warren is org's general manager and Mrs. Frank Warren, assistant manager. Roy Shephard, ride and lot superintendent, is commuting between the show and the Crafts North Hollywood winter quarters where he is building and painting for the fair season.

LAST CALL
FOR
CONCESSION
SPACE

ARIZONA STATE FAIR

PHOENIX—NOV. 3 TO 12

GRAND NATIONAL LIVESTOCK

EXPOSITION COW PALACE, SAN FRANCISCO

OCT. 27 TO NOV. 5

LOS ANGELES COUNTY FAIR

LOS ANGELES—SEPT. 15 TO OCT. 1

CRAFTS will book Grind Shows or any Show that does not conflict. **SIDE SHOW**—Jeff Friffin wants Freaks and Working Acts for Fairs. **ROY SHEPHERD** wants Ride Foreman and Second Men; extra money for Semi Drivers. Join Sept. 12, Pomona. Shows out until Nov. 15th. Top Salaries—Good Treatment.

WRITE—WIRE—PHONE

20

CRAFTS BIG SHOWS, INC.

7283 Bellaire, North Hollywood, Calif. Sunset 2-3131

W. R. GEREN, Presents

MIGHTY HOOSIER STATE Shows

WANT FOR BALANCE OF SEASON—HANKY PANKS, EATING STANDS
Batesville Fall Festival, September 12 to 16; followed by Greensburg, September 18 to 23. No. 2 Unit—Friendship, Indiana, Street Fair, September 21 to 23; then Versailles Pumpkin Show, September 28, 29, 30; Aurora Farmers' Fair, October 5, 6, 7. Two more small Street Celebrations to follow.

For Sale—Rides: 3 Kid Rides, 6 Majors, Spitfire, Flying Scooter, Rolloplane, Tilt-a-Whirl, No. 5 Eli Wheel, 40 ft. Spillman Merry-Go-Round, all with fine transportation or without. Must be seen, priced right, cash only.

BILL GEREN, Per Route

ALAMO EXPOSITION SHOWS

(8) MORE FAIRS AND CELEBRATIONS (8)

Concessions: Can place Long Range and Short Range Shooting Galleries, Frozen Custard, Photos, Jewelry, Auction Jam (We can furnish Top on Jam Outfit.), and all Hanky Panks. Will sell exclusive on Novelties. Want Side Show Acts for J. T. Hutchens Modern Museum. Can place Wild Life Show without Monkeys, Motordrome, Illusion Show, Mickey Mouse, and good, clean Reptile Show. Can use Ride Foreman on Rolloplane, also Second Man on Tilt-a-Whirl Ride who drives semi. WANT BILL POSTER WHO CAN HANDLE DETAILS. We have Chevrolet Panel Truck for Billposting. All replies:

JACK RUBACK, Mgr.

Lamar, Missouri, Free Fair, Sept. 6-9; Miami, Oklahoma, Tri-State Free Fair, Sept. 11-16; Denton, Texas, Fair, Sept. 19-23; Lufkin, Texas, Fair, Sept. 25-30; more Texas Fairs to follow.

WANT—FOR—WANT
POLK COUNTY FAIR
MENA, ARK., SEPTEMBER 11-16

Followed by PITKIN, LA. (close to Camp Polk). 6 more Fairs in Louisiana, including Winnfield, La.

CONCESSIONS of all kinds, must be stock; 2 of each only. Privilege is right. RIDES: TILT, OCTOPUS, SPIT-FIRE, CHAIRPLANE. Low percentage; long season. SHOWS: All clean Grind Shows, Fun House, Motordrome, Monkey Show, 5-in-1. Space is limited; wire. HELP: Second Men on MERRY-GO-ROUND and ELI. Counter Man for A-1 Bingo, must be sober and drive. All contact

FLOYD O. KILE SHOWS, Mgr.

HOT SPRINGS, ARK., FAIR NOW

JAMES H. DREW SHOWS

Can place for Middleport, Ohio, Harvest Festival on the Streets, week Sept. 11; followed by Morgan County Fair, West Liberty, Ky., and long Season South.

Want Chairplane and Funhouse to join now. Need Ride Help on all Rides and Working Men in all departments. Will place Stock Concessions, High Striker, Novelties, Ball Games, etc. Good opening for neatly framed Eating and Drinking Stand. Address this week:

JAMES M. DREW SHOWS, Mingo Junction, Ohio

Percell's
PIONEER SHOWS
high class midway attractions

McCLURE, PA., 59TH ANNUAL BEAN SOUP PICNIC

SEPTEMBER 13 TO 16—DAY AND NIGHT

Draws 40,000 People—Free Gate

Want Concessions of all kinds; no exclusive. Wire or come on.

Want Shows of merit; come on.

Want Kiddie Rides; rates reasonable.

Answer Orbisonia, Pa., this week.

MICKEY PERCELL

WANTED

For New Britain, Conn., Exposition and Centennial
From Sept. 23 thru Sept. 30

All kinds of Legitimate Concessions. Also three Grab Stands and one large Cookhouse. Don't mistake yourself—this is it. Right on Willowbrook Park in the city. Get your winter bankroll here.

GILLETTE BROS.' SHOWS

60 SHEFFIELD ST. PITTSFIELD, MASS.

P.S.: Reserve your space now—this is the last ad.

WILL BUY FOR CASH

8-Car Streamlined Whip and Octopus and a few Kiddie Rides of good make

WILL SELL OR TRADE FOR ABOVE

48 Concession Tents, in good condition; Smith & Smith Chairplane and Single Loop-o-Plane; also Hi-Striker, Guess Your Age Scale, Mutual Wheel, Big Six and others too numerous to mention.

GILLETTE BROS.' SHOWS

60 SHEFFIELD ST. PITTSFIELD, MASS.

Used Everywhere for Over 35 Years

ROLL TICKETS 100,000
PRINTED TO YOUR ORDER \$27.00

DEPT. B
Keystone Ticket Co. SHAMOKIN, PA.

10,000	\$ 9.00
20,000	11.00
50,000	17.00

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

GEORGE CLYDE SMITH shows

WANTED:—Ball Games, Duck and Fish Pond, High Striker, Pitch-Till-U-Win, Penny Pitch, Hoop-La, Six Cats, Swinger, Buckets, Cigarette Shooting Gallery, Penny Arcade and Grab. All concessions open except Custard and Bingo.

FINCASTLE, VA., FAIR, WEEK SEPT. 11TH

FARMVILLE, VA., FIVE COUNTY FAIR, WEEK SEPT. 18TH

ROCKYMOUNT, VA., AMERICAN LEGION FAIR, WEEK SEPT. 25TH

WARRENTON, N. C., FAIR, WEEK OCT. 2ND

HENDERSON, N. C., COLORED FAIR, WEEK OCT. 9TH

SUFFOLK, VA., COLORED FAIR, WEEK OCT. 16TH

WAVERLY, VA., FAIR, WEEK OCT. 23RD

WANTED—Girl Show, Snake Show, Side Show, Mechanical City, Monkey Show, Motor Drome, Tilt, Spit Fire or any ride not conflicting with what I have. **Wanted:** General Ride Help, Truck and Tractor Drivers.

All Replies to GEORGE CLYDE SMITH SHOWS

Frostburg, Md., this week; Fincastle, Va., Fair, next week.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT

WANT

WANT

FOR ALAMANCE COUNTY FAIR, BURLINGTON, N. C., Week of Sept. 11th

FREDRICKSBURG TEN COUNTY FAIR, FREDRICKSBURG, VA., Week of Sept. 18

AND ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER

CONCESSIONS—Can place Legitimate Merchandise Concessions of all kinds. SHOWS—Motordrome, Wild Life, or any money getting Grind Show not conflicting. RIDES—Flat Scooter, Dark Ride, Experienced Whip Foreman at once. Can always use sober and reliable Help on all Rides.

All replies to Marks Shows

This week Hendersonville, N. Carolina; then Burlington, N. Carolina.

BILL HAMES SHOWS, INC.

WANT

WANT

Minstrel Performers, Musicians, Chorus Girls, Blues Singer, Earl Jenkins, James Evens, contact Jimmie Lane.

Can use some good Ride Help. Want Dodgem Help. Want to hear from a few Hanky Panks and Shows, especially good Monkey Show.

ANSWER: BILL HAMES, MGR.

Gainesville, September 4 to 9; Tyler, September 11-16;

Amarilla, September 18-23; Abilene, September 25 to 30;

Lubbock, October 2 to 7. All Texas Fairs.

39TH ANNUAL COOKPORT, PA., FAIR

SEPTEMBER 12-16

Want all kinds of Hanky Panks and INDEPENDENT SHOWS that appeal to the farmer. Space available in large exhibition building for demonstrators. Fair grounds located near Cherry Tree and Barnesboro, Pa.

Write or wire

STEVE DECKER

HOMER CITY, PA., for Space Reservations.

Yadkin County Fair Lovingson, Va., Firemen's

Week of Sept. 26th

East Bend, N. C.

Annual Carnival

Sept. 11th to 16th

WANT Shows with own equipment. Blondie Mack, contact for above dates. Want one more Flat Ride, Tilt or Octopus. Mace, write, can place you. Concessions—Want Small Cookhouse, Custard, Snow Ice, Floss, Ball Games, Duck Pond, Fish Pond, Penny Pitches, Glass Pitch, Long and Short Range, Cig. or write what you have. Ride Help for Wheel and Chairplane. (Want Bingo for balance of season.)

Write or wire: I. K. WALLACE, Standardville, Va.

PAGE BROS.' SHOWS

Want Cook House, Hanky Panks of all kinds, Custard, Ice Cream. Ride Help on all Rides; must drive, McMinnville, Tenn., this week; Springfield, Tenn., next week.

FOR SALE

FOR SALE

1950 ROCK-O-PLANE and FLY-O-PLANE

With or without new transportation. Interested only in cash deal.

F. HOLLINGSWORTH

Cookeville, Tenn., Sept. 4-9; Sparta, Tenn., Sept. 11-14.

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Sept. 2.—Secretary Joe Streibich spent a busy week, with visits to the Royal American Shows at St. Paul Monday and Tuesday (28-29) and to the Royal Crown Shows Thursday (31) at Peoria, Ill. Carl Sedlmayr Sr., RAS owner, assured co-operation on the Buick award and Eddie and Dolly Young, of Royal Crown, said they soon will start work on the Buick tickets. Irish Gaughn, of Royal Crown, also will assist with tickets. Streibich was accompanied to Peoria by Vice-President Lou Keller and Ed Sopenar.

Pete Andrish has left for Hot Springs after being discharged from a hospital. Al Cohn is reported recuperating slowly from his recent operation. John Gallagan has sent letters to members of the membership committee to spur the 1950 drive. Andre Dumont was in for a visit. Other recent visitors to the rooms included Mel Harris, Max Brantman, Lou Keller and Harry Simonds.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 2.—Regular weekly meetings are scheduled to start October 20.

Mr. and Mrs. Chester I. Levin left for a Labor Day week-end with Mr. and Mrs. K. H. Garman on the Sunset Amusement Company at Marshalltown, Ia. F. W. (Boxie) Warfield, in from a Southern trip, said indications point to a large crowd at the New Year's Eve party in the Hotel Continental.

The Edward (Slim) Johnson memorial fund is growing and the money will be turned over to the Cerebral Palsy Center to equip and furnish a room in the hospital. Frank Ryan, now retired, is a regular visitor to the clubrooms.

Secretary has announced that 1951 membership cards are ready for distribution.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Sept. 2.—New plaques are in the form of desk pen set. The 15 by 4½-inch base is of black onyx with a large gold lion on the side, an etched plate in the center and a penholder on the right.

Secretary would like to have the results of ticket sales, bingos and jamborees as well as sales for the year book and directory.

Duke Brounell visited and will leave soon to join a show as advertising agent. Membership applications received from Phil Cook for Seymour and Sheldon Klein. Mrs. Gene Dellabate is in the Mercy Hospital, Buffalo. Frederick Brown is recuperating at his Miami home, 557 N. E. 62d Street, Apartment 5. William J. Sullivan spent a short vacation here.

Letters received from S. T. Jessop, James M. Gamble, Dr. R. W. Ritter, W. G. Wade, J. C. McCaffery, Fred Silber, Fred H. Kressmann, Sam Lieberwitz, Nate Farber, Al C. Beck, Charles A. Lenz, Harold Rooney, Harry E. Westbrook and George Sleeman.

Michigan Showmen's Association

3153 Cass Ave., Detroit

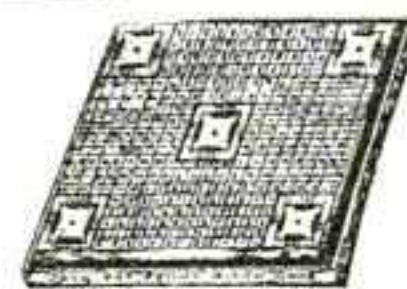
DETROIT, Sept. 2.—Robert Morrison, president, has completed plans for a jamboree to be held on Al Wagner's Cavalcade of Amusements at the Michigan State Fair, Wednesday (6). Committee working with Morrison includes Harry Stahl, Herb Pence, Edward Bennett, Harry Lewiston and Andrew Schlesinger.

Secretary Paul Greeley returned from Bay City, Mich., where the club held a successful jamboree on the Cetlin & Wilson Shows. Jack Gallagher is in the Grace Hospital here. Membership was informed of the sudden death of Martin (Marty) Rose August 7. Rose was one of the original organizers of the club.

Recent visitors included James Finn, Frank Hamilton, Irving Borker, Herman Britz, Dave Shapiro, Dave Picard, Eppy Glosser, Al Cherner, Edward Horwitz and Sam and Louis Maltin.

Membership applications received include those of Frank Cook, Robert Preston, Michael Karr, J. A. Rackley, Frank Blyden, P. J. Grossen, W. B. Barkoot, Maynard A. Brant, Robert White, George Robinson, Robert Seery, Henri J. Bourdeaux, Ben E. Landis, Simon Hadgi, Abe Echer, James A. Phipps, Glen D. Wyble, John J. Winters, Edward Carton and Homer Simons.

Sidney W. Kirk, Jack Ersnberger, Brooks Johnson, George Witherall, William C. Hammond, Martin Brown, Joe Takacs, Ennis Manning, Manuel Stillman, Fred W. Miller, Richard Lewin, William Boss, R. J. Mulveil, Paul Towns, Standon Elred, Joe Williams, Howard Blakemore, Ralph Becker and Nat Kadin.



PENNY PITCH GAMES

Size 46x46", Price \$42.50.
Size 48x48",
With 1 Jack Pot, \$50.00.

Size 48x48". With 5 Jack Pots, \$55.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$27.50

BINGO GAMES

75-Player Bingo, Complete\$6.00

100-Player Bingo, Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

MYERS SHOW

Hanky Panks of all kinds, come on, will book you. Ride Help, come on. Al Cash, come on. Tex, can use you. Going to the Cotton. Petersburg, Tenn., Sept. 5-6; Westmoreland, 7-8-9; Murfreesboro, 11-16.

WILLIAM MYERS, Mgr.

Disabled American Veterans

Columbus (Ga.) Chapter No. 7

Will sponsor attractions of merit, indoor or outdoor. Percentage basis. Write

Howie L. Johnson, Commander
Route 1, Box 900H, Phenix City, Alabama

PHOTO BOOTH

1¼"x2" P.D.Q. Camera, F.2 lens, enlarger, timer, supply large stock, blue top, sidewalls, everything new this spring. Nothing more to buy \$500.00; 1 new Blood Pressure Baumanometer and Stethoscope with instructions. \$40.00; 1950 26 Schult Trailer, would accept smaller Trailer in trade.

L. PROSSER, R. 4, Box 26-A, La Porte, Ind.

GIRL SHOW TALKER—\$100.00 Week

Must be high class and be in Saginaw, Mich., September 9; fair opens 10th. Also want two feature Semi-Strippers, \$100.00. Can use two Ticket Sellers who can grind. I will be in Saginaw starting September 6. Fair opens Sunday, September 10. Wire

F. W. MILLER

Care Western Union, Saginaw, Mich.

GEM CITY SHOWS

WANT FOR THE FOLLOWING FAIRS, STARTING SEPTEMBER 11

Etowah County Fair, Attalla, Ala.; Columbus, Miss., Fair; Athens, Ala., Fair; Meridian, Miss., Fair; Mobile, Ala., Lions' Club Celebration and Fair.

Concessions of all types. Grind Store and P. C. Agents.

Contact

ART FRAZIER
Concession Sec.

THOMAS D. HICKEY
Manager

ATTALLA, ALABAMA



WANTED - GET WELL WITH PRELL - WANTED
COVINGTON, VA., FAIR

ELIZABETH CITY, N. C., 7-COUNTY FAIR TO FOLLOW.
12 MORE FAIRS GOING SOUTH.

Want Novelties—Photo Galleries, Penny Arcade, Derby Racers, Rotaries, Eat-Drink Stands, all kinds Grind Stores. Want Shows—Fat Show, Midget, Mechanical City, Dark Ride, Unborn, Hillbilly or any Show with merit. Want High Class Dancing Girls; also Posing Show Girls. Prof. Vadila wants Musicians and Performers. Al Renton—Outstanding Freaks for Side Show. Want Assistant Mechanic, Assistant Electrician. Billposter wanted at once.

All Answer—**SAM E. PRELL**
EBENSBURG, PA., THIS WEEK; COVINGTON, VA., SEPT. 11-16

DON FRANKLIN SHOWS #2 UNIT

WANTS FOR SEVEN CONSECUTIVE FAIRS—ALL TEXAS.

EASTLAND COUNTY FREE FAIR, RISING STAR, TEX., 12-16; WASHINGTON COUNTY FAIR, BRENHAM, 20-23; COLEMAN COUNTY FAIR, COLEMAN, 26-30; FAYETTE COUNTY FAIR, LA GRANGE, OCT. 4-7; AUSTIN COUNTY FAIR, BELLEVILLE, OCT. 10-14; WEST FAIR AND RODEO, WEST, TEX., OCT. 18-21; HAYS COUNTY FAIR, SAN MARCUS, OCT. 25-28, AND A LONG SEASON IN SOUTHERN TEXAS.

CONCESSIONS—Want legitimate Concessions of all kinds, Popcorn, Custard, Ball Games, Hi-Striker, Hoop-La or any 10¢ and 25¢ Slum Concessions. HELP—Need A-1 Ferris Wheel Foreman and Second Men for all Rides. Choice Concessions open for reliable and sober Agents. RIDES—Major Rides, please contact. Can use Little Dipper, Spitfire, Roll-o-Plane, Octopus, Looper, Fly-o-Plane, Chairplane. SHOWS—Can use two more small Grind Shows. Adam Teska, please contact.

All replies to Gus Tucker, Mgr., Santa Anna, Texas



WANT FOR GLASGOW, VA., WEEK OF SEPTEMBER 11-16—FIRST SHOW IN TWELVE YEARS
APPOMATTOX, VA., WEEK SEPTEMBER 18-23

Want Hi-Striker, Water Games, any other Concessions. Shows with own transportation. Rides not conflicting. Sober Ride Help, you must drive. Want Agents for Bingo, Stock Stores, Percentage. Joseph Juliano, received your wire too late. Can place all your Concessions. Wire WM. J. MESPILT, Owner; TOMMY SCOTT, Mgr., Goshen, Va., this week.



CAN PLACE CAN PLACE
FAYETTEVILLE, TENN., FAIR, SEPTEMBER 11-16

Can place legitimate Concessions of all kinds. Shows: Good proposition for Motordrome, Snake and Wild Life. Rides: Good opening for set of Kiddie Rides. Eight more Fairs to follow.

Wire Johnny J. Denton, Union City, Tenn.

JEANNE BARRON WANTS GIRLS

Join now. Must be young, attractive. I pay \$50 every week, rain or shine. Good tips. Beautiful wardrobe and transportation furnished. Best working conditions. Can place man and wife. This week, Willard, Ohio, care Lone Star Shows, September 4 to 9.

GRACELAND GREATER SHOWS

WANT FOR AMERICAN LEGION FALL FESTIVAL, DOWNTOWN, METROPOLIS, ILL., SEPT. 11-16; ON OUR WAY TO OUR FAIRS IN THE COTTON

CONCESSIONS: Photos, Ball Games, American Palmistry, Pan or Rat Game. P. C. open with one or more Hanky Panks. Want Agents for Pin Store and 6-Cats. Ride Help: Foremen for Merry-Go-Round and Ferris Wheel. Top salaries. Also want Electrician and Mechanic. Address: HARRY ALKON, Graceland Greater Shows, Mt. Vernon, Ill., this week.

SHAFFER AT LIBERTY

The World's Highest Sway Pole Act

Looking for a high thrill act? Book this one. Can join on wire. No collect wires, please; you pay for yours and I pay for mine. That's fair enough. Bill Shaffer, Lehighton, Pa.

Want—GOLD BOND SHOWS—Want

FOR ROCKFORD, ILLINOIS, ON 7TH STREET, SEPT. 19 THRU 23

Want Concessions of all kinds, especially want Photos, Bumper, Jewelry, Fish Pond, Bowling Alley, Novelties, French Fries, Custard and African Dip. Want small Shows suitable for streets. Will book Tilt, Merry-Go-Round and Kiddie Boat Ride.

Melvin, Ill. (Fair), Sept. 6 thru 9; Peru, Ill., Sept. 11 thru 16; Rockford, Ill., Sept. 19 thru 23. ALL REPLIES BY PAID WIRE: **MICKEY STARK, Mgr. PER ROUTE**

BRANCH COUNTY
4-H FREE FAIR
COLDWATER, MICHIGAN
SEPT. 11TH-16TH

WANTED FOR

MARSHALL COUNTY FAIR
BOURBON, INDIANA
SEPT. 19TH-23RD

Legitimate Concessions of all kinds except Bingo. Can place Penny Arcade, Monkey Show, Snake Show, Glass House, Pit Show. Can use a number one Ferris Wheel Foreman.

Write or wire: **C. D. MURRAY, MGR.**
W. G. WADE SHOWS UNIT NO. 2
Onkama, Michigan, September 6th-9th.



SHOWS—With own outfits not conflicting.

HELP—RIDE HELP who drive semi-trailers for Ferris Wheel, Octopus, Tilt-a-Whirl, Little Dipper, Rock-o-Plane. Long season's work. Joe Saladino wants Bingo Caller.

CONCESSIONS—Cookhouse open balance of season, Long-Range Gallery; need Hanky Panks of all kinds.

NO STILL PATES, ALL FAIRS

All replies

Jamestown, Tenn., now; Lebanon, Tenn., next week.

WANTED TO BOOK

Pop Corn, Candy Apple and Candy Floss Trailer with good, clean show. Have managed present show for the past 12 years. Show has 7 Rides. Can up and down Merry-Go-Round, Ferris Wheel, Rolloplane, Octopus and any Kiddie Ride. Also am doing all the wiring, maintaining of generators, taking care of rolling stock and all the painting. Reason for leaving present employer, too much work for the amount of money involved. If you have troubles that you would like to share, contact me at once. Do not tolerate drinking or chasing. This is not talk, can back up any statement made. State what you have to offer to (wire or write)

HENRY GRONOWSKI, Newington, Conn.

VETERANS UNITED SHOWS

Want for Waterloo, Nebraska, Fair, Sept. 13-16; Beatrice, Nebraska, Fair, Sept. 18-21; Large Celebration on the Streets, Shenandoah, Iowa, Sept. 25-30; Pawnee City, Nebraska, Fair, October 3-6; St. Paul, Neb., Sept. 5-9

Independent Shows of all kinds. Good opening for Five or Ten-in-One. CONCESSIONS: Fish Pond, String, Huckley Buck, or any Hanky Pank or Straight Sales not conflicting.

VOGT'S SOUTHERN AMUSEMENT

Robertson Co. Fair, Franklin, Tex., Sept. 12-16; Waller Co. Fair, Hempstead, Tex., Sept. 18-23.

WANTED

WANTED

CONCESSIONS—Small Cook House, Palmistry, Scales, Fish Pond, Floss, Hoop-La, Swingers, String Game, Coke Bottles, etc. RIDES—Octopus, Tilt, Roll-o-Plane, Merry-Go-Round. SHOWS—Girl, Snake, Mechanical or any Grind Show.

BELTON, TEXAS, THIS WEEK. **A. B. VOGT, MGR.**

LAST CALL...

KENTUCKY STATE FAIR ★

★ DAYS 7 NITES 10 SEPT. 16

CAN PLACE PENNY ARCADE

ALSO

EX. APPLES, SNOW & WAFFLES

WIRE-WRITE-PHONE

★ **GOODING** ★

AMUSEMENT CO.

1300 Norton Ave. Columbus, O. University 1193

Kutztown, Pa., Gives Hannum Top '50 Gross

KUTZTOWN, Pa., Sept. 2. — Week ended Saturday (26) at the Kutztown Fair here proved the biggest of the season for the Morris Hannum Shows, which provided the midway and free acts. All shows, rides and concessions reported a good week, with the back end showing the biggest gross to date.

Both *The Allentown Morning Call* and the local *Patriot* gave the org more than the usual share of publicity, including several pix. Owner Hannum, assisted by Harry E. Wilson, played host Wednesday night (23) to the carrier boys of both newspapers.

Remodeled office wagon, with a front office is the talk of the midway. Maxwell Kane did a good adjusting job here. Jack Kelly left to take his wife to a hospital for treatment, and Carl (Red) Barlow was reported in serious condition.

More Ride Makers See Upped Prices

(Continued from page 64)

yet but the rising costs of steel have been noted.

"Certainly we will have to comply with the changing economic pattern as well as the various government directives or federal controls that may be imposed upon us and with which we are not familiar at the present time," he stated.

He said an acute steel shortage has been encountered.

Eyerly recalled that parts supplies were furnished thru the recent war and said he expected the same situation to prevail this time. He recommended that operators keep rides in top mechanical condition and, if they contemplate buying new rides for 1951, place confirmed orders now for future delivery.

C. W. Parker, of the C. W. Parker Amusement Company, Levenworth, Kan., painted a somewhat brighter picture than most manufacturers. He said that he has made no price increase as yet and that there was no steel shortage at present. Materials on hand insure production into next year and the firm still is taking orders, he said.

However, Parker said a temporary hold-up in steel orders forced the lay-off of 20 men recently. Receipt of two steel orders and expectation of more put activity back to normal, except that it may not be possible to rehire some of the men. Parker said he expected parts supplies to be more difficult than complete rides because of foundry problems. The only curtailment he anticipated would follow government restrictions on men and labor if the Korean situation worsens.

Roanoke, Va., Tabs OK Attendance, Biz

ROANOKE, Va., Sept. 2.—Roanoke Fair, sponsored by the American Legion at Victory Stadium here, opened Monday night, August 28, to a crowd of 3,800, which was termed satisfactory by fair officials.

J. I. Palmer, manager of the annual, claimed a marked increase in attendance the second day and night of the event, which closes today. Children's Day, August 30, was the top in attendance, according to Palmer.

Featured grandstand attractions were Miller and Jean, acros, and the Aerial Ortons. John H. Marks Shows held down the midway, and pyro displays were an added feature.

RAINS HURTS WOM

(Continued from page 80)

poned spending that might have been garnered on the washed-out opening Monday and Tuesday (28-29).

Altho the annual continues thru tomorrow, World of Mirth units are due at the Rutland (Vt.) Fair for an early set-up to catch the usual big Labor Day crowds there.

The Ottawa date, with excellent weather prevailing, was the biggest of the season for the World of Mirth. All segs scored big including Bernard (Bucky) Allen's front end, and the org was awarded the midway contract for the 1951 event.

C&W PARS '49

(Continued from page 80)

occurrence. Flack was handled here by Richmond W. Cox Jr.

R. Dunkaren joined with his Fly-o-Plane and McQueen with his Buggy Ride, to bring the ride line-up to 15 major and 9 kid rides. The Merry-Go-Round and Skooter blossomed out with new tops, and the Motor-drome added a lion to its cast.

Visitors included Paul Black and T. K. Hudgins, Piedmont Interstate Fair, Spartansburg, S. C., and Rose and Mary Sarlow, Ionia (Mich.) Free Fair.

MSA Benefits \$685 Thru C&W Jamboree

BAY CITY, Mich., Sept. 2.—A total of \$685.30 was raised for the Michigan Showmen's Association at the annual jamboree staged here Friday morning (25) on the Cetlin & Wilson Shows.

Held in the Raynell revue top, the event drew attendance from all show departments as well as fair personnel. The regular cast of the Raynell unit, with Dot and Kittie King as featured dancers, and other guest performers, participated. Mrs. Ray Ranell produced the show, John Wilson was emcee and Paul Greeley, MSA secretary, made a short talk.

Al Wagner's Cavalcade of Amusements has skedded a jamboree Wednesday night (6) at the Michigan State Fairgrounds, Detroit, for the MSA. The Detroit club will have a booth on the Detroit fairgrounds this year.

McGINNIS KILLED

(Continued from page 64)

mending a tent. He was unable to recall how he got from the tent to the weed patch, a distance of 150 feet. Doctors said it would have been impossible for him to move more than 10 feet.

When questioning of other circus workers failed to explain this circumstance, local officials notified management that the org would not be allowed to leave town until the case was settled. They later relented and permitted the show to move to Atlantic City, where police questioned show employees. McGinnis's body was sent to his home in Gastonia, N. C., for burial.

Org gave matinee and night performances Wednesday, August 30, in West Atlantic City, sponsored by the local volunteer firemen. To build the matinee, special-rate coupons were published in Atlantic City newspapers entitling kids to a 35-cent admission, in contrast with the regular 50 cents plus tax.

GOODING CUT 15%

(Continued from page 80)

reports, has been surprisingly good, with most of the annuals holding their own with or running ahead of '49. Gooding says he also has noticed a definite upswing in spending since July 1, attributable to accelerated factory production and good crops. Only thing on the debit side has been the weather, Gooding states. While weather has improved somewhat in recent weeks, hardly a fair passes that doesn't lose at least one day to rain, he said.

The Gooding org has played the Ohio State Fair 30 of the last 31 years. It lost only one of the runs to the old D. D. Murphy Shows many years ago.

NOW DELIVERING!

New Apex 4 Star Carnival Wheels

Apex 5 Star BINGO BLOWERS

12	27	33	67	64
10	18	42	52	66
14	19	11	48	53
8	23	40	50	71
9	21	44	58	74

Complete Bingo Supplies, also Amplifiers SEND FOR FREE CATALOG

Heavy Duty Mounted BINGO CARDS in various colors

MORRIS MANDELL, INC.
26 East 13th St. (Dept. B) New York 3, N. Y.
Phone: ALgonquin 5-5912

WILL BOOK

AT REASONABLE RATES FOR

Jackson, Ohio, Apple Show

On the Main Streets, Sept. 19-23. Five more Hanky Panks, good opportunity for Pitchmen and Demonstrators. Ex on Palmistry, High Striker and Short Range open. No Gypsies. Want capable Agents, no drunks, for Ball Games, over 12, Add-'Em-Up Darts, Slum Blower, etc. Starting at Knoxville Fair, Sept. 10. All replies to:

JOHN GALLAGAN
c/o Fair Office, Fairgrounds, Knoxville, Tenn.

WANTED

For the Great Williams County Fair, Montpelier, Ohio, September 10-15

Basket Ball, also a few choice locations for Legitimate Games. Wire:

GETTUS PUGH and C. M. PEARCE
Van Wert, Ohio, September 4-8

WANTED

Musicians and Chorus Girls for Cotton Club Revue. Wire:

HERMAN PARRISH
ROYAL CROWN SHOWS
Union City, Tenn., at once

FOR SALE

ROTO-WHIP

1 month old. Located in Chicago. Best offer.

Phone: ROgers Park 4-0576

BILL HARRIS

WANTS AGENTS

For Skillo, Outside Man, Count Store, Greenup, Ky., this week; Fairs to follow.

RAS Sees 200G Gross at St. Paul

(Continued from page 80)

trailed the grosses of a year ago hung up by Gypsy Rose Lee when she brought her girl show in with RAS. Last year the gal show was the top money maker.

Strong Publicity

Herb Pickard, RAS publicity chief, garnered strong newspaper space and radio time thruout the week. He set up three TV shows, one showing the big midway going up in advance of the fair opening. In addition, he had some 24 spot radio shows originating either live or on tape on the grounds during the week. Pickard's biggest space grab was a feature in *The St. Paul Dispatch* in which a reporter went into a tank of water to interview one of the gal divers in the *Aqua Tease*.

Before the fair opening the RAS Shrine Club joined with Shriners from Osman Temple, St. Paul, to entertain kids in an afternoon show at the Shriners' Hospital in the Twin Cities. This, too, grabbed plenty of newspaper space.

JOLLYTIME SHOWS

WANT

Hanky Panks, all kinds. Agents for Percentage, Ball Game, Penny Pitch, Cork Gallery, and Grind Show with own top, Frozen Custard. Good proposition for Bingo. Playing all proven spots in Virginia, North and South Carolina. This week Greensboro, Md.; then as per route. All replies to Manager.

WANTED NOW WANTED

Freak to feature, salary sure; Mental Act or Single Reader, Bally Acts, Sword Swallower, Tommy Thompson, wire; Ticket Sellers, Tattooer. Our all winter, Museum. Cook House Help. Pay every week. All reply:

BILL CHALKIAS
SNAPP GREATER SHOW
Rockford, Ill., this week; Hannibal, Mo., next.

JOHN J. SHELLEY

CAN PLACE

Count Store and Pin Store Agents for 9 Southern Fairs, starting September 11, Attalla, Alabama. Also two Working Men to up and down joints. Address:

c/o Fairgrounds, Attalla, Alabama.

TWO OF BEST

Want Rides, Shows, Concessions. No Girl Show, gift or gypsies. Second Men who drive trucks. If you have car, stay where you are. Oregon County Free Fair, Thayer, Mo., Sept. 11-16; Phillips County Fair, West Helena, Ark., Sept. 18-23. Exclusive held on Cook House, Conn. Game only. Contact

Dyer's Greater Shows
Mineral Point, Wis., this week.

FESTIVAL

Jersey City on the Streets, Sept. 14 to Sept. 24 inclusive. Under auspices of St. Michael's Church. Wanted—Cookhouse and Frozen Custard, Pitch-Till-You-Win, Cigarette Shooting Gallery, Hoop-La, Glass, Penny Pitch, Cigarette Penny Pitch, Fish Pond, any other Hanky Panky Shows. 213 Ridge St., Newark, N. J. HU 31051 or HU 59036.

AGENTS WANTED

2 Bucket and 1 Six Cat Man. Outside Help for Wheels, also Relief Agents. Dickie Doo and Cagney Kid, come on. Will frame Nall Game for 2 good Agents.

Join Mt. Holly, N. J., Fair, Sept. 4-9.

SPOTSY

Michael & Dorothy Mackey

Please contact

R. C. BRYAN
608 Tampa St. Tampa, Florida

FROM THE LOTS

Modernistic

DELMAR, Del., Sept. 2.—Weather and crowds were good here. Visitors were Mr. and Mrs. Carl Munn and daughter, formerly with this org. They entertained Mr. and Mrs. J. Keeler and Mr. and Mrs. Al Long at their home and held open house for the personnel. A public wedding took place on the midway on Friday. Bride was Rose North, Easton, Md., and groom Stanley Riddle, of the org, who has been with it for the past nine years. Attendants were Mr. and Mrs. J. Keeler. Taylor Trout emceed the program. A nice purse was presented the couple from the show by Al Dexter.

Newcomers are daughter and son-in-law and granddaughter of Mr. and Mrs. Homer. Mr. and Mrs. Mack, with Monkey and Wild Life shows, left here to join the Johnny J. Jones org for remainder of the season. Mrs. Art Palmer and son, Neal, returned home at Bristol, Conn., for the school season. Mickey and Margaret Vogel received delivery of new truck for their frozen custard. Mr. and Mrs. Keeler have a new 35-foot Palace trailer.—AL DEXTER.

Virginia Greater

SNOW HILL, Md., Sept. 2.—Business here for the week ending Saturday (26) was satisfactory, with bands of the local American Legion Post and fire companies giving Thursday night (24) biz a spurt. Saturday business, including a children's matinee, was good.

Show pulled in here from Crisfield, Md., after a successful week there at the Chesapeake Bay Fishing Fair.

American Legion was the sponsor here, with the committee headed by E. Cooper. For the first time in several years, the show played within city limits.

Merchandise donated by local store owners was given away nightly and helped stimulate attendance. Manager Rocco Masucci, John (Pop) Garrett and H. W. (Hap) Arnold drove down to the Keller, Va., fairgrounds to begin laying out the lot for the show's jump there. Mrs. Masucci and Mrs. Betty Monroe drove to Salisbury, Md., for a shopping tour during the stand here.

Mr. and Mrs. Monroe, Mr. and Mrs. Masucci, Mr. and Mrs. Jim Harrington and Pop Garrett spent Wednesday (23) visiting Lawrence Greater Shows at Eastern Shore Fair, Cambridge, Md. Many of the folks on the show enjoyed the fishing at the lake adjoining the lot here.

Davis Am. Co.

GRANTS PASS, Ore., Sept. 2.—Org had good biz here at the Josephine County Fair. Jack Lambert has joined with his derby for remainder of the season. Recent visitors included Mr. and Mrs. Mike Krekos and Moe Eiseman, of the West Coast Shows; Marie Ricks and Charles Carpenter; Mr. and Mrs. Jack Eyerly and Lee Eyerly, of the Eyerly Aircraft Company, Salem, Ore. Mr. and Mrs. Ray Hartley, jewelry concession, are the parents of a girl, Holly Hartley, born in Salem.—DELORES BEAMES.

20th Century

BELLEVILLE, Kan., Sept. 2.—Org moved here this week following a good stand at the Freeborn County Fair, Albert Lea, Minn. Kid's day, Tuesday (22) at the Minnesota spot produced big crowds of moppets and up to 4 p.m. 26,467 reduced ride tickets were sold, the largest children's day of the season.

Grosses at three fairs in North Dakota and seven in Minnesota were substantially above a year ago. New Ulm, Minn., was the biggest winner of the circuit.

WANTED

For Stamps, Ark., Big Fair, week Sept. 11, 1950; Malvern, Ark., Fair, week Sept. 18, 1950; McGhee, Ark., Fair, week Sept. 25, 1950.

CONCESSIONS AND SHOWS

MOUND CITY SHOWS

Per Route

MAGIC EMPIRE Shows

WANTED FOR EIGHT BIG FAIRS

CAN PLACE COOKHOUSE IMMEDIATELY

Have opening for competent Side Show Manager with Acts. Will furnish 100 ft. top and 120 ft. banner line, all new, and transportation. Wire at once. Midway open for all our Fairs. Will place Concessions of all kinds. Will book Kiddy Rides and any Shows not conflicting.

WE HAVE TEN RIDES OF OUR OWN

Hopkinsville, Ky., this week; Veterans' Homecoming, Booneville, Miss., week of Sept. 11; then Great Delta Fair and Livestock Show, Greenville, Miss.; followed by in order: Clay County Fair, West Point, Miss.; Maury County Fair, Columbia, Tenn.; Broward County Fair, Brownsville, Tenn.; then Alabama and Mississippi for six more.

WE POSITIVELY HOLD CONTRACT FOR COVINGTON COUNTY FAIR, ANDALUSIA, ALA., WEEK OF OCT. 23.

Wire or come on. A. SPHEERIS, Owner; PAUL BOYETTE, Gen. Agent.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Opening VAN BUREN COUNTY FAIR, Spencer, Tenn., Sept. 7—still time to join; HICKMAN COUNTY FAIR, Centerville; HARDMAN COUNTY FAIR, Bolivar; CARROLL COUNTY FAIR, Huntingdon; all Tennessee Fairs; then the BIG LIME STONE COUNTY COLORED FAIR, ATHENS, ALA.

Want Cookhouse, Grab, Floss, Custard, Photos, Short Range, Novelties, Milk Bottles, Cork Gallery, Hoop-La, Bumper, Watch-La, Hit & Miss, 6-Cat, Buckets, Coke Bottles and Agents for Pea Pool, must drive. SHOWS: Ten-in-One, Motordrome, Monkey, Fat Show or Illusion. RIDE HELP: Octopus Foreman, must drive.

All replies to John Portemont, Spencer, Tenn.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

SEBASTOPOL, MISS., FAIR, SEPT. 11-16

Followed by Seven Louisiana and Mississippi Fairs

WANT STOCK CONCESSIONS: Aluminum, Blower, Bowling Alley, Age & Weight, High Striker, Balloon Darts, Hoop-La, Watch-La, Pitch-Till-You-Win, Basket Ball, String Game and any other legitimate Stock Concessions. Will sell "X" on Novelties for seven Louisiana and Mississippi fairs. Want Manager for office-owned Snake Show, Shows with own equipment, Fun House. Want Foreman for Chairplane, top salary; experienced Bingo Counterman, Colored Minstrel Performers; fast, sober Griddle Man. Will place Pony Ride.

All replies to ED GROVES

FERRIDAY, LA., THROUGH SEPT. 9.

LINCOLN COUNTY FAIR

Fayetteville, Tenn., Sept. 11-16.

Now booking for independent midway: Eating and Drinking Stands, Kitchen Gadgets, Candy Apples, Popcorn, Snow Balls, Novelties, High Striker, Ball Games, Custard and all other legitimate Concessions open.

Write or Wire

W. R. SMITH

Fayetteville, Tenn.

FOR SALE LATE 1950 FROZEN CUSTARD TRAILER

Also ideal for permanent location. Fully equipped with Sani-Serv Freezer, Walk-In Cooler, Hardening Cabinet, Sinks, Electric Heater, Aluminum Body and Floor. Conforms to requirement of Indiana State Board of Health. For further information contact

Rhoads Refrigeration Co. 3232 S. Calhoun St. Ft. Wayne, Indiana

WANTED

Waiter and Griddle Man that can drive truck. (Ralph Knickson, let me hear from you.)

CLARENCE VIGAS

c/o GEM CITY SHOWS
Attalla, Alabama

HARRY CRAIG'S HEART OF TEXAS SHOWS

WANT TILT FOREMAN

Tonkawa, Okla., now; Stillwater Fair follows.

FOR SALE

1949 Screw-Ball Ride, 1946 Super Roll-o-Plane. Both Rides in excellent condition. Priced to sell. Can be inspected. Sept. 4 to 9, Cadillac, Mich.; 11 to 16, Allegan, Mich.

FRANK R. VOSS

c/o HAPPYLAND SHOWS

LIONS CLUB

Would like to sponsor

CARNIVAL OR CIRCUS

Or both during September or October, Oak Hill, West Virginia. Write: E. N. Goode, Oak Hill Lions Club, Oak Hill, W. Va.

F. M. SUTTON SR. Presents

GULF COAST SHOWS

WANT

WANT

FERRIS WHEEL AND TILT FOR 7 WEEKS IN THE BEST TOWNS IN THE COTTON COUNTRY.

We have 4 Rides, 4 Shows, 30 Concessions.

Wire at Once: F. M. SUTTON SR.

FLAT RIVER, MO., SEPT. 4-9.

Harry Craig's HEART OF TEXAS Shows

Last Call—STILLWATER, OKLA., FAIR—Last Call

Harry Craig wants Bingo, Cook House or Sit Down Grab, Hanky Panks of all kinds, Novelty, Fish Pond, Duck Pond, Agents for Bowling Alley, Pan Joint, Hoop-La, Penny Pitch. Will book Boat Ride, Train. Want Wheel Foreman, Tilt Foreman, Spitfire Foreman, useful Ride Men; drivers preferred. Wives on tickets or concessions. Will book Midget, Fat, Freak, Animal, Illusion, Monkey or any Grind Show. Want Athletic Show Manager. Few more Side Show Acts. Tonkawa, Okla., now; then Stillwater Fair and more Fairs.

TEXAS CENTENNIAL SHOWS

OPENING IN FORT WORTH, SEPTEMBER 4, THEN ARMY CAMPS AND COTTON PATCHES, HERE WE COME

Want Concessions of all kinds. Have 6 Rides. Want Ferris Wheel Man, Merry-Go-Round Man. Ride Help in all departments. Top salary. Will book Shows with own equipment. You pay government tax, I'll furnish the spots. People that know me, get in touch; open for proposition. Wire or call

EMMITT BUFKIN, Mgr. and Legal Adjuster

2328 SO. BUCKNER BLVD.

(Phone: Evergreen 8-1237)

DALLAS, TEXAS

You Pay Your Wires and I'll Pay Mine.

HELLER'S ACME SHOWS

SMITHFIELD, N. C., SEPTEMBER 11-16

Want Custard, Diggers, Girl Show, Side Show, Motordrome and good Carnival Mechanic. Also Rides: Octopus, Rolloplane, Tilt or Caterpillar. Will book Kiddie Train, Whip or Boat Ride. Want Free Act, Custard, Long Range Gallery and Ball Games.

All address HARRY HELLER

Franklinton, N. C., this week; Smithfield, N. C., next week; then Leaksville, N. C. Then all Fairs until Armistice Week.

ORANGE STATE SHOWS

WANT FOR WAKE FOREST, N. C., WEEK OF SEPTEMBER 11

COLLEGE OPENS, SEVEN THOUSAND STUDENTS.

Can use one or more Rides with Shows with own equipment. Concessions—Cook House, Concessions of all kinds. Bob Hallock, wire me. Wire or write

LEO BISTANY

SAMMY LANE SHOWS

SWEETHEART OF THE OZARKS

Want for Salem, Mo., Fair, week of Sept. 4 to 9; also Cole Camp, Mo., Fair to follow and balance of season.

American Mitt, Scales, Mug Gallery, Short Range Lead Gallery, High Striker, Cork Gallery, Duck Pond, Watch-La, Bowling Alley, Nickel Roll Down, Basket Ball, Airplane, Set Spindle, Sitdown Grab. We carry no racket. Lushers, stay away. Grant Powel, come on.

WALLACE & MURRAY SHOWS

MARION COUNTY FAIR, JASPER, TENN., AND ALL FAIRS UNTIL ARMISTICE WEEK.

WANTED—Girl Show Manager, must have three girls and wardrobe. We have wagon show front. Motordrome, Wild Life or any other non-conflicting Show. RIDES—Octopus, Roll-o-Plane, Ride-o. A good proposition for set of Kiddy Rides. CONCESSIONS—Cook House and Bingo wanted, Custard, Photos. Want a few more Concessions for open midway, Ball Games, Balloon Darts, Water Game or any other 10¢ Merchandise Concession. Johnny Reed wants Rolloplane Agents. Experienced Ride Help that drive semis. Out all winter in Florida. Wire or come on. Madisonville, Tenn., now; Jasper, Tenn., Fair, next week.

PRELL'S WORLD FAIR SHOWS

RUTHERFORDTON, N. C., FAIR, SEPT. 12-16

Want Long-Range Shooting Gallery, Derby Racer, Palmistry, all kinds of Hanky Panks, Eating and Drinking Stands, Age and Scales, Novelties. Want Motordrome, Unborn Show, any kind of show worth while. Speedy Ayers, get in touch. Want Girl Show, with or without equipment.

Want Tilt-a-Whirl, Caterpillar or Rocket. Can use all kinds of Ride Help, semi driver preferred. Show Cook House wanted. Want Griddle Men and Waiters immediately for office-owned Cook House.

Thompson Bros., get in touch with me.

All answer:

JOE PRELL or JOHNNY VIVONA

WARSAW, VA.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

8 County Fair, West Point, Virginia, Sept. 11-16; Nash County Fair, Spring Hope, North Carolina, Sept. 18-23; Franklin County Fair, Louisburg, North Carolina, Sept. 25-30; Wadesboro, North Carolina, Legion Fair, Oct. 2-7; Lancaster County Fair, Lancaster, South Carolina, Oct. 9-14; Hartsville and Dillon, South Carolina, Fairs to follow.

All Hanky Panks open. Want Girl Show Manager with wardrobe and P.A. Set. Want Funhouse, Glass House or any good Grind Show. Franklin, Virginia, this week.

All Mail and Wires to **WM. C. (BILL) MURRAY**

P.S.: John Garrett wants to hear from his old Cookhouse help; don't wire, come on.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

AUBURN, IND., FAIR, SEPT. 12-16

Want Mechanical City, Animal, Glass House, Monkey, Snake, Unborn and Other Grind Shows.

Ride Help—Tilt, Merry-Go-Round and Caterpillar, Foreman for Caterpillar.

JOHN QUINN—Cheboygan, Mich. (now)

BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH PRESENTS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR GILES COUNTY FAIR, PULASKI, TENN., WEEK OF SEPT. 11; FOLLOWED BY NORTHWEST ALABAMA FAIR, JASPER, ALA., WEEK OF SEPT. 18; AND A CONTINUOUS ROUTE OF SOUTHERN FAIRS UNTIL ARMISTICE DAY

Legitimate Stock Concessions and Hanky Panks of all kinds. Ball Games, Hi-Striker, Custard, Short Range, Coke Bottles, Pitch-Till-You-Win, Balloon Darts and others.

SHOWS—Can place Fun or Glass House for balance of season.

Address: **C. C. GROSCURTH, Clarksville, Tenn.**

CENTRAL STATES SHOWS

WANT—Age and Scales, Eats and Drinks, Custard, Ball Game, String Game, Fish Pond, Darts, Hi-Striker, Hanky Panks of all kinds
CAN PLACE SHOWS WITH OWN EQUIPMENT.

Hillsboro, Kansas, Fair, September 5 to 8; Pawhuska, Okla., Fair, September 11 to 14; and then Ponca City, Okla., Cherokee Strip Celebration, September 15, 16, 17.

W. W. MOSER, Mgr.

Hillsboro, Kansas, Fair, now.

P.S.—For Sale: Bingo Concession, 16'x40', without stock.

HILLSBORO FALL FESTIVAL

HILLSBORO, OHIO — SEPTEMBER 27-28-29-30

ON STREETS—FREE ADMISSION

— CAN PLACE —

SHOWS—Penny Arcade, Illusion, Snake, Fun House, Fat Show, Monkey, Glass and other Shows of merit. No Girl Shows. CONCESSIONS—Fish Pond, Pitch Till You Win, Groceries and Blankets, String Game, Cork Gallery, Basket Ball and other Ball Games. Write or wire:

C. H. STEVENSON, Hillsboro, Ohio

Iowa Registers High Take With Revised Programing

(Continued from page 78)

the full eight nights, it was shown only the final five nights. A rodeo and a night thrill show were substituted. The usual auto racing dates, likewise, were revised with rodeo on the usual Sunday auto racing date. Grandstand ticket sales were as follows:

Afternoon Shows		
	1950	1949
Friday (25) auto races.....	14,547	15,283
Saturday (26) rodeo.....	15,477	19,689
Sunday (27) rodeo.....	13,193	23,733
Monday (28) auto races.....	14,016	6,991
Tuesday (29) motorcycle races.....	12,599	9,427
Wednesday (30) thrill show.....	16,760	8,372
Thursday (31) auto races.....	15,000*	24,209
Friday (1) stock car races.....	20,000*	10,332

Evening Shows		
	1950	1949
Friday (25).....	15,139	11,844
Saturday (26).....	14,550	17,803
Sunday (27).....	13,742	16,749
Monday (28).....	11,316	9,861
Tuesday (29).....	11,048	12,129
Wednesday (30).....	12,037	11,258
Thursday (31).....	12,000*	11,568
Friday (1).....	—	5,033

*Estimated.
Les Cramer's rodeo was proclaimed by fair secretary Lloyd Cunni gham as the best to play the Iowa grounds in many years. The Saturday and Sunday performances were held despite a sea of mud which would have halted most other types of performances. Jimmy Lynch put on an abbreviated performance at his first night show for the fair Saturday, when a muddy track made it impossible to roll a car.

National Speedways put on the auto and motorcycle races, with the Joie Chitwood thrill show Wednesday. Total grandstand attendance for the Monday-Tuesday-Wednesday shows was 43,375 as compared with 24,790 last year when the horse events ran on the same days. Attendance, similarly, was up on weekdays for the nighttime revue shows.

Hennies Scores

Hennies Bros.' Shows hit the jackpot on the midway, with a 20 per cent gain over the take a year ago for the first gain registered by Hennies this season. The show started out strong with a 26 per cent gain for the first day and played to a strong take during the remaining seven days.

Even the dance hall on the fairgrounds showed signs of becoming an attraction. Jack Eckerson, formerly general agent for Royal United Shows, managed the ballroom and reported square dancing and old-time music proved a hit on weekdays. The Vikings played Wednesday night (30) and pulled more than 1,000 admissions.

Top attraction at the fair this year was that of the Des Moines automobile dealers who displayed eight

shiny new cars alongside eight old-timers under a tent. With a free gate, more than 100,000 persons lined up for a view. The display was open from 7 a.m. to 7 p.m. and a continuous block-long line prevailed. The old cars were from Horn Bros., of Fort Dodge, Ia., who have a collection.

Barnes-Carruthers grandstand acts included Martin Duo, trampoline; Glen and Glen; Novellos, unsupported ladder; Tony, comedy chimp; the Hustris; Three Franks; Great Swanson; Nick Francis; the Mardens; Rudenko Brothers; Van deVelde Quartet; Jacques Cordon & Company; Gautier's steeplechase; Torelli's Circus; Hodgini Circus; Machino Five; Lane Brothers; Two Chords; Tip, Tap and Toe; Art James; Johnny Burke; Bert Nagle and Company; Ross Wyse Jr. and Peggy Womack; Piroaska, acro dancer; Capt. William Heyer's dancing horse, Starless Night; Nagle and Hilja, and Moon Dodgers.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

FOR SALE

SUPER ROLLOPLANE

A-1 RUNNING CONDITION

\$2500.00 CASH

(Harold Lucas, Take Note)

BOX 190

c/o Billboard Publishing Co.
390 Arcade Bldg., St. Louis 1, Mo.

RIDE HELP WANTED

Foremen on Wheel and Kid Rides. Second Men on all Rides. Wives work Concessions or sell Tickets. Hanky Panks and Percentage Dealers wanted. Heading for army camps. Work all the year around.

Contact **MANAGER**

Hartshorne, Oklahoma, this week

WANTED

Shows and Concessions of all kinds for Fayette, Mo., Big Fair, week Sept. 11.

MOUND CITY SHOWS

Palmyra, Mo., this week.

ROYAL EXPOSITION SHOWS

FINAL NOTICE FOR OUR FAIR CIRCUIT OPENING AT EATONTON, GA., SEPT. 11TH

Thanks for the liberal response to our two past ads in Billboard dated Aug. 28th and Sept. 2nd. We could not use everything asked about by several showmen, however, we DID appreciate hearing from you. Again, THANKS. Still have openings for Jewelry, Custard, American Palmist, Potato Chips and a few Hanky Panks. Also Midget Show, Tilt-a-Whirl and Choo-Choo Train. Address all inquiries to:

J. P. BOLT, Gen. Mgr.

Eatonton, Ga., until Sept. 16th; then as per route.

Kellie GRADY Shows

WANT CONCESSIONS—Scales, Age, Cork Gallery, Balloon Darts, Fishpond, Pitch-Till-You-Win, High Striker, any Hanky Panks that work for 10¢, Long or Short Range Lead Gallery. SHOWS—Will book Shows for 20% after tax. Snake, Illusion, Three or Five-in-One, Wild Life and Monkey. RIDES—Book Tilt, Rolloplane or any Rides not conflicting. Huntsville, Ala., this week; Russellville, Ala., week of Sept. 11; Itawamba County Fair, Fulton, Miss., week of Sept. 18; Red Bay, Ala., week of Sept. 25. Six others to show in the Cotton Belt. PHONE: 3123-J, FLORENCE, ALA.

WANTED WANTED
 FOR HOCKING VALLEY FESTIVAL AND HOME-COMING, NELSONVILLE, OHIO, DOWNTOWN ON THE STREETS, AND FOR THE FOLLOWING FAIRS AND CELEBRATIONS:
 LOUISA, KY.; PARSONS, W. VA.; MT. STATE FOREST FESTIVAL, ELKINS, W. VA., AND THE PRESTON COUNTY BUCKWHEAT FESTIVAL, KINGWOOD, W. VA.

Want Bingo Counter Men for balance of season. Attractive salary for Men who produce. Can place Ride Men in all departments who drive semis. Can place Jewelry, High Striker, Add-'Em-Up Darts, Huckley Buck, Coca-Cola, Cookhouse, Bumper, Hoop-La.

WIRE:
L. I. THOMAS, Mgr.
THOMAS JOYLAND SHOWS
 Kentland, Ind. (Fair), this week;
 then Nelsonville, Ohio.

VICTORY EXPOSITION SHOWS
WANT COOKHOUSE
 Can place Foremen for Spitfire and Tilt.
 Address Arkansas City, Kan., this week; Frederick, Okla., next week.

CONCESSIONS WANTED
 For Missouri Dates Exclusive sold on Novelties, High Striker, Cork Gallery, Mug Joint and Short Range.
FOR SALE
 Popcorn and Candy Floss Trailer. Will book for balance of season.
E. CAMPBELL
 Vienna, Mo., Sept. 7-8-9; Belle, Mo., Sept. 14-15-16.

CLARENCE THAMES
WANTS GIRLS
 For three Shows. All winter in Florida and Mexico.
PRELL'S WORLD FAIR SHOWS
 Warsaw, Va.

NOTICE
 Would like to hear from or learn the whereabouts of
SPORT MATHEWS
JOHN R. WARD
C. J. MUSGROVE
 Write—Wire—Phone
 CHARLES A. LENZ
 1492 4th St., North St. Petersburg, Fla.
 (Phone: 7-5914)

ROSE CITY SHOWS
 Want for 5 Fairs. No Still Dates after this week. Popcorn, Peanuts, Grab, Scales, Age, Cork Gallery, Short or Long Range Lead, Gallery, Bumper Coke Bottles, Novelties or any others that don't conflict. Agents for Hanky Panks, Man for Merry-Go-Round, Second Man on Wheel, Front Man for Animal Show and Fun House. Palestine, Tex., 4th-9th; Bridgeport Fair, Tex., 11th-16th.
W. E. KILGORE, Owner-Mgr.

Greater Midway Shows
 CAN PLACE for Fremont, N. C., next week, and all Fairs to follow: Stock Concessions of all kinds. No time to lose, wire or come on. Address:
EARL MILLER
 Rowland, N. C., this week.
 P.S.: Have complete outfit for Grind Show.

WANTED
 Legitimate Concessions for Wakarusa Street Fair, Sept. 13 to 16.
 The biggest 'little Street Fair in Indiana.
 Address:
E. G. BLESSINGER, care Center Township Assessor's Office, Phone 6112, Muncie, Ind.

St. Paul Heads For a Record

(Continued from page 64)
 shut-down was in effect for 90 minutes as every inch of parking space was occupied.

Grandstand Strong
 Both day and night grandstand receipts were ahead of a year ago, according to Doug Baldwin, assistant secretary. Day receipts thru Wednesday totaled \$63,525 compared with \$62,690 for the same period in '49, and these grosses were taken in despite the loss of all Monday grandstand shows to rain.

Baldwin pointed out that the elimination of harness horse racing this year contributed in large measure to the increased day grandstand takes Tuesday and Wednesday. Tuesday's matinee gross this year was \$14,133 compared with \$5,231 in '49, while Wednesday's afternoon program took in \$13,674 compared with \$4,538 a year ago.

Day grandstand attendance thru Tuesday (29) totaled 62,138 with the Monday cancellation, against 62,053 for the first four days of '49. Replacing the trotters this year was Joie Chitwood's Auto Daredevils Tuesday, and Frank Winkley stock car races the following afternoon.

Night Grosses Up
 Night grandstand receipts thru Wednesday (30) stood at \$47,610 compared with \$41,846 to the same point last year. Big difference was attributed to the Chitwood opening night show when 16,702 paid \$13,839, while a year ago 9,176 paid \$8,466.

Harry Frost, fair concessions superintendent, reported that the Royal American Shows thru Tuesday night had an \$84,000 gross as compared with \$79,000 a year ago, despite the Monday rain, which forced postponement of kid's day to Thursday. Receipts from other concessions thru Wednesday were estimated at \$94,000, on a par with '49. Frost reported that he signed more than 400 contracts with exhibitors and concessionaires this year, compared with 365 a year ago.

Barnes-Carruthers' grandstand revue line-up included Stuart Singers; Wiere Brothers and Company, comedy; Three Wiles, comedy dance; Adrianna and Charly, trampoline; Bobo Barnett and Company, clowns; Tornina and Eric, high pole; Willie West and McGinty, comedy; Nita and Peppi, acrobatics; Excess Baggage, dogs; Rex Ramer, instrumental music; the Grotfontons Combination, aerialists; Betty and Benny Fox, high pole, and Miss Rietta, high pole.

DU QUOIN HIT HARD

(Continued on page 64)
 Ben Beri, juggler; West and Page, comedy jugglers; A. Robbins, banana man; Sing, Lee, Sing, balancing Helen and Howard, ballroom dancers; Herzogs, aerial; Dunhills, tap dancers, and Joe Termini, comic violinist. This bill holds thru tomorrow, with Bob Hope, plus supporting acts, in for Labor Day night, the closing.

Weather thru the first six days was a jolt to business on the midway, which is held down by Tivoli Exposition Shows.

WANTED
 2 or 3 Rides for September 15 and 16. Carnival sponsored by Lions' Club of Monroeville, Ind. Contact
HAROLD ROBISON
 Monroeville, Ind.

FOR SALE
FROZEN CUSTARD TRUCK
 Fully equipped. Now working on Virginia Greater Shows, Franklin, Va., this week; West Point, Va., next week.
BOX D-430, c/o The Billboard Publishing Co., 2160 Patterson St., Cincinnati 22, Ohio.

SAMSON COUNTY AGRICULTURE FAIR
 CLINTON, N. C., SEPTEMBER 11 TO 16

WANTS WANTS
CONCESSIONS—Ball Games, Fish Ponds, Duck Pond, Pitch-Till-You-Win, Photos, Guess Your Age and Weight, Swinger and Buckets. All Concessions open.
SHOWS—Will book Shows with own equipment.
RIDES—Will Book Rides that do not conflict.
All address EDWARD C. COOPER
 Chamber of Commerce, Clinton, N. C.

MIGHTY PAGE SHOWS

ALL FAIRS ALL FAIRS
 Now booking for Martinsville, Va., Fair, Sept. 11-16; followed by Asheboro, N. C., Fair and High Point, N. C., Fair and all bona fide Fairs until Armistice Day.
 Eating and Drinking Stands. Concessions—Age and Weight, Water Games, Ball Game, Bumper, String Game, Short Range, Country Store, Rat Game. Book all Hanky Panks for this route. A few choice Wheels and P.C. open if you have other Concessions. Give Ex on Jewelry and Custard and Grab Bag. Want P.C. and Hanky Pank Agents. Shows—Big Snake, Life, Mechanical, Wild Life, Fun and Glass House or any Show that does not conflict. This is a real route for Motordrome and Penny Arcade. Want Side Show Acts of all kinds. Rides—Book Spitfire, Fly-o-Plane, Pretzel, High Ball, Little Dipper, Pony Ride, Boat Ride and Kiddie Airplane. Sober Ride Men that drive and have license, come on. Can place you.
 All replies to
BILL PAGE, Roanoke Rapids, N. C., or **JACK PERRY**, Henry Hotel, Martinsville, Va.
 P.S.: Ray Price and Bill Moore, contact me immediately.

WANT FOR SOUTHEAST MISSOURI DISTRICT FAIR, CAPE GIRARDEAU, SEPT. 11-16, AND KENNETT, MO., FALL FESTIVAL, SEPT. 18-23
 Hanky Panks, Ball Games, Fish Bowl. Can place Side Show, Unborn, Lung, Mechanical or other shows. Need Spitfire Foreman. Want Ride Men who drive.
SUNSET AMUSEMENT CO.
 Bowling Green, Mo., Fair, this week.



LONE STAR SHOWS

J. R. McSpadden
 Manager

W. Barry
 Secretary

Myrtle McSpadden
 Treasurer

WANT WANT WANT WANT
FOR LONG LIST OF FAIRS IN TENNESSEE, GEORGIA AND FLORIDA STARTING WITH PERRY COUNTY FAIR, LINDEN, TENN., SEPT. 18-23.
 Want Hanky Panks of all kinds. You can get well with us. Wire at once for space. RIDES—Will book any Ride not conflicting with the ten we now have. Can use at once Pony Ride and Little Dipper. SHOWS—Animal, Jig, Snake. If you have your own equipment, can give you a good proposition. RIDE HELP—Want Foremen for Roll-o-Plane, Chairplane. Second Men on all Rides. If you can drive and stay sober, will pay a bonus. Wire or phone at once. All winter's work for men who can produce. On account of disappointment can use at once A-1 Cook House. One that can and will cater to show people. Can also use French Fries and Foot-Long Hot Dogs.
 J. R. McSPADDEN, Owner, Willard, Ohio, week of Sept. 4; then as per route.
 P.S.: R. M. McSpadden wants P. C. and Pin Store Agents. A. Wilson wants Blower and Count Store Agents. Joe Sierman wants Bucket and Six Cat Agents.

INTERSTATE SHOWS
 CAN PLACE FOR TIPTON COUNTY FAIR, COVINGTON, TENN., SEPT. 11-16, FOLLOWED BY MORGAN COUNTY FAIR, SUNBRIGHT, TENN., SEPT. 18-23
 Shows—Will book any Show with own equipment at liberal percentage, such as Fun House, Glass House, Motordrome, Wild Life, Snake Show. Ride Help—Want Foremen for Rolloplane and Chairplane and Second Men on all Rides. Want Man to take care of Marquee and Front that is capable of taking out sound truck. All Eating and Drinking stands open, also all legitimate Concessions. All replies to
H. B. ROSEN, Mgr., Trenton, Tenn. (Fair), this week.

FOR SALE—GIRL SHOW COMPLETE
 72. ft. front, panel, neon, 30x60 lace top dressing room trailer with stages attached. 2 P.A. sets complete, 1 1/2 ton 1937 Ford van truck, new motor. Everything in good shape, nothing more to buy. Reason for selling, can't handle two shows. Beautiful buy, \$1,500.00 cash.
WANT DANCERS
 Enlarging Shows for our big Fairs. Girls who have it. Salary no object. Man and Wife for Posing Show, very good deal. Make winter b.r. at one Fair. Those who worked for me in the past, come on, will place you. Also fast Ticket Seller.
E. H. MILLER—Happyland Shows
 Cadillac, Mich., this week; Allegan, Mich., next.

PAUL OLLIS WANTS
 Two Bingo Counter Men, good salary. Also Working Help around Concessions. One Skillo Man. Also General Help for Skillo. Want Agents for Razzle and Pin Store. All with me before answer. Jimmy Britt: Am waiting to hear from you. All replies to
PAUL OLLIS, Lee's United Shows
 Breckenridge, Mich., Sept. 6 to 9; Battle Creek, 11 to 17.

Morris Hannum Shows

One of the Great Eastern Shows

TWIN COUNTY FAIR, Northampton, Pa., Sept. 13-16

Can place set of Rides for this one.

ELIZABETHTOWN, PA., on the Streets, SEPT. 13-14-15-16

Can place Motordrome, one Flat Ride and a few Ten-Cent Stock

Concessions and Cook House. Dauphin County Fair, Gratz, Pa.,

September 19-23. Place Eats, Drinks, Stock Concessions, Motor-

drome and Independent Shows. Ephrata, Pa., Farmers' Week,

September 25-30, biggest street date in the East. Want Motor-

drome and one Flat Ride. New Holland, Pa., and Lititz, Pa.,

Street Fairs to follow. Can place capable Ride Help at all times.

Need First Wheel Man at once. All replies to

MORRIS HANNUM

Lehighon Fairgrounds, this week, Lehighon, Pa.

D.S. DUDLEY SHOWS

Want for Childress State Fair and Others

Show Booked Till Second Week in December in Cotton Territory

CONCESSIONS—Grind Store Agents, Skillo Agents. Bill Star, contact Sammy George. Ball Game Agents, Scales, Age, Huckley-Buck, Penny Pitch. Will book Concessions that don't conflict. SHOWS—Man to take Snake Show. Man with Girls to take Girl Show. Man to take Monkey Show. Have complete Shows. Will book any Show. RIDES—Second Men on all Rides. Will book any Ride that don't conflict. September 4 to 9, Wellington, Tex.; September 11 to 16, Childress, Tex., Fair; September 18 to 23, Muleshoe, Tex., Fair. Wire all answers.

CAN PLACE

C. A. STEPHENS SHOWS

Concessions for 12 Fairs. Custard, Floss, Apples, Sno, Photos, High Striker, Agents, Razzle, Skillo, Tom Hale wants Count Store Men. Al Craig can place Pin Store Agents. James Fennell wants Pin Store Agents, Agents for Ball Games. SHOWS—Can place Side Show, we have new top and banners. James Charanne, wired you. Place any worth-while Grind Show. Dancing Girls for two Girl Shows. RIDES—Place some Kiddy Rides. Fair route given to interested parties.

MILLEN, GA., THIS WEEK.

CONEY ISLAND EXPOSITION SHOWS

Want for the following three cotton spots in Southeast Missouri: Malden Fair and Live Stock Show, Malden, Mo., Sept. 11-16; Poplar Bluff, Mo., Fall Celebration, Sept. 18-25; Dunklin County Fair, Senath, Mo., Sept. 27-Oct. 1. We also hold contracts for the best cotton route in Southeast Missouri and Northeast Arkansas.

Will sell X on Bingo and Frozen Custard, any and all percentage to right party for balance of season. Also will place Count Stores and Skillos for balance of season. We have an open midway. Hanky Panks, \$25 straight through. No ups at Fair dates. Will book any Major Ride not conflicting and will book Independent Shows of all kinds. Cheap percentage.

Contact **MANAGER, CONEY ISLAND EXPOSITION SHOWS, Sikeston, Mo., Sept. 6-9.**

HARRISON GREATER SHOWS

WANT FOR BETHEL THREE COUNTY FAIR, BETHEL, N. C., SEPT. 11-16. **WANT**

Concessions of all kind open. Novelties, Age, Scale Custard, Grab, Popcorn, Candy Apples, Floss, Snowballs, all Hanky Panks open. Due to disappointment want nice Bingo for balance of season. A few choice Concessions open. Dutch Whiteside and his Concessions no longer with this Show. Jack Lance wants Count Store, Skillo Agents, also Line-Up Store Agents. Good opening for Monkey Show, Motordrome or any Grind Show. Long season south. Five Fairs in Florida. Want A-1 Electrician that can handle transformers. Want Foreman for Allan Herschell Merry-Go-Round, also Rolloplane. All mail and wires to

FRANK HARRISON, MANAGER; JACK LANCE, BUS. MANAGER
Louisburg, N. C., this week; then as per route

CARNIVAL ROUTES

(Continued from page 68)

Cherokee Am. Co.: Chandler, Okla., 6-9; (Fair) Perry 11-16.
Coleman Bros.: (Fair) Fonda, N. Y.
Collins, Wm. T.: (Fair) Marshfield, Wis., 4-7; (Fair) Bird Island, Minn., 11-13.
Collins United: Miller, Neb., 7-9; Arnold 13-16
Coney Island Expo.: Sikeston, Mo.; Malden 11-16.
Crafts Expo.: (Fair) Sacramento, Calif., 4-10.
Crescent Am. Co.: (Fair) Batesville, Ark.; (Fair) Monticello 11-16.
Cumberland Valley: (Fair) Cookeville, Tenn.; (Fair) Sparta 11-16.
Dan-Louis: (Fair) Hardinsburg, Ky.; Lettchfield 11-16.
Delta Am.: Sallis, Miss.
Dickson's United: Fletcher, Okla., 4-6; Gotebo 7-9.
Dixie Expo.: Denton, N. C.; Carthage 11-16.
Dobson's United: New Richmond, Wis., 7-10; Cumberland 11-17.
Douglas Greater: Kirkland, Wash.
Down River Am. Co.: Wayne, Mich.
Drew, James H.: Mingo Junction, O.; Middleport 11-16.
Dudley, D. S.: Wellington, Tex.; Childress 11-16
Dumont: New Bern, N. C.
Dyers Greater: Mineral Point, Wis.; Thayer, Mo., 11-16.
Endy Bros.: Charleston, W. Va.
Evans United: Horton, Kan., 6-9; Smithville, Mo., 11-16.
Fair Am Co.: Chadbourne, N. C.; Nashville 11-16.
Ferris Carl D.: Dunkirk, N. Y.
Ferris Greater: (Fair) Lancaster, Calif., 5-10.
Fleming, Mad Cody: (Fair) Ellijay, Ga.; (Fair) Jasper 11-16.
Francis, John: El Paso, Ill., 7-9; Bloomington 13-16.
Franklin, Don, No. 1: Waco, Tex.; Ennis 11-16
Franklin, Don, No. 2: Santa Anna, Tex.; Rising Star 11-16.
Galety: East Rochester, N. Y.
Gayland Am.: Farmland, Ind., 6-8; Wakarusa 11-16.
G. & B. Rides: Grantsville, W. Va.; Clendenin 11-16.
Gem City: (Fair) Attala, Ala.
Gentsch, J. A.: Clarksdale, Miss.
Gifford's: (Fair) Ringwood, Okla., 7-9; (Fair) Hobart 13-16.
Gold Bond: (Fair) Melvin, Ill.; Peru 11-16.
Gold Medal: Union City, Tenn.; Fayetteville 11-16.
Golden West: (Fair) Placerville, Calif.
Gooding Am. Co., No. 1: (Fair) Dayton, O.
Gooding Am. Co., No. 2: (Fair) Van Wert, O.
Gooding Am. Co., No. 3: (Fair) Burton, O.
Gooding Am. Co., No. 4: (Fair) Canton, O.
Gooding Am. Co., No. 5: Lorain, O.
Gooding Am. Co., No. 6: Butler, Pa.
Gooding American Expo.: (Fair) Hart, Mich.
Gooding Greater: (Fair) Fremont, O.
Gooding Park Attrs.: Columbiana, O., 7-9.
Gracelan: Greater: Mt. Vernon, Ill.
Grady, Kelle: Huntsville, Ala.; Russellville 11-16.
Grand American: Unionville, Mo.; Carrollton 11-14.
Granite State: Lewiston, Me.; Acton 13-16.
Greater Midway: Rowland, N. C.; Fremont 11-16.
Greater Rainbow: Kenesaw, Neb., 4-6; Davenport 8-9.
Griggs Greater: (Fair) Sapulpa, Okla.; (Fair) Bristow 11-16.
Groves Greater: Ferriday, La.; Sebastopol, Miss., 11-16.
Julf Coast: Flat River, Mo.
Hagensick's Rides: (Fair) West Mineral, Kan.; Weir 14-17.
Hames, Bill: Gainesville, Tex.; Tyler 11-16
Hannum, Morris: Lehighon, Pa.; Northampton 13-16.
Happy Attrs.: (Fair) McConnellsville, O.; (Fair) Wooster 12-16.
Happyland: (Fair) Cadillac, Mich.; (Fair) Allegan 11-16.
Harrison Greater: Loupsburg, N. C.; Bethel 11-16.
Harry's Greater: Amherstdale, W. Va.; Pearlsburg, Va., 11-16.
Heart of Texas: Tonkawa, Okla.; Stillwater 11-16.
Heller's Acme: Franklinton, N. C.; Smithfield 11-16.
Hennies Bros.: (Fair) Lincoln, Neb.
Heth, L. J.: (Fair) Jamestown, Tenn.; (Fair) Lebanon 11-16.
Hiawatha: Onaway, Mich.; East Jordan 12-16.
Home State: (Fair) Redwood Falls, Minn., 6-8; Kellogg 9-10; Spring Valley 11-13.
Hoosier State: Sullivan, Ind.
Hottle, Buff: Chaffee, Mo.
Howard Bros.: (Fair) Marietta, O., 3-6; (Fair) St. Clairsville 7-9.
Imperial: LeRoy, Ill., 6-9.
Imperial Expo.: Monroe, Wash.
Imperial Expo.: (Fair) Huron, S. D.
Inland: Lebanon, Mo.
Interstate: Trenton, Tenn.; Covington 11-16.
Jan Am.: (Fair) Alto, Wis., 7-8.
J. & B.: Round Hill, Va.
Johnny's United: (Fair) Spencer, Tenn., 7-9.
Jollytime: Greensboro, Md.
Jones United: Herrick, S. D., 8-9.
Jous, W. C.: Thomasville, N. C.
Keystone Attrs.: Shenandoah, Va.
Kile, Floyd O.: (Fair) Hot Springs, Ark.
Kinland Am. Co.: Doerun, Ga.
Krause Am.: Philadelphia, Pa.
Krasse Am. Co., No. 1: (Fair) Keene, N. H., 7-11.
Krasse Am. Co., No. 2: (Fair) Northampton, Mass.
Lamb, L. B.: (Fair) Webster City, Ia.
Lane, Leo: Savannah Beach, Ga.
Lane, Sammy: Salem, Mo.; Cole Camp 11-16.
Lawrence Greater: Staunton, Va.
Lee United: Breckenridge, Mich., 6-8; Battle Creek 10-17.
Lone Star: Willard, O.
Lozier Am.: Rhodell, W. Va.; Sophia 11-16.
Magic Empire: Hopkinsville, Ky.; Booneville, Miss., 11-16.
Maine Am.: (Fair) Guilford, Me., 8-9; (Fair) Cherryfield 12-16.
Manning, Ross: (Fair) Mt. Holly, N. J.; (Fair) Doylestown, Pa., 11-16.
Marion Greater: Mullins, S. C.; Pageland 11-16.
Marks, John H.: Hendersonville, N. C., Burlington 11-16.

Merriam's Midway: (Fair) Guthrie Center, Ia., 5-8; (Fair) Stanton, Neb., 10-12; (Fair) Wayne 13-16.
Merryland: Shepherd, Mich.
Meverden, Lloyd, Am.: Oconto Falls, Wis., 6-9.
Midway Expo.: Caldwell, Kan.
Midwest: (Fair) Malad, Idaho, 7-9.
Mighty Page: Roanoke Rapids, N. C.; Martinsville Va., 11-16.
Model: Moville, Ia.
Moore's Modern: (Fair) Oblong, Ill., 4-8; (Fair) Shawneetown 10-15.
Motor State: Trenton, Mich., 6-16.
Mound City, No. 1: Palmyra, Mo.
Mound City, No. 2: (Fair) Farmington, Mo.
Mountain State: Versailles, Mo.
Myers: Petersburg, Tenn., 5-6; Westmoreland 7-9.
Nelson, George W.: Good Thunder, Minn., 6-7; Clarissa 9-10.
Nessler's: Mound City, Ill., 7-9; Trenton, Tenn., 11-16.
Northern: (Fair) Canton, N. Y., 8-10; (Fair) Hammond 13-16.
Northern Expo.: Mandan, N. D., 7-9.
Oklahoma Expo.: Morris, Okla.; Hoffman 14-16.
Pan-American Am.: Pasadena, Calif., 6-10; Monterey Park 13-17.
Page Bros.: (Fair) McMinnville, Tenn.; (Fair) Springfield 11-16.
Parada: Joplin, Mo.
Paul's Am.: Paris, Ark., 4-5; Scranton 6-10.
Peck Am. Co.: Macon, Miss.; Louisville 11-16.
Peerless Celebration: Goshen, Va.; Glasgow 11-16.
Penn Premier: (Fair) Port Royal, Pa.; (Fair) Troy N. C., 12-16.
Pioneer: Orbisonia, Pa.; McClure 13-16.
Pla-Park: Cleburne, Tex.
Powelson Expo.: Butler, O.; Mt. Vernon 11-16.
Powelson Greater: Cardington, O.; Marysville 12-16.
Prell's Broadway: (Fair) Ebsenburg, Pa.; (Fair) Covington, Va., 11-16.
Prell's World Fair: (Fair) Warsaw, Va.; (Fair) Rutherfordton, N. C., 11-16.
Purvis Providence Forge, Va.
Raines Am.: Clarksville, Ark.
Raney United: Madison, Minn., 6-9.
Reid, King: Schaghticoke, N. Y.
Rose City: Palestine, Tex.; Bridgeport 11-16.
Rose City Ridges: Greenville, Mo.
Royal American: (Fair) Topeka, Kan., 9-15.
Royal Crown: Union City, Tenn.
Royal Expo.: Eatonton, Ga.
Royal Midwest: Brooksville, Ky.; (Fair) Greenup 13-16.
San Valley: Moline, Kan., 7-9.
Schafer's Just for Fun: (Fair) McAlester, Okla.
Shan Bros.: (Fair) Sevierville, Tenn.; (Fair) Gainesville, Ga., 11-16.
Shugart, Doc & Son: (Rodeo) Idabel, Okla., 7-9; (Fair) Madill 13-16.
Siebrand Bros.: Jerome, Idaho.
Silver Slipper: Berea, Ky.; (Fair) Gainesboro, Tenn., 11-16.
Skerbeck Am.: Pickford, Mich., 8-10.
Smith, George Clyde: Frostburg, Md.; (Fair) Fincastle, Va., 11-16.
Snapp Greater: Rockford, Ill., 4-7; Hannibal, Mo. 11-16.
Southern Valley: (Fair) Benton, Ark.; (Fair) Arkadelphia 11-16.
Sparks, J. A.: Celina, Tenn.; Woodbury 11-16.
Strader, M. A.: Cheyenne Wells, Colo.
Standard: Edgemont, S. D., 5; Rushville, Neb., 14-16.
Star Am. Co.: (Fair) Hazen, Ark., 6-9.
Starlight: Elgin, Tex.
State Fair: (Fair) Julesburg, Colo.
Stephen's: Gorin, Mo.
Stephens, C. A.: Millen, Ga.
Strates, James E.: (Fair) Syracuse, N. Y.; (Fair) York, Pa., 11-16.
Sunset Am. Co.: (Fair) Bowling Green, Mo., 6-9; (Fair) Cape Girardeau 11-16.
Tassell, Barney: Orange, Va.
Tatham Bros.: (Fair) Mt. Pulaski, Ill., 6-9; (Fair) Odell 13-16.
Texas: Beeville, Tex.
Texas Centennial: Fort Worth, Tex.
Thomas Joyland: Kentland, Ind.; Nelsonville, O., 11-16.
Tim's United: (Fair) Grangeville, Idaho; Cottonwood 11-16.
Tinsley, Johnny T.: Marietta, Ga.; Rome 11-16.
Tivoli Expo.: Brownsville, Tenn.
Tri-State: (Fair) Thayer, Kan.
Turner Bros.: Eldorado, Ill.; East Prairie, Mo., 11-16.
20th Century: Bethany, Mo.
Twin City: Carthage, Mo.; (Fair) Salem, Ark., 12-16.
United-Expo.: West Frankfort, Ill., 4-6; Idabel, Okla., 11-15.
United States: (Fair) Gary, W. Va.
Veterans United: (Fair) St. Paul, Neb.; (Fair) Waterloo 13-16.
Victory Expo.: Arkansas City, Kan.; Frederick, Okla., 11-16.
Virginia Greater: Franklin, Va.; West Point 11-16.
Vivona Bros.: Warsaw, Va.
Vogt's Southern: Belton, Tex.; Franklin 11-16.
Volunteer: (Fair) Westmoreland, Tenn.; (Fair) Murfreesboro 11-16.
Wade, W. G., No. 1: (Fair) Alpena, Mich., 3-6; (Fair) Pinconning 7-9; (Fair) Harrison 12-16.
Wade, W. G., No. 2: (Fair) Onekama, Mich.; (Fair) Coldwater 11-16.
Wallace Bros.: (Fair) Quebec City, Que., Can., 4-11; (Fair) Renfrew, Ont., 12-15.
Wallace Bros.: Beaver Dam, Wis.
Wallace, I. K.: Stanardsville, Va.; Lovingson 11-16.
Wallace & Murray: (Fair) Madisonville, Tenn.; (Fair) Jasper 11-16.
Western: Grandview, Wash.
Williams, Ray: (Fair) Hudsonville, Mich.
Wilson Famous: (Fair) Sandwich, Ill.; Morton 13-16.
Wise Wonderland: Jacksonville, N. C.
Wolf Greater: (Fair) Cambridge, Minn.; (Fair) Jordan 8-10; (Fair) Fairmount 14-17.
Wolfe Am.: (Fair) Martinsville, Va.; Whitakers, N. C., 11-16.
World of Mirth: (Fair) Rutland, Vt.
World of Pleasure: (Fair) Cheboygan, Mich.; Auburn, Ind., 11-16.
Yager's United: Clarksville, Mo.
Young, Monte: Brigham, Utah.
Ziegler Rainier: (Fair) Salem, Ore.

Talent Topics

(Continued from page 66)

ing August 24 and 25 at West Union, O., and Falmouth, Ky., were **Arnold's Barnyard Frolics**; Yvonne, traps and rolling globe; **Leo Francis**, musical clown; the **Connells**, juggling and riding, and a six-piece band. **Rotroff Attractions** booked the acts.

Acts playing Williamson County Fair, Franklin, Tenn., August 30-September 2, included the **Flying Romas**; **Low Lewn**, comedy clylist and clown; **Princess White Cloud**, organist, and **Billy Rice**, clown. . . . Performers appearing during the recent Eastern Shore Fair, Cambridge, Md., took time out to entertain patients in Eastern Shore State Hospital, reported **Kathleen Henry Coll**, hospital co-ordinator of volunteer activities. Acts appearing included **Jean Wilkins**, piano; **Eddie White**, emcee; **Clark and Bailey**, comics, and the **Campbell Sisters**, yodeling Western act. . . . The **George Hanneford Family** with **Kay Francis** and the **Hanneford Brothers** are featured with **Frank Wirth's** "Wake Up and Sing" revue which is playing Eastern fairs.

Ira Millette, aerialist-equilibrist, for many seasons with the Ringling-Barnum circus, is presenting a new act this season, **Millette and Penny**, with his daughter, **Penny**, high pole performer. Act has been playing

parks under the **Al Martin** banner and is set for Labor Day week at Olympic Park, Irvington, N. J., thru **Herman Blumenfield**, of the **George A. Hamid** office. . . . **Skating Continentals**, roller trio, are appearing at the Shamrock Irish House, Coney Island, N. Y.

Al Morgan, pianist-vocalist star of radio, TV and niteries, has been booked for a repeat engagement as free act at Coney Island, Cincinnati, by **Edward L. Schott**, president and general manager of the park. Morgan will appear on the mall at 9 p.m. Saturday and Sunday (9-10) and at 4 p.m., Sunday. He also will be featured in Moonlite Gardens, park ballroom, twice each evening with **Charlie Kehrer's** band. The dates mark the first of a series of post-season week-end operations.

Set for Greenfield (Mass.) Fair, September 11-13, are the **Flying Hartzells**, **Al Gordon's** dogs, **Krick and Krock**; **Two Adams**, bike act; **Pierrot and Pierrouette**, roller skating; **Gautier's Steeplechase**, **The Norbertys**, high wire; **The Rays**, tumbling; **Sam Lynnfield's Krazy Scouts** and **The Madcaps**, comedy. **Two Adamses** and the **Three Barretts**, high wire, are booked for Rochester (N. H.) Fair, September 18-23.

Booked for Eastern States Exposition, Springfield, Mass., September 17-23, are **Amadoris**, comedy contortionist; **Chambertys**, comedy act; **Edna and Leon**, balancing; **Zoppe Zavatta Troupe**; **Loof Hios**, swinging anchor; **Triska Troupe**, high wire; **Paul Raak**, contortionist; **Bob Parry**, comedy trampoline, and the **Bruno Family**, high wire.

Jan Claire and Hudson, balancing act; **Three Bouncing Bodos**, trampoline; **Two Adamses**, **Naitto's** dogs and the **Clinton Saunders** singing team are set for Deerfield (N. H.) Fair, September 4-9. The **Madcaps**, **The Ericksons**, acrobatic and trap-eze; **Sharkey the Seal**, **Watkin's** chimps, **Bob Parry** and the **Sky Troupe** are booked for Rutland (Vt.) Fair, September 4-9.

Virginia Belmont recently showed **Acey and Deecce**, talking mynah birds, at the Jordan Marsh department store, Boston. Billed as the Westinghouse talking mynah birds, they have a vocabulary of 32 words, with Deecce intoning a commercial.

Lee Slade's Sky Prince act opened Monday (28) at Canadian National Exposition, Toronto, after closing the Woodstock, Ont., fair. The **Sky Prince**, pole act, played Oakland County Fair, Oxford, Mich., and a date at St. Clair Shores, Mich., for the Amvets. **Thelma and Lee Slade**, billed as the Musical Notes, will play the Stryker (O.) Labor Day Celebration along with the **Sky Prince**.

OKLAHOMA EXPOSITION SHOWS WANT

For Okmulgee County Colored Fair, Hoffman, Okla., Sept. 14-15-16; then Muskogee County Free Colored Fair, Boynton, Okla., Sept. 20-21-22-23. Can place Bingo, Floss, Candy Apples, Fish Pond, Pitch Till You Win, Ball Games, Hoopla, Darts, String, Coke, Six Cat, Photos, some P.C. open. After Fairs the West Texas Cotton Country. Out all winter.

JOE STARR, Morris, Okla.

Prell's World Fair Shows WANT

Musicians and Performers for Ernest Stokes and his Swing Time Revue. Salaries guaranteed. Wire or contact Ernest Stokes or Jelly Roll Jones, Warsaw, Va., this week; Rutherfordton, N. C., next week.

WANTED CARNIVAL

for one week. Must have Colored Minstrel. Big lot, plenty room.

Sponsored by **Paul Thomas**

Cartersville, Ga. Telephone 9129

BETTY WINTERS

Please contact

R. C. BRYAN

608 Tampa Street Tampa 2, Fla.

CENTRAL AMUSEMENT CO.

Wants for **BLADEN COUNTY FAIR**, Clarkton, N. C., Sept. 11-16 and Balance of Season of 10 More Bona Fide Fairs in North and South Carolina

Want Custard, Cookhouse, Grab, Photos, Novelties, all Hanky Panks open. Good proposition for Motor Drome. Want Kiddie Rides. Want Shows with own outfits, low percentage. Have tops for Girl and 5-1. Would book Minstrel Show complete with your outfit on low percentage. These Fairs are real Jig Show spots. Want Ride Help, P. C. Agents, Free Acts. Want good Electrician. Can place Diggers, Arcade. What have you? All contact

SHERMAN HUSTED, Manager, Central Amusement Co.

Myrtle Beach, S. C., until Sept. 7; then Clarkton, N. C., until Sept. 16; then as per route.

WANTED WANTED WANTED

Ride Help for No. 5 Wheel, Merry-Go-Round. Must drive semi. Long season. Hanky Panks of all kinds. Shows—Monkey, Glass House, Mechanical Show. St. Charles, Mo. (Fair), Sept. 6 to 10; Bloomfield Homecoming, Sept. 12 to 16; Cardwell, Mo., Fair, Sept. 18 to 23; then per route.

BIG FOUR AMUSEMENTS

CHATTANOOGA (TENN.) INTERSTATE FAIR

SEPTEMBER 18 TO 23

SOUTHEASTERN FAIR, ATLANTA, GA.

SEPTEMBER 27 TO OCTOBER 7

Can place limited number LEGITIMATE CONCESSIONS of all kinds for these two outstanding fairs.

Jerry Jackson
CAN PLACE

Outstanding Dance Team or Novelty Act. "Butterbeans & Susie" and "Nills Bros.," contact us.

CATERPILLAR FOREMAN
WANTED

Good Proposition for Reliable Man

RIDE HELP, CANVASEMEN, TRACTOR DRIVERS and Useful Carnival Help in All Departments Wanted

JOHNNY J. JONES EXPOSITION

KNOXVILLE, TENNESSEE

LAST CALL

WANTED FOR MINEOLA, L. I., FAIR

SEPT. 12th - SEPT. 16th INCLUSIVE

ALL KINDS OF LEGITIMATE CONCESSIONS
NO WHEELS

I. T. SHOWS, INC.

Phil Isser, General Manager

1539 East 29th St.

Brooklyn, N. Y.

Phone: CLOverdale 8-1061

HARRY'S GREATER SHOW

CAN PLACE FOR THE FOLLOWING FAIRS AND CELEBRATIONS

Fish and Duck Pond, Ball Games, String Game, Coke Bottles, Bumper, Short Range, Hi Striker, Ice Cream or Custard, Darts, Basket Ball, 6 Cats (must work for stock only) or any other legitimate Concession.

Want Small Minstrel Show complete for Asheboro and balance of season; very small percentage.

P.S.—WANT a good FREE ACT for the weeks of Sept. 18 and Oct. 2.

PEARISBURG, VA., FIREMEN'S STREET FAIR, September 11 thru 16

MADISON, N. C., ANNUAL LEGION CELEBRATION, September 18 thru 23

ASHEBORO, N. C., COLORED FAIR, September 25 thru 30

SMITHFIELD, N. C., ANNUAL LEGION CELEBRATION, October 2 thru 7

AMHERST, VA., FAIR, October 16 thru 21

AMHERSTDALE, WEST VIRGINIA, this week

WANT CONCESSIONS

For Fall Festival, September 12-16

All open except Bingo and Popcorn

Have week Sept. 25 to 30 open for set 6 or 8 Rides, also week Oct. 9 to 14 open. Wire or write as per route.

HOWARD BROS.' SHOWS

Marietta, Ohio, September 3-6; St. Clairsville, 7-9.

LOOK

GET YOUR WINTER BANK ROLL HERE

LOOK

Greenup, Ky., Sept. 13-14-15-16

Day & Night

Stock Concessions, no "X", Cookhouse or Grab, Jewelry, Photo, Floss, Novelties, Diggers, Ball Games, Scales, Add Darts, Hoopla, Glass Pitch, Long or Short Range, Grind, Count and Pin Stores, Six Cats, Buckets, Bowling Alley, Swinger, Nails and Mitt Camp, Bobby Aires and Earl Livingston, wire. Will book Kiddie Ride or Pony Track. Have four more Kentucky Fairs to follow.

LOOK

ROXIE HARRIS, Greenup, Ky.

LOOK

WANT

NESSLER'S GREATER SHOWS

WANT

For our string of Southern Fairs, starting at Gibson Co. Fair, Trenton, Tenn., Sept. 11, then six more to follow. Concessions of all kinds: Clean Sit Down Grab, Floss, Novelties, Fish Pond, Ball Games, High Striker, Custard, Long or Short Range, Basket Ball, in fact any kind of Hanky Panks. Sorry, no Flatties or Gypsies. Shows: Good territory for a Jig Show with own equipment. Doc Thomas, contact. Foreman and Second Men who can and will stay sober and can drive semi. You will get your pay every week in cash. This Show is heading for the Valley in Texas.

WIRE

PHONE

WRITE

B. NESSLER

Mounds City, Ill., Sept. 7 to 9; then per route.

WALLACE BROS. SHOWS
"America's Most Spectacular Midway"

LAST CALL! LAST CALL!
SOUTHERN ROUTE — CHOICE
STARTING

JACKSON, TENN., Sept. 18-23 GREENVILLE, MISS. GREENWOOD, MISS. CLARKSDALE, MISS.	ABERDEEN, MISS. CANTON, MISS. JACKSON, MISS. GULFPORT, MISS. BILOXI, MISS.
---	---

SHOWS—Will book Organized 10-in-1, Monkey Show, Illusion, Big Snake, Minstrel, RIDE HELP—Tilt Foreman, Second Man for Little Dipper, Spitfire Help, Second Man for Kid Rides, Light Tower Crew, Truck Drivers. CONCESSIONS—Jewelry, Age & Scales, Grab, Novelties, Hats, Fish Pond, Ball Game, Coke, Darts, Photos, Basket Ball, High Striker, Cigarette Gallery, Glass Pitch, Bumper, Bowling Alley, Clothes Pin Pitch, Penny Pitch, Rat Game, P.C., Duck Pond, all types Legitimate Concessions. EATS—Want COOKHOUSE, must be first class. Opening for FROZEN CUSTARD. Can place GRAB.

WIMPY SCHNEPEL, CALL ME

ALL REPLIES E. E. FARROW, Mgr.
BEAVER DAM, WIS., Sept. 5-10. Phone: Fairgrounds.

FAIRS WHITESIDE CONCESSIONS FAIRS
FAIRS WANT FAIRS
FAIRS CONCESSION AGENTS FAIRS

REORGANIZING FOR ELEVEN (11) FAIRS STARTING SEPTEMBER 11

Count Store Agents for two count stores. Bobby Locke, contact Mickey Griffin here.

Two (2) capable Skillo Agents. Wheel Agent for beautiful Bear Wheel. Bingo Caller and Manager, also counter men; must be sober and reliable. Capable percentage dealers.

Sammy Byers, Barney Colt, Sammy Borden, Al Jeran, Al Edwards, Toby Kelly, Johnny and Mary Carpinsky, all my friends get in touch. Fair list to reliable agents.

General Concession Help, come on, Tony Chumas, come on.
BOBBIE HACKETT, PLEASE GET IN TOUCH WITH ME.

Reorganizing at Mullins, S. C., then eleven straight fairs. All replies:
A. R. WHITESIDE, Mullins, S. C., this week
P. S.: N. M. W., CONTACT ME IMMEDIATELY, VERY IMPORTANT.

12 CHARTERED COUNTY FAIRS
STARTING CHESTERFIELD COUNTY FAIR, PAGELAND, S. C., SEPT. 11-16

Attention—Cook House. Eats and Drinks open. Also clean Concessions. Will sell exclusive on Custard. Attention. Ride Owners—Mr. Buster Borden, Mr. Ted Lewis, Thompson Bros., contact. Attention—Side Show People, join. Attention—Musicians and Performers for Colored Show, join. Attention—Free Acts for twelve weeks of Fairs, contact. All replies:

MARION GREATER SHOWS
MULLINS, S. CAR.

P. S.: Ride Help, join.

J. A. SPARKS SHOWS
WANT FOR THE FOLLOWING FAIRS:

Cannon Co. Fair, Woodbury, Tenn., Sept. 11 to 16; Bledsoe Co. Fair, Pikeville, Tenn., Sept. 18 to 23; Hardin Co. Fair, Savannah, Tenn., Sept. 25 to 30; Dooly Co. Fair, Vienna, Ga., Oct. 2 to 7; Clayton Co. Fair, Jonesboro, Ga., Oct. 9 to 14; Paulding Co. Fair, Dallas, Ga., Oct. 16 to 21. Followed by Cherokee Co. Fair, Centre, Ala.; Chambers Co. Fair, Langdale, Ala., and Clay Co. Fair, Ashland, Ala.

WANT Penny Arcade. Will sell X on Bingo, Floss, Custard, Jewelry, Candy Apples, Short Range Gallery and Derby. WANT Glass Pitch, 6-Cats, Buckets, Nail Game, Hi-Striker and Hunky Panks of all kinds. Will place few Flat Stores for our Fairs. Jimmie Wright wants Skillo Agents. Side Show complete for party with Acts. Want Monkey Show, Illusion, Mechanical City and other Shows with own outfits and transportation. Louis Duchene wants Girls for Girl Show. Want Octopus, Roll-a-Whirl, Roll-o-Plane and Scooter. Want Tilt Foreman, Chairplane Foreman and Man to handle Fun House.

Address: CELINA, TENN., THIS WEEK.

SHOWS WANTED—CARTHAGE, OHIO, FAIR
SEPTEMBER 12-16

Especially interested in good FREAK SHOW, FAT FAMILY and MOTORDROME. Must have first class equipment and good entertainment. No junk. CARTHAGE ONE OF GREATEST FAIRS IN OHIO FOR SHOWS. Address Inquiries:

GOODING AMUSEMENT CO., INC.
1300 NORTON AVE. COLUMBUS, OHIO

BREWER'S UNITED SHOWS

Want Foreman for No. 5 Ell Wheel, Foreman for 32 ft. Parker Merry-Go-Round. Will book Kiddie Rides, Airplane, Boat Ride, Chairplane, Pony Ride, any Kiddie Ride except Auto. Will Book Tilt, Octopus, Spitfire, Caterpillar Will book Shows of any kind with own transportation. Will book Stock Concessions of all kinds. Speck Holbrook wants Agents for Stock Stores; Whitey and Ethel, contact. Frankie Brewer wants Agents for Rolldowns, Razzles, Wheels, Skillos. Scufflin Jimmie, Frank Bye, Eddie Neal, Tommy Mason, D. V. Allen Cecil Allen. 6 Fairs

Tomball, Texas, Fair, Sept. 12-16; Taylor Fair, Sept. 19-23; Anderson Fair, Sept. 27-30; Schulenburg Fair, Oct. 4-7; Glens Park Fair, Oct. 10-14; Eagles Lodge Fair, Houston, Texas, under auspices of 45,000 Eagles.

BREWER'S UNITED SHOWS, 1601 Congress St., Houston, Texas

Close-Ups:**For Willie Carr, Circus Man's Circus Man, "It's Easier Now"**

By Tom Parkinson

(Continued from page 65)

business. Subsequently, he added a vast bank of experience and knowledge on his own. He has been on deck for most of the big events around the show since, making every season except half of 1944 and all of 1945, when injuries kept him off the road.

"It's Easier Now"

Unassuming, but capable of explosive action as well as anonymity, Carr punctuates conversation about his job with the phrase, "It's a lot easier now." That feeling stems from genuine amazement at the changes that have come to circus operation.

Making a major difference in his task, he says, are replacement of horses by motor power and assignment of some duties, once handled by 24-hour men, to contracting agents. In the old days the 24-hour man bought feed for 500 hay burners and all the food for the cookhouse. Less feed is needed now and the grocery shopping has shifted to the contracting agents. In addition, the Ringling show now has three 24-hour agents instead of two and that eases the pressure.

While disputing the old jest that his title meant he worked 24 hours a day, Carr admits that on show dates in stands he makes, his day start at 4 a.m., when he meets the first section of the train to rouse the layout crew. Nowadays, Carr just tells the car-porter that the time has come. "It's easier now," he muses, "I used to wake up the boss and together we would turn out the men."

Once assured all's well at the lot, Carr leaves for his next town to remind suppliers of the time and place for deliveries. He has the weeds trimmed on the lot and on occasion builds a road so show wagons can reach the grounds. Clearance with city officials and departments is checked. With the routine and the unusual matters under contract, Carr marks the route for drivers to follow between the runs and show grounds. Before long he's back at his sidetrack vigil, and when he swings onto the still moving sleeper, the cycle starts over again.

"Impossible Takes Longer"

Handling the difficult has been Carr's way of life for so long that the stands where no problems developed are the ones he remembers best. It takes some cogitating before Carr can come up with names of spots along that 50-year route that gave him extra troubles.

For one, he recalls Ringling's two-day stand in Winnipeg during his first year as 24-hour agent. The show broke in a new lot which was below street level, and Carr built a 30-foot bridge so wagons could move in. But heavy rain made the lot a quagmire, and 40-horse teams couldn't get enough footing to drag the wagons thru the mud and up the ramp.

It was time for the 24-hour man to come up with the cure, and Carr soon had a trolley car, with a cable angled around a light pole, giving the extra tug that moved the wagons. It was 7 a.m. before the last wagon cleared, but Otto Ringling had nodded his approval of the new 24-hour man's ability and Carr was in.

The Last Straw

The veteran trouble-shooter disents from his "easier now" theme only when it comes to finding hay. He won't say it's difficult yet, but he does admit that "it's getting tougher" to find enough. Only major race tracks use as much hay as the Ringling show, he explains, and consequently many dealers don't keep large stocks.

Straw figured in Carr's toughest lot problem of the current season. At Trenton, N. J., Carr found that cinders and straw would be neces-

sary on the muddy ground. But when he had to find and dump 42 tons of straw before the area was solid enough to handle circus crowds, Carr knew he had set a record.

"Then the sun came out bright and hot to dry the lot and we didn't need the straw after all," he recalls.

Air-cooling machines which the show used in 1939 complicated one of Carr's many jobs. The circus always required a large order of ice and some times found it hard to get during exceptionally hot weather. Then the cooler machines multiplied that order to 50 tons a day. During a Midwest ice shortage, Carr had freight carloads shipped from both Chicago and St. Louis for the show's Springfield, Ill., date.

Overnight Rerouting

Better roads thruout the nation have eased the 24-hour man's old problem of reinforcing bridges. But the same new streets create the new task of renting extra dollies frequently for transporting the tractors to the lot. The job of rebuilding railroad crossings so the show can unload is still with Carr in some towns and he gives thought to whether certain side tracks will carry the show trains.

Citing a time when a last-minute change in route was put in his lap, Carr recalls that while the circus was in Decatur, Ill., in 1908, the governor cancelled the show's stand in Springfield the next day because of a riot there. After the matinee, circus officials told Carr to go to Bloomington and prepare for the show's moving there instead. He arrived after dark but with the help of two local men and a lantern he found what he thought might serve as a lot. While still exploring it with the dim light, the first section came in and wagons began to roll off the flats. Crew bosses waited until dawn to move into the lot, but when Bloomington residents woke up they found the Ringling show there and nearly ready to do business.

Takes Parade to Boy

Routing the street parade is another bygone duty of the 24-hour man. Carr recalls that at Napoleonville, O., the sheriff brought a couple to Carr and explained their son had lost a leg in an accident and wasn't expected to pull thru. The parents had told the boy for weeks about the coming circus and now he wouldn't be able to go. Could the parade go past the boy's house? Carr said it could. The next day he told Rhoda Royal, parade marshal about the boy and asked the clowns to do every trick they could think of as they passed the house. Carr recalls it was a great success for the boy, the townspeople and the circus. Several letters were received, thanking the circus for its help.

Under wet, cold canvas one morning this season, Willie Carr talked enthusiastically about how trucks can pull long strings of cages, how standardization of equipment makes possible to buy replacements the show used to have to make itself, and how someone else now has the worry of finding horse meat to feed the menagerie.

To sum it all up he observed, "It's a lot easier now."

WANT LEGAL ADJUSTER

Balance of season. Martinsville, Va., Five County Colored Fair, this week. Can place Razzle, few Chance Wheels. Whitakers, N. C., next week, Tobacco Festival. Mac Touse, wire me.

BEN WOLFE
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Amusement

Charted, Schroeder Open Michigan Spot

CARO, Mich., Sept. 2.—A new rollerdrome, managed by Garland Charted and Carl Schroeder, opened here August 4.

Chicago skates go with admission tickets, with shoe skates available if asked for. A Hammond organ furnishes musical accompaniment. The new rink is air conditioned and offers modern illumination.

New 3G Floor Scheduled For Greenville Skatery

GREENVILLE, S. C., Sept. 2.—The municipal skating rink in Cleveland Park here is to have a new floor.

City council has approved expenditure of not more than \$3,000 to have this work done. The action was taken on request of Alderman R. E. Bishop, chairman of the park committee.

Bishop said the floor had been repaired several times and that it was no longer worth patching.

A. C. Club Celebrates

ATLANTIC CITY, Sept. 2.—A display of seven trophies, to which was added two medals and a plaque for honorable mention, marked the celebration of the seventh anniversary of the Roller Derbies, local club of female roller skaters. There are 18 girls in the club. The trophies were won in skating competitions during seven years the group has been organized.

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Recent Lawsuits Reviewed:

Important Decisions Briefed As Service to Rink Operators

By Leo T. Parker

(Recently the higher courts rendered several outstanding decisions likely to assist owners and officials of rinks and other places of amusement in avoiding local controversies. Not a few of these citations may be used advantageously to win unavoidable lawsuits. To provide an easy-to-understand briefing of these decisions, The Billboard engaged Leo T. Parker, an attorney specializing in the briefing of amusement business cases, to compile a review of recent important cases.)

Eject Disorderly Patrons

According to a recent higher court it is the duty of the operator of a roller rink, or other amusement device, to eject promptly a patron who is visibly intoxicated and disorderly and, therefore, dangerous to other patrons.

Failure of the operator or proprietor to eject from the premises a disorderly and dangerous patron may result in heavy damage allowance to an injured patron.

For illustration, in Martin vs. Philadelphia Gardens, Inc., 35 Alt. (2d) 317, the testimony proved that while a minor, age 13, was skating in a rink, another patron came into violent collision with him, causing him to be thrown to the floor and to be injured seriously. The boy sued the proprietor and alleged the proprietor permitted the patron, who was disorderly and visibly intoxicated, to use and skate upon the rink, and this dangerous patron, collided with him.

Altho the lower court refused to hold the proprietor liable, the higher court reversed the verdict and said:

"Nothing could be clearer than the fact that patron was drunk and as a menace to all patrons in the place . . . It was the defendant's (proprietor's) duty to eject promptly from his place of public entertainment a man in the drunken and dangerous condition of this patron, and he is answerable in damages for his failure to do so."

Also, see Easler, Down Amusement Company, 133 Atl. 905, where a boy who purchased a circus ticket was struck by a circus employee. The higher court held the circus owner liable because inadequate police protection was provided patrons.

Not for Charity

Contracts to operate a place of amusement for charity will not always relieve the proprietor for taxation payments.

In Forehand vs. Moody, 36 S. E. (2d) 321, a State law prohibits operation of places of amusement on the "Lord's day unless for necessity or charity."

A man named Rogers leased an amusement place for Sunday only of each week. The lease went into considerable detail stating that Rogers intended to operate the amusement on Sundays for "charity" and Rogers paid the building owner \$20 per Sunday plus 25 per cent of the gross receipts.

The higher court promptly granted an injunction against Rogers operating the amusement on Sundays, and said that the apparent purpose of the lease contract was to escape the State law.

Skatery Is Planned For Bear Mt. Park

BEAR MOUNTAIN, N. Y., Sept. 2.—A large roller rink is planned for Bear Mountain State Park here, to be built on the site of the old tennis courts near the Bear Mountain Inn. State Department of Public Works will advertise shortly for bids on construction of the building, and heating, sanitary and electric work. Nearest roller rink in the park is about 15 miles from Bear Mountain.

\$87,575 Damages

Modern higher courts consistently hold that if the proprietor of a place of amusement proves that he made reasonably frequent inspections of the premises he exercised an "ordinary" degree of care to discover and remedy dangerous or defective conditions and no liability exists for injuries to patrons. Otherwise the proprietor is liable.

In Johnson vs. Long, 180 Pac. (2d) 31, the testimony showed facts, as follows: One Johnson was injured when an overhead door fell on him. He proved that the carpenter who installed the door did not tie the end of the wire cable securely to prevent it from unwinding. Also, Johnson proved that the proprietor had not inspected the door before putting it in use.

The lower court granted Johnson \$87,575 damages. The case was appealed but the higher court approved the verdict.

This court explained that this proprietor could have avoided liability if he had proved that he used ordinary care and inspected the door. Altho he may not have discovered the defect, yet he would not have been liable because a proprietor who regularly inspects premises is not expected by law to discover and repair hidden defects.

Roller Derby Takes Payne Row to Court

NEW YORK, Sept. 2.—A disagreement between officials of the Roller Derby and Carl Payne, suspended coach of the champion Jersey Jolters, was taken to Supreme Court this week.

Roller Derby Associates, promoters of the sport, and the International Association of Professional Roller Skaters, performers' organization, asked Justice Samuel Dickstein for an injunction barring Payne and his wife, Monta Jean, from presenting their version of the sport at Braybrooks Stadium, Richmond, S. I., N. Y.

Mr. and Mrs. Payne were given until August 31 to file an answer.

Another ARSA Revue Set at Jones Beach

NEW YORK, Sept. 2.—Roller Raves of 1950, presented by George Apdale, president of the United States Amateur Roller Skating Association (USARSA) will be presented tomorrow night (3) at Jones Beach State Park.

Last of the season's exhibitions, the show will feature solo skating, doubles, fours and dancing.

Long Beach Club Elects

STRATFORD, Conn., Sept. 2.—Edward Johnson was elected president of the Long Beach Skating Club at its annual meeting at Ernie's Skating Arena in Lordship this week, succeeding William Wright. Other new officers are John Wood, vice-president; Mrs. John Wood, secretary; Anne Samuelson, treasurer; William Wright, sergeant at arms; Mrs. Jennie Bohmer, Theresa Leoci, William Wright, Raymond DeCava and Eileen Wood, executive committee.

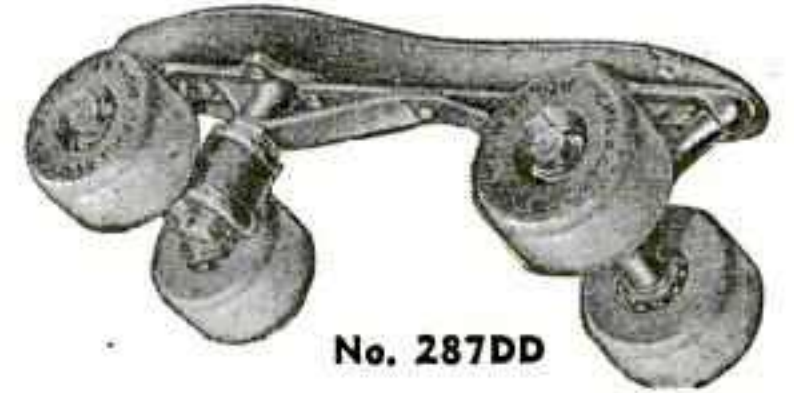
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No. 877 — Heavy Mounting — Hand Set. Sparkling Full Cut Imported 1-Ct. Stone. It's a Gem and a Beauty.

14-K. GOLD PLATE \$3.50 DOZ.



No. 185
14-K. GOLD PLATE \$3.50 DOZ.
All Stones Hand Set.

HEAVY MOUNTING... GEM-CUT 3 ALL WHITE SPARKLING RHINESTONES, OR WHITE CENTER WITH RUBY RED SIDES. PLEASE STATE YOUR BUSINESS.

PROVIDENCE RING COMPANY
49 Westminster St., PROVIDENCE, R. I.

Imported Swiss Stop CHRONOGRAPH
with 2 Push Buttons tells Time. Stop Watch Measures SPEED. Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.

- Telemeter • Chroma Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark.

Dozen \$3.25
Watch Only

Lots of 6 3.35 (Limit, 3 Doz.)
Gold Plated, 75¢ extra.
Watch Bands, \$1.60 Doz.

C. O. D. orders from non-rated concerns, 10% with order.
On orders under 6 watches, add \$1.50 ea.
SARO WATCH, AH-1674 B'way, N. Y. 19, N. Y.

BRAND NEW! TERRIFIC SELLER!



with 4 Sim. Rubies, 8 Sim. Diamonds, 75¢ extra

FREE SAMPLES! GLOW IN THE DARK!
Big Profits showing amazing Luminous specialties—house numbers, pictures, plastic novelties, religious and nursery objects, ash trays, keyholders, etc. Large manufacturer. Enormous demand. Sell on sight. Write at once for Free samples.
MADISON MILLS, 303 Fourth Avenue DEPT. N-9, NEW YORK 10, NEW YORK

It's T N B ... and there will be MORE IN IT FOR YOU beginning NOVEMBER 4

FAIR SPECIALS



FEATHER DOLLS

HI Hat, finseled w/jewelry	
7 Inch.....	\$1.50 Doz. \$16.50 Gross
9 Inch.....	2.25 Doz. 24.00
12 Inch.....	3.50 Doz. 39.00
15 Inch.....	6.80 Doz.

FUR MONKEYS



4 Inch.....	\$ 3.60 Gross
5 Inch.....	4.80
6 Inch.....	6.75
8 Inch.....	10.80
9 Inch, w/cloth clown hat.....	12.00
10 Inch.....	18.00
11 Inch.....	21.00

RAYON PARASOLS

Flowered Designs, Ass't Colors	
22 Inch Spread, doz.....	\$3.60
24 Inch Spread, doz.....	4.20
27 Inch Spread, doz.....	6.00

OTHER ITEMS

RWB Ball Batons.....	\$12.50
13 Inch Jap Swords.....	9.00
Long Lash Whips.....	12.00
Bamboo Walking Canes.....	10.80
Opera Glasses.....	30.00
Rubber Animal Inflates—Dog, Bear & Elephant.....	14.40
Jockey-on-Horse Inflata.....	21.60
Stuffed Animal on elastic.....	21.60
Western Cowboy Hats w/chin cord.....	39.00
Western Straw Cowboy Hats w/Western design, doz.....	4.25
Plastic Bugles or Clarinets.....	21.60
American Swords w/belts, doz.....	3.00
Special close-out 50L Comic Buttons per M.....	10.00
Rubber Dagger w/sheath and belt.....	14.00
25% deposit with order, balance C.O.D.	

Schatur Novelty Co.
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ORIGINAL "WOLF PACK"



Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

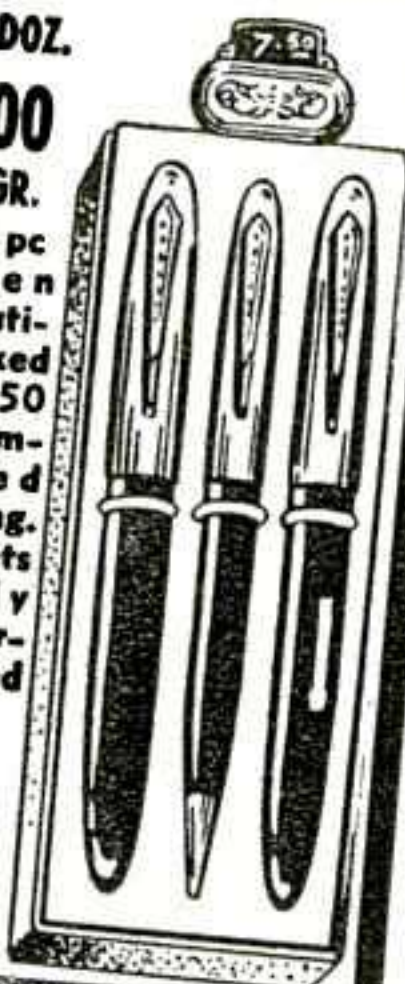
\$9.50 Doz.

Sample Pack, \$1.25

\$4.50 DOZ.

\$48.00 GR.

"Original 3 pc Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed



"DREAM GIRL" LITE-UP PENCIL \$4.25 Doz. \$48.00 Gr.

- Small Black Handle Gun Lighter \$6.50 Doz.
- Automatic Type Gun Lighter \$7.20 Doz.
- Large Black Handle Pistol Lighter \$8.50 Doz.
- #3902 Continental Black Handle Lighter \$10.80 Doz.
- Large Pearl Handle Gun Lighter \$12.00 Doz.



- #9 Kat Mottle Balloons.....\$4.80 Gr.
- #11 Mottle Print Balloons.....4.50 Gr.
- #14 Kat Mottle Balloons.....6.00 Gr.

HOTTEST NUMBER IN MECHANICAL TOYS THIS YEAR! IMMEDIATE DELIVERY!

- LARGE WALKING BEAR
- SMALL WALKING BEAR
- BEGGING POODLE DOG
- LARGE WALKING ELEPHANT
- ITCHY DOGS
- JUMPING FUR DOGS

25% Deposit Required With All Orders, Balance C. O. D.

Write for Football and Novelty Catalog!

KIM & CIOFFI



Football Catalog now ready—Write for your copy!

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\$5.00 EACH #3 ELECTRIC WESTERN HORSE CLOCK

IN LOTS OF SIX OR MORE

SAMPLE \$5.50

With quality finish and craftsmanship, the best value by comparison anywhere.



A mounted original Western Designed Metal Horse. Dependable electric clock movement. Case 6" high, 6" wide. A completed true Western motif. Finished in rich lustrous two-tone bronze. Overall size, 11" high, 17" long on wood base. Individually boxed.

25% deposit with order, bal. C. O. D., F. O. B. Chicago. Wholesale Only.

COOK BROS. 816 W. Maxwell St. Chicago 8, Ill.

Sensational TIE VALUES

Men's, Women's Hose Direct From Mfr.

GENUINE HAND PAINTED JUMBO SIZE TIES

(Formerly \$5 Each Retail)

\$10.50 DOZ. \$9.50 DOZ. In 3 Doz. lots or more

LATEST STYLE PANEL TIES

(Full Cut) Top Quality Hy-Value.....\$7.50 Doz. Deluxe Fifth Ave. Panels 9.00 Doz. Others from \$4.50 to \$17.50

Spring & Summer Special King Size Pure Silk Ties, Double Wool Lining, Doz...\$10.50
MEN'S HOSE WITH NYLON HEELS AND TOES—GUARANTEED FOR 6 MONTHS. Doz..... 3.00
MEN'S ALL NYLON HOSE. Doz..... 4.75
51 GAUGE 15 DENIER LADIES' NYLON HOSE. Doz..... 10.00
45 GAUGE 30 DENIER. Doz..... 9.00
ORDER NOW—Immediate Delivery.
TERMS: Net 30 days to rated firms; unrated firms 25% deposit, balance C. O. D. **ALL ORDERS SHIPPED PREPAID.**
 Order now for fast sales—BIG profits.

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- Sm. Walking Bear... \$4.80 dz., \$56.00 Gr.
- Jumping Fur Dog... 3.50 dz., 22.50 gr.
- Talking Teeth..... 3.50 dz., 36.00 gr.
- Penguin..... 1.00 dz., 11.40 gr.
- Sliding Trombones.. 2.00 dz., 21.60 gr.
- Lge. Felt Cowboy Hat 3.00 dz., 30.00 gr.
- 70-L Cowboy Buttons..... 1.50 C, 13.50 M
- Mech. Lge. Bird Cage 6.50 dz.
- Lge. Chrome Saxophone..... 6.00 dz.
- Sm. Hy-Blow Balloon Pump..... 5.00 ea.

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428 Sixth St., N. W., Washington 1, D. C.



FIREWORKS NOVELTIES!

- Housewares • Cutlery
 - Kitchenware • Toys
 - Wheel goods • Novelties
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STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery if desired. Minimum order, 4 doz. State quantity needed. **ADIRONDACK CHAIR CO.**

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From Manufacturer

ART PICTURE PENCILS

by "Royal"

The King of Them All!

2 STUDIES IN EACH PENCIL

Press the top and barrel lights up to reveal two gorgeous beauties in full natural color. An unbeatable combination—pretty girls in Royal precision writing instruments!

\$4.00 Doz. \$39.00 Gr.

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DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of findings, plain and stone-set bangles, such as hearts, stars, clovers, pendants jewel sets, heart and arrow, crescents, crosses, soldered link chains, springrings, jumprings; rolled gold plate wire square and round in all sizes and qualities; tie slides, pearl plates, hoops, ear wires, scatter pins and many other items. We also supply such tools as pliers, ring mandrels, size sets, etc. Illustrated is the Phelan Hand Made Gold Wire Ring in 1/20-12K Gold Filled, for which we are sole distributors. It comes in birthstone colors for men and women and makes a beautiful gift. Dozen lots, \$9 doz.; 6 for \$6; less than 6—\$1.10 each.



Pat. #150726 T V Phelan

Write for \$5 sample line, stating requirements—\$2 deposit required—bal. C.O.D.

For Quality Merchandise, Highly Styled, at Lowest Prices. **EMROW JEWELRY CO.** P.O. Box 93, No. Station 25 Danforth St., Providence 8, R.I.

Buy Direct From the Manufacturer and SAVE!

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We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS — BIRTHSTONES — COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business.



Engagement ..\$2.63 Doz.
Wedding..... 1.63 Doz.

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Red and White Stone Combination..\$3.00 Doz.

CHEWING GUM

All flavors! Kept factory fresh with cellophane wrapping. Priced at half of standard brands. Write for information on all types and sizes, including Ball Gum—regular and bubble.

BUY AT WHOLESALE—AND SAVE Half!

American Chewing Products Corp.
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SPECIAL VALUES!

DIRECT IMPORTS

Large Walking Bear \$6.50 doz.



Gross lots, \$6.00 doz.

	Dozen	Gross
SCOTTIE DOG	\$6.20	\$5.60
WHITE BEGGING POODLE	7.20	6.50
WALKING CAMEL (Plush)	7.75	7.20
WALKING CAMEL (Metal)	7.20	6.50
BLACK WIRE DOG	7.20	6.50
TUMBLING DOG (Metal)	6.50	6.00
ROLL-OVER CAT	7.20	6.50
BEAR ON TRAPEZE	7.50	6.75
ELEPHANT	7.50	6.75
JUMPING DOG	7.20	6.50
WALKING GORILLA	7.20	6.50
ROARING DOG	7.50	6.75
WALKING LION	7.50	6.75



PERFORMING FUR SEAL

With Ball

\$8.00 DOZ.

Gross, \$7.20 Doz.

IN STOCK! SHIPMENTS MADE SAME DAY ORDER RECEIVED

1/3 with order, balance C. O. D. Send \$1 for sample any item

Guaranteed mechanically perfect

Consolidated Distributors

2412 THIRD AVE.

SEATTLE 1, WASHINGTON

CLOSE-OUTS

Red, White and Blue 26-Inch

BATONS

With Gold Tassels and Silver Knobs. \$9.50 Per Gross

4 Gross for \$33.00

Sample Dozen—\$1.00

Cash With Order No C. O. D.'s

Chas. Demeo Mfg. Co. 108-116 E. WALNUT ST. MILWAUKEE 12, WIS.



NEW 1951 WHOLESALE CATALOG!

7000 ITEMS AT WHOLESALE PRICES

Sales tested to make more money for you. Jam packed with the latest and greatest array of Top-Flight merchandise appealing to dealers. Backed by a guarantee of satisfaction or money refunded. RUSH 50c for 1951 Issue. It will be credited on first \$10 order. Act, NOW!

SPORTS COMPANY

LAMONT-LE CENTER, MINNESOTA

LADIES' FULL FASHIONED 51 GAUGE FIRST QUALITY DUPONT NYLON HOSE, \$11.00 DOZ.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D.

GAINOR SALES CO. 2540 Montarey Detroit 6, Mich. Phone: Townsend 6-1331

AGENTS AND MANAGERS

(Continued from page 94)

ONCE A KNIGHT COINS—100, \$7.50; TEN samplers, a dollar. Lewis. 7321-B So. Peoria, Chicago 21, Ill. se16

PERFUME—SIDELINE TO INDEPENDENCE; learn all, free. "International," 6347 Farnell-BA-9, Chicago 21, Ill.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; also changeable signs and religious mottoes; 20 (7x11) best sellers, \$1 postpaid; free catalogue. Koehler 335 Goetz, Lemay 23, Mo. se30

PERFUME—WHOLESALE, BIG PROFIT; modern French odours; 50¢ per ounce in bulk. Fischborn Laboratories. 350 Lincoln Rd., Miami Beach, Fla. oc21

POCKET COMBS—100 CARDS 12's, \$20; CLIP Combs, 100 cards 12's, \$25; assorted colors; 3 cards (36, 10¢) Combs. \$1. Carleton House Distributors. Texas City, Tex. se16

PUSHBUTTON KNIVES—FOR PUNCH-boards, premiums and bazaars; sample dz., \$6 prepaid; free illustrated catalog. Present Specialty, 333 Wash. St., Boston, Mass. se9

QUICK EXTRA CASH SELLING CHRISTMAS Cards and Gift Novelties. Request free samples. Elmcraft, Dept. 171 5930 S. Western Ave., Chicago 36, Ill. oc7

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 20 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa.

RFID SALESMEN—MAKE EASY EARNINGS with America's leading, fastest selling Poultry Magazine; maximum commission plus bonus; unlimited opportunities. Poultry Tribune Box 100 Mount Morris, Ill. oc7

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. se23

SELL TODAY'S MOST SENSATIONAL, FASTEST-selling novelty; changes nickels into dimes—changes nickels into aspirins; fascinating, thrilling; tremendous profits; 1 dozen, \$6; retails \$2 each; get in on the ground floor in your territory today; complete set of brass sample tricks, \$1. Write Charms & Cain, 37 West VanBuren, Chicago 5, Ill. se9

SELL DUPONT NYLON UNIFORMS—Complete line famous exclusive Hoover styled Nylon Uniforms for beauty shops, nurses, doctors, waitresses, others; best quality, splendid values; exceptional income; real future; equipment free; write fully. Hoover, Dept. H-109, New York 11 N. Y. np

SELL NEW, USED CLOTHING FROM HOME, auto, store; Men's Suits, \$1.25; Leather Jackets, \$5; Overcoats, \$6; Dresses, \$8; Ladies' Coats, \$8; other bargains. Catalog free. S&N. 565 C Roosevelt, Chicago 7. np

SELL RADIATOR CLEANER TO GARAGES, service stations; packaged 24 bottles to a case; average sale, two cases; retails 60¢ bottle, you sell 36¢, your cost, 18¢; sample case, \$4.32; money back guarantee if you cannot sell. Monarch Chemical Co., 2122 Washington Ave., Evansville, Ind.

"SENSATIONAL," THRILLING, SNAPPY—Mexican-Cuban Pictures, Books, Miscellaneous; samples, etc., \$1, \$2. Jordanart, Box 1265A, Boston, Mass.

SHINE SHOES WITHOUT "POLISH"—NEW invention; lightning seller; shoes gleam like mirror; samples sent on trial. Kristee 154, Akron, O.

SIGN SALESMEN—HOT NEW ITEM! AMAZING Plastic Sign Letter; sticks to glass without glue; free sample. Gary Enterprises, 1319 Highland, Hollywood 28, Calif.

SOUVENIR SEA SHELL KEY CHAINS (Imprinted Resort Name). What Nots Co., 104 S. Maryland, Atlantic City, N. J. se30

YOUR OWN BUSINESS SELLING ARMY SURPLUS, New and Used Clothing; lowest prices; enormous profits; catalog free. Moro, 558-B Roosevelt, Chicago 7. np

\$50 EASILY MADE IN SPARE TIME—SELL sensational new name-imprinted Christmas Cards; 50 sell for only \$1; not obtainable elsewhere; big profit; write for free samples; kit on approval. Regal Greetings, Hazel Park 59, Mich.

ANIMALS, BIRDS, PETS

ALL READY FOR FAIRS? WE HAVE PLENTY of fresh stock for immediate shipment. Get our low prices. Rattlers, Boas, Bulls, Gila Monsters, Dragons, Racers, Buns or singles. Reptile Gardens, El Paso, Tex. Phone 2-7425. se16

ATTENTION, WILD LIFE MEN—ADULT Cinnamon or White Face Ringtails, \$22.50; Red Tailed Boas, \$3 per ft.; Iguanas or Tegu Lizards, \$17.50 each; also Pacas, Agouti, Cabybara, Giant Anteaters and all other South American Birds, Animals or Reptiles. 1/2 cash, bal. c.o.d. Write for complete list. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fla. se16

CHAPMAN ZEBRA—FEMALE, HALTER BROKEN, \$850; Grant Zebras, \$850 each; 1 Chaema, full grown male, weighs 75 pounds, \$125. Trefflich, 228 Fulton St., New York.

CHIMPANZES—MALE AND FEMALE, CAGE animals, \$450 each; young Chimpazees, males and females, very tame, \$650 each. Trefflich, 228 Fulton St., New York.

DOG, PONY MONKEY ACT—ONE PONY, TWO Monkeys, Nine Dogs; all nice props; real act; come see it; price \$1,200. Pamahasika's Studio, George E. Roberts, 3504 N. 8th St., Philadelphia, Pa.

GIANT JUNGLE RATS, \$32.50 EACH; RACCOONS, Skunks, \$15 each; Male Peafowl, \$25 each; Kinkajous, Pacas, \$35 each; Porcupines, \$12.50 each; other Birds, Animals and Reptiles. Monroe Game Farm, Monroe, N. Y.

HEALTHY SNAKES, ARMADILLOS, IGUANAS, Boas, Gila Monsters, Mexican Beaded Lizards, Rhesus Monkeys, Pigtail Monkeys, Alligators, Albino Raccoon, Coati-mundis, Agoutis, Peafowl, Squirrels, Giant Jungle Rats, Hamsters, Guinea Pigs, Opossums, Ferrets, Ringtail Cats, Wild Cats, Prairie Dogs, Rabbits, Porcupines, Raccoons, Fantail Pigeons, Terrapins, Bantams. Phone 141, Otto Martin Locke, New Braunfels, Tex. oc7

INDIAN ELEPHANTS—THREE FEMALES, 5'7" and 5'9"; gentle, can be led and ridden; probably last to leave Burma; special, \$3,500 each or three for \$9,000. Trefflich's, 228 Fulton St., New York.

MEXICAN YOUNG TAME BURROS FOR CHILDREN to ride, \$45 Laredo, Tex., or at \$85 each prepaid. General Merchantile Co., Laredo, Tex.

MONKEYS—CINNAMON OR BLACK-WHITE Faced Ringtails; Marmosettes, \$27.50; S. A. Boa Constrictors up to 7 ft., \$3 per ft.; over 7 ft., \$5 per ft.; Baby Ocelots, \$60; anything from S. A.; 1/2 cash, balance c.o.d.; dealers. Write for quantity discount. The Pesky Pet Shop, 1113 Franklin St., Tampa, Fla. se9

RETICULATED PYTHONS FROM INDIA—19 foot, \$400 each; 17 foot, \$350 each; 16 foot, \$300 each; 15 foot, \$250 each; Siamese Crocodiles, 3 foot, \$40 each; Cape Lizards, 2 foot, \$50 each; Cobras, 5 foot, \$35 each; Indian Rat Snakes, 8 foot, \$25 each. Trefflich's, 228 Fulton St., New York.

YOUNG MANDRILLS, \$125 EACH; RHESUS Monkeys, \$25 each; 5 for \$100; Java Monkeys, \$25 each; 5 for \$100; Cinnamon Ringtails, \$30 each; Capuchin Ringtails, \$40 ea.; Marmosettes, \$25 each; 5 for \$100; Pigtails, \$40 each. Trefflich's, 228 Fulton St., New York.

1 BINTURONG BEAR CAT, EXCELLENT specimen for Pit Show, special, \$150; Striped Hyena, \$150; three Golden Cats, \$150 each; young Gibbons, \$150 each; Syke Monkey, female, special, \$45. Trefflich, 228 Fulton St., New York.

1 MALE GORILLA—OUTSTANDING ANIMAL, very tame and gentle, beautiful specimen, weighs 50 pounds; price on request; two years of age. Trefflich, 228 Fulton St., New York.

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWSPAPERS—24 words, \$3.50; Texas or elsewhere. M. Pennebaker Advertising, San Marcos, Tex. se9

FROZEN CUSTARD TRUCK—COMPLETELY equipped; will sacrifice; come or write for particulars. Robert Fleming, 40 E. 316 St., Willowick, O. se9

HIGHWAY 66, LOCATION FOR PLASTER MAN, Souvenir or Novelty Shop; new house, 4 1/2 acres, \$8,500; close to Meramac Cavern. Leslie Hilliard, St. Clair, Mo.

MAKE PERFUME—MEN-WOMEN. WRITE "International," 6347 Farnell-BB-9, Chicago 21, Ill.

NAME AND ADDRESS OF ALMOST ANY manufacturer, wholesaler, distributor, jobber, etc., 50¢ each. Donald Kelly, A-9544 Whitcomb, Detroit 27, Mich. se14

NEW UNUSUAL NOVELTY POSTCARDS—Nationally advertised, proven fast seller; strictly bar patrons item; 10¢ handling cost for samples. Bella Vista, Mitchell, Ill. se16

PRICED TO SELL—OLD ESTABLISHED FIRM. Baseball Tip Book manufacturer, Automatic Paster, going concern. Write Mrs. Aileen Sullivan, R. #5 Muncie, Ind. se9

ROLLER RINK—ONE OF THE LARGEST IN California; in a valley city of 150,000 population; income approx. \$30,000 per year; books open to bona fide purchaser. For further information write: W. H. Phipps, with Filippi Co., Box 882, Stockton, Calif. se16

SPECULATE IN STOCKS AND BONDS—MIL-lions were made in the last war with certain stocks and should repeat again; get information on little known stocks with large military orders, stocks headed for bonanza profits, boom stocks which increased ten times its value in the last bull market. Send \$1. Siri's Forecast, 8611 75th St., Woodhaven, N. Y.

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BEAUTIFUL CURTAIN (GREEN GOLD) (12x20), flashy, \$50; Blue (14x14), \$10; gold (14x14), \$20; Bundle Clown Odds, \$5; Wigs, Striptease Costumes, Minstrels, Wallace, 2416 N. Halstead, Chicago.

NEW MEN'S TAILS SUITS, SIZES 35-36-37-38, priced at \$12.50. Wm. Lesser, Paw Paw, Mich. se16

SINCE 1869—COSTUME BARGAINS, CHORUS. dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. oc7

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers \$225 complete set; 50 all electric from \$155. Krispy Korn 120 S. Halsted, Chicago, Ill. se30

CHICAGO SKATE GRINDER, \$40; (SERIAL 581), 12-inch American Floor Sander AC Motor, \$65; or will trade for Chicago Skates or want to buy Chicago Rink Skates. Tom Smith Roller Rink, Minersville, Pa.

CONCESSION TRAILER—POPCORN, SNO, Floss, Apples; trailer and equipment in excellent condition, \$795. Hosford Motors, Ocala, Ind.

FOR SALE, CHEAP—P. D. Q. CAMERA, \$65; Lens, Tripod, 2 Box Direct Positive Papers, all new Jordan, 268 Auburn Ave., Atlanta, Ga. se16

GOOD DELCO LIGHT PLANT—2 MOTORS, Radio and Iron, cheap, or trade for Portable Sound Projector or Films. Breakhill, Republic, Mo.

POPCORN MACHINES, PEANUT ROASTERS, Gearing Kettles, Copper Caramelcorn, Candy Kettles Gasoline. Bottled Gas Heating Equipment. Northside Co., Indianola, Iowa se30

15 WEATHERPROOF POSTAGE STAMP MACHINES, use inside or outside; in excellent working condition, \$15 each, plus freight; 25% down, balance c.o.d. Albert Jackson, RR6, Anderson Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Ares, Rectifiers, Chairs, Drapes, Screens. S.O.S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. se30

CLOSE-OUT SALE—16MM., LIKE NEW; Burlesque, Glamour, Art, Musical, Sound, \$4.50; Silent, \$3.50; also 1951 releases, "Backstage Hollywood," "Annabelle," "Paris Dive," etc. Rental-purchase plan; exchanges. Joe Ulmer, Box 3693, Jacksonville, Fla.

AMAZING OFFER!

TOP-NOTCH WATCHES FOR XMAS FULL TIME OR PART TIME SELLING!

The New LOWILL

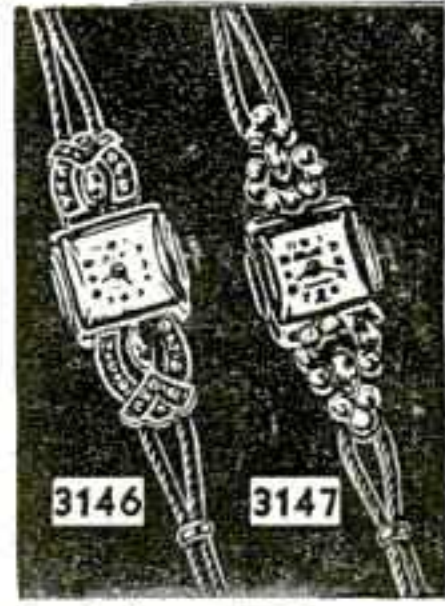
They're "naturals" for quick cash sales with BIG PROFITS!

7 Jewel only

..... \$10.95
Retail as high as \$39.50

17 Jewel, \$13.95
Retail as high as \$49.50

Beautiful Hand Set Rhinestone Case—Rhodium Finish. Lavishly boxed with retail price tag. Finest movement—Guaranteed for 1 year!



25% with order—balance C.O.D.

BUY WHOLESALE! PROFITS UNLIMITED!

FREE: NEW XMAS CATALOG FULL OF FAST-SELLING WATCHES, JEWELRY, RINGS, ETC.

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WHOLESALE JEWELERS
DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.

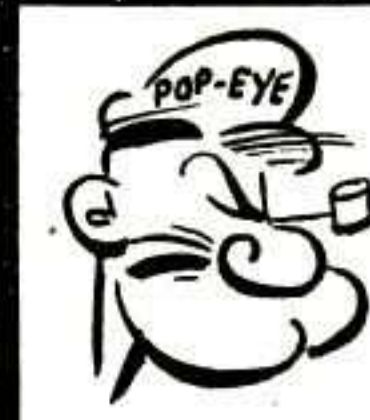
20 New Art Studies



FREE—BIG PROFIT PUSH CARD WITH EACH VIEWER

This NEW precision viewer looks like a "MILD" pack of Cigarettes in every detail. Every smoker will want one or more. RUSH your order and see for yourself. Send \$1 for prepaid sample. \$6 for display (carton) of 10. Ten cartons or more, only \$5 per carton. If Push Cards are not wanted, deduct 50¢ per carton. 25% deposit, balance plus delivery charges C.O.D. or send full amount and we prepay in the U.S.A.

AL HAWKINS AND COMPANY
BOX 1285 SIOUX CITY, IOWA



POPEYE SOAP

SOAP is scarce! PRICES are way up! A GOOD GIVEAWAY is hard to find! Kill three birds with one stone by grabbing the buy of a lifetime! To raise cash now, we must dispose of 500 cases of fine novelty soap shaped and labeled "Popeye" of cartoon fame. Each flesh-colored soap bar measures approximately 2"x3"x1/4". Suitable as a giveaway, prize, or counter seller. LOOK AT OUR SACRIFICE PRICE!

Sample Case, \$6.00 (500 bars to case)

In 10 Case Lots, \$5.00 Ea.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D.

MDSE. DIST. CO.
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Cigarette Lighters	\$14.40 Gr.
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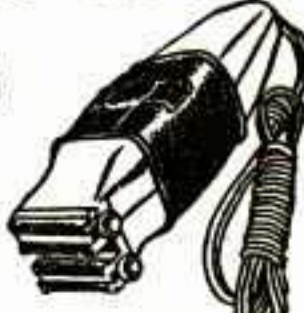
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- DART BALLOONS, Gr. \$.75
11-INCH CIRCUS PRINT BALLOONS, Gr. 4.80
14-INCH MOTTLE CAT HEAD BALLOONS, Gr. 6.50
SWAGGER CANE, Lancaster, Gr. 8.40
BATON, R.W.B. with Bell, Gr. 13.95
LASH WHIP, Tipp., 54 Inch, Gr. 13.95
SEND FOR NEW 1951 FREE CATALOG Satisfaction Guaranteed or Money Refunded.

25% Deposit with Order, Bal. C.O.D.

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

Sell Ultra-Blue Stock Signs

THANK YOU CALL AGAIN To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. MAKE MONEY on our fast selling signs!

- 15 Samples Ultra-Blue Store Signs, 7x11 ... \$1.00
15 Samples Ultra-Blue Religious Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11.. 1.00
Above Samples Mailed Postpaid.
100 Ultra-Blue Stock Signs, 7x11, \$6.00. No COD's.
L. LOWY, 812 Broadway, N. Y. 3, N. Y., Dept. 569

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Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY 8 x 10—5¢, Postcard—2¢. Blowups, 20x30—\$2.30x40—\$3. NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes. Write for FREE sample & list 88

MOSS PHOTO SERVICE 153 W. 46, N. Y. 19

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WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package & 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS 434 4th St., South St. Petersburg, Fla.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

DICK CARSON AND PRAIRIE PARTNERS (writeup Country Song Roundup, Issue 8), at liberty; considering all offers; this band is tops. For details write Box 125, Baden, Pa. se9

HILLBILLY TEAM OR 6 PIECE BAND WANT steady work, prefer radio; have own transportation and sound system; no drunks; instruments are bass, guitar, fiddle, electric guitar and steel guitar; also Girl Vocalist. Write Box 117, Avis, Pa., or Phone 1045-J-3 Avis.

CIRCUS AND CARNIVAL

CHARLOTTE—HALF AND HALF SIDE SHOW Annex; managers with acts, answer. Charles Hunter Jr., 1910 Luzerne Ave., Silver Spring, Md.

FRANKIE DUGGAN (HUMAN PRETZEL) NOW available; top contortion act; wardrobe, clown costumes. 804 13th Ave., S., St. Petersburg, Fla.

GIRL, 20, DESIRES WORK WITH HORSES, preferably in show business; would be interested in being trained for dressage but will consider anything; free to travel. Box #C-197, c/o Billboard, Cincinnati, O.

LARGE LION ACT FOR BALANCE OF SEASON; work as free act or wild animal circus; need top, banners, p.a. Answer Box C-204, care Billboard, Cincinnati, O.

STILT WALKING AND OUTDOOR ENTERTAINMENT. Joe Tree, 2528 S. Homan Ave., Chicago, Ill.

YOUNG LADY AVAILABLE ABOUT OCTOBER for rodeo or Wild West; good appearance; experience Western riding; quick to learn; free to travel. Box #C-198, c/o Billboard, Cincinnati, O.

MISCELLANEOUS

PROF. E. SPIES, THE HOLY MAN AND Great Divine Healer at leisure. 202 Lyell Ave., Rochester, N. Y.

SITUATION WANTED AS PARTNER TO lady in whip acts, such as handkerchiefs, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

MUSICIANS

A-1 SOCIETY DRUMMER—AUTHENTIC LATIN on timbales; real well, cuty any show, completely experienced; married, have Cadillac; last four winters top Florida hotels; available immediately to any financially responsible leader who will pay decent salary; characters, jerks and panics, kindly drop dead. Wire, airmail or phone Stan Hotelling, Piney Point Club, Virginia Beach, Va.

ALTO, CLARINET—EXPERIENCED JAZZ OR commercial; read, fake; married and family; prefer location. Feno Roverato, 409 Cedar St., Ironwood, Mich. se16

AMBITIOUS TENOR SAX WITH BIG TONE and intonation for any chair in tenor band; sight, transposition, also arrange. Available Sept. 8. Musician, 262 No. Manning Blvd., Albany, N. Y. se16

AT LIBERTY—ALTO SAX, DOUBLE TENOR, baritone, flute, bass, clarinet; well experienced, reliable. Wire Eddie Beaw, 476 Thorpe St., Fond du Lac, Wis.

BASS MAN—DOUBLE GUITAR; WILL TRAVEL; 30; single, sober, good appearance; 15 years' experience; 3 1/2 years with "5 Spaces"; arranging for and singing in vocal quartets, etc.; show experience; last job as combo guitar man; prefer something that swings; anything for a price Wally Spangler, 2549 7th Ave., Sacramento, Calif. Phone: Hillcrest 5-5941. se9

BB BASS—SOBER, RELIABLE, EXPERIENCE all line; at liberty September 7. Alfred De Pascalis, c/o Kelly & Miller Circus, Monticello, Ind. se16

EXCELLENT EXPERIENCED UNION PIANIST, doubling accordion, vocals, desires solo or band job in Florida for season; available immediately; good appearance, willing worker. Bader, 530 Parkside Ave., Brooklyn, N. Y.

EXPERIENCED HAMMOND ORGANIST—Have organ; tremendous variety. Organist, 1305 E. 18th Ave., Denver, Colo.

FEMALE HAMMOND ORGANIST, WITH OR without own organ; union; ref., exp.; nice wardrobe, good appearance. Box #C-194, c/o Billboard, Cincinnati, O.

HAMMOND ORGANIST—SEVERAL YEARS' experience roller rinks; reliable; references; available for fall season. Box #C-161. Billboard, Cincinnati, O. se9

HAMMOND ORGANIST—MALE, OWN EQUIPMENT, rated among finest in Midwest; smooth, sophisticated styling, extensive repertoire. #309 1026 N. Jackson St., Milwaukee 2, Wis. Telephone: Broadway 2-7098. se23

LEAD TENOR—SEMI-NAME EXPERIENCE; fine tone, experienced, society, Latin, Dixie; want good band doing Southern locations; no panics. Ed Arnold, 101 Union, Doylestown, Penna. se9

ORGANIST AND PIANIST AVAILABLE AFTER September 1; young; show bar, rink or hotel; ad lib, fake or read; cut or no notice; 16 months last engagement; go anywhere, draft exempt. Dick Estvanik, 1102 Jessie Ave., Streator, Ill. Phone 35843.

PIANIST—FEMALE, ATTRACTIVE APPEARANCE; modern piano and solovox; no vocals; travel anywhere. Contact Box C-202, care Billboard, Cincinnati, O.

PIANIST—COMBO, LARGE BAND, SOCIETY excepted; shows, single, age 21, car; join immediately. Verne Austin, Adler Hotel, Montgomery, Ala.

STRING, BASS, VOCALIST AVAILABLE IMMEDIATELY; read and fake; plenty experience; combos, commercial and big bands; single, sober, reliable; neat appearance; travel; have car. Box #C-201, Billboard, Cincinnati, O.

TENOR, CLARINET—EXPERIENCED. BOX #C-195, c/o Billboard, Cincinnati, O. se16

TENOR, ALTO, CLAR. — GOOD TONE, reader, reliable references; prefer commercial; all offers considered. Contact Ralph Hackaday, 729 Main, Manchester, Ia.

YOUNG COLORED ORGAN STYLIST DESIRES spot in first class lounge bar, dining room or theater around Metropolitan New York area; now on 15th month at Upstate Club and NBC-Mutual Radio Station; have organ; 23 years' experience; union, Local 802, New York City; giant library; lives in New York City, now on location. Reginald Smith, P. O. Box 283, Waverly, N. Y. Phone 784-R Waverly, N. Y. se9

PARKS AND FAIRS

AERONAUTICAL SENSATION — OLD-FASHIONED balloon ascension, inflated by open pit trench; multiple parachute drops; just finished entire season at leading Northern park; open for booking in South after Sept. 20th; write or wire now; in 31st season; also have references. Col. Frank L. Hiestand, 704 So. Illinois St., Greencastle, Ind. se30

AT LIBERTY — YOUNG LADY; SINGLE; Trapeze, Ladder, Platform, Rolling Globe. E. R. Gray, 671 Sweetser Ave., Evansville, Ind. se30

BALLOON ASCENSIONS, PARACHUTE JUMPING, modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. se23

"ENGAGE" CHARLES LA CROIX, OUTSTANDING platform trapeze act for outdoor celebrations, etc.; for full particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

GREAT CALVERT — AMERICA'S LEADING high wire performer; all bookings independent; price, \$350 weekly. Great Calvert, 164 Averill Ave., Rochester, N. Y. se16

SENSATIONAL HIGH FIRE ACT—25 YEARS of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. se9

SKY PRINCE—AMERICA'S YOUNGEST DARE devil; 110 ft. sway pole with traps; Fairs, Celebrations or balance season with reliable carnival. Lee Slade, 2646 Park Ave., Detroit, Mich. se9

WORLD'S HIGHEST CONTORTION TRAPEZE Act. Available for late Southern fairs or balance of season with reliable carnival that can afford 3 people's salary. Gorgeous girls beautifully costumed; flashy rigging. Contact Jerry D. Martin. Billboard Office, Cincinnati, O. se30

VAUDEVILLE ARTISTS

BOY-GIRL MUSICAL COMEDY TEAM—EXPERIENCED; novelty songs, dances, patter; outstanding wardrobe; available about September 13; contact immediately. Chuck New-Caroline Wells, care Manhattan Players, Platea, Pa.

HILLBILLY AND WESTERN GIRL SINGER—Age 24, plays guitar and bass; eight years' experience in radio, show and dance work; has car and instruments, go anywhere. Box #C-190, c/o Billboard, Cincinnati, O.

MUSI-COMICS — TRIO OR AS SINGLES; vocal, piano or guitar, drum; pop, Western; open for all fields. Parenti, 1728 McClellan St., Philadelphia.

UNIQUE SISTER AND BROTHER TEAM—Lee Denning, sultry blue and semi-classical songstress, and Robi Vernon, jivy popular and Spanish songster and tapster; A.G.V.A.; available September 10. Write: Lee Denning or Robi Vernon, 92 Plummer St., Oil City, Pa.

WILLIAM (BILLY) KENT—LEADS OR AS cast; appearance, ability and wardrobe; dancing specialties, drums; union; singing solo or quartette; good transportation; or would like good spot for small entertaining dance band. Waverly, Ill., Sept. 4-11, then address 116 Carter Lake Club, Omaha, Neb.

VOCALISTS

EXPERIENCED GIRL VOCALIST WANTS TO join steady working orchestra or combo; no panics. Write Box #C-199, c/o Billboard, Cincinnati, O.

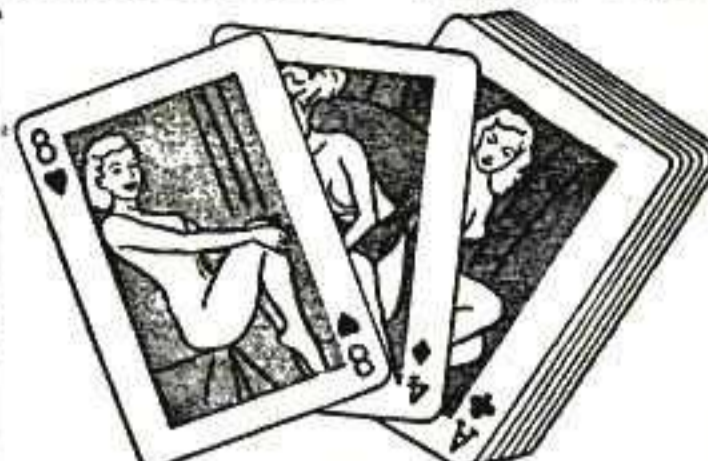
JEWELRY SPECIALS!

- 100 Jewelry items, assorted (retails for 25¢ & up)..... \$ 5.00
100 Jewelry items, assorted (retails for 50¢ & up)..... 10.00
100 Jewelry items, assorted (retails for \$1 & up)..... 25.00

B. LOWE

Holland Bldg. Dept. 33 St. Louis 1, Mo.

A NEW LOW PRICE! NOTHING CHANGED BUT THE PRICE NUDE CUTIES Artists Models—Playing Cards



Regulation size playing cards. Plastic coated. 54 different models and poses. In full color, including 2 jokers. Nude Beauties and Cuties as you would like to see them...

\$7.75 Doz. Gross lots only

\$7.90

Per Dozen Packs Sample Deck of Cards \$1.00

25% Deposit With Order, Bal. C. O. D. F. O. B. Chicago, Ill.

COOK BROS. 816 W. Maxwell St. Chicago 8, Ill.

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WRITE THREE WORDS COLLECT \$9.95 Write with Light

SENSATIONAL NEW ADVERTISING SIGN

YES, MAKE \$9.95 on 10-second demonstration to merchants. Write on glass with amazing magic crayon and presto—a 5-color advertising message takes fire and glows like a brilliant neon sign! Three sales a day and \$29.85 profit is for "lazy" men. Workers can double to triple that amount. FREE SALES KIT. Don't wait. Rush your name and address on a penny postcard for full details and complete sales kit—ALL FREE. Write Today!

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IMMEDIATE DELIVERY!

Electric Flash Boards Electric Bingo Blowers

Wire or write for Catalog

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24K Gold Plated 5-Piece Jewelry Set. Gold embossed \$29.50 price tag and 24K gold plate label. Plush silk-lined box. Must be seen to be appreciated. This set cannot be duplicated for anywhere near this price. Satisfaction guaranteed. Immediate delivery.

\$51.00 Doz. Samples, \$5.00 ea.

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 928 Broadway...New York 10, N. Y.

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For men and women. New model cases and dials. Reconditioned like new. Complete with leather straps. **\$9.95**

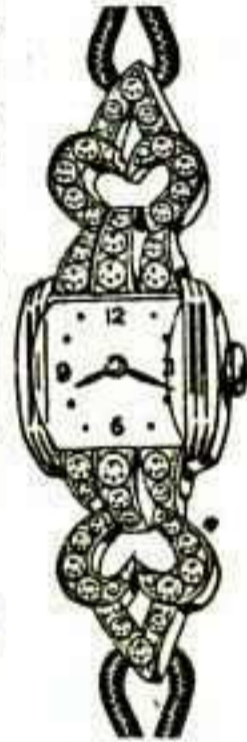
15-J, \$11.95 | 17-J, \$14.95 | 21-J, \$18.95
 Gold Plated Expansion Band, 95¢ add.

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RING CLOSEOUT
 Values to \$36.00. Assorted doz. **\$9.95**

25c Will bring you our 56-page wholesale Catalog—you may take credit of 25¢ on your first order, in that way you get the catalog FREE.

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Terrific VALUES and FLASH in Stuffed Fur and Plush Toys for Carnival and Premium Trade

SENSATIONAL PRICE SLASHES

- #500 19x21" Rayon Plush Black and White Terrier.
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- All dressed in plastic collars, saddles, blankets, etc

Each of the above **\$36.00** DZ! **SAMPLE \$3.75** Ppd!
 Send \$14.50 and receive ALL 4 SAMPLES PPD!
 Mention Billboard to receive these low prices.

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- 30" Real FUR Grizzly Bear, rayon plush trim, asst. colors. \$36.00 dz. **SAMPLE \$3.75**
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Assortment of All Samples in this ad, 17 pieces, for only \$26.00!!!

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#500 Send for FREE catalogue of Jumbo Concession and Carnival Numbers. Close-outs always on hand. State nature of your business in first letter to avoid delay!

25% dep. req. bal. C.O.D. if not rated.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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 Cincinnati 22, O.

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| | | | Hasson, Tom | |
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| | | | Henderson, Gayler | |
| | | | Hendricks, Mack | |
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 YOU ARE BUILDING A GREATER AMERICA

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Oliver
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Ralph
Perrotta, Anthony
Perry, J. J.
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Reel, James A.
(Reel's Bingo)
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(Rex)
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Siekels, Billy
Leonard
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Simon, Leo
"Suicide"
Sisco, R. H.
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Slavin, Ernest
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BeGar, Harvey
Booth, Dorothy (Dolly)
Bowen, Roy
Brady, King
Carl & Arlene
Carter, June
Clayton, Frank
Chavous, Herman J.
Dittmore, Mr.
Dixon, Irene
Doss, Frank
Fox, Benny
Glasco, George
Glinea, Morris
Horan, John P.
Harris, Capt. (Ride-owner)
Hoskinson, Juanita
Knight, Herbert
McGuire, Cornelia (Mrs. W. F.)
Paris, Dick
Parish, Dick
Peterson, Mrs. Pete
Reed, James B.
Rice, Bill
Reynolds, Curly
Sax, Diane
Selden, A. E.
Sibley, Ken C.
Spencer, Gordon
Stevens, Harry
Taylor, Bill
Wallace, Al



Earn Fast Profits

See Your Jobber

Insist on EAGLE MOTTLED HEAD BALLOONS

No. 12C CATHEAD

No. 9 MONKEY DOODLE HEAD

EAGLE RUBBER CO., INC. Ashland, Ohio



#195 CRYSTAL HURRICANE LAMP

\$1.30 Ea.
\$15.00 Per Doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

Packed 2 to Carton (no less sold)
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Our new 44-page 1950 catalog just off the press. Send for your copy today—it is free.
Serving the carnival trade for over 34 years

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Chicago 7, Ill.
All phones: MONroe 6-9520



#4716 Brand New Number PANTHER CHINA CLOCK

Beautifully decorated. Has self-starting Session movement. Size 10" wide, 8" tall. Outstanding in design and performance. Very flashy.

\$5.00 each \$57.50 per doz.

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NO. 800 **5c EACH** **\$4.00** **5c EACH**

GRAB BAG MERCHANDISE 5c EACH
25% Deposit on all C. O. D. Orders
PLEASE STATE YOUR BUSINESS

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Large stock always on hand. Novelties, Premiums, Glassware, Feather Dolls, Parasols, Batons, Balloons, Horse Clocks, Spiders, Monkeys, Toys, Rodeo Souvenirs, Slum and hundreds of other items.

M. NOWOTNY & CO. 907 ROOSEVELT SAN ANTONIO 2, TEX.

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PLENTY OF BARGAINS! READ 'EM ALL!!

24-Pc. MALACCA Plate, serv. for 6, \$5.00 value, display chest included Free with each set, while they last, only \$2.45 Ea.
SWISS WATCHES, radium Dial, guaranteed, 3 to a customer 2.10 Ea.
ELECTRIC SHAVERS, simulated pigskin case, two shaving surfaces, wrapped in cellophane with \$22.50 price tag, guaranteed, boxed 2.00 Ea.
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FLASHLIGHTS, battery and bulb complete, plated 2.75 Dz.
FIELD GLASSES, heavy black, adjusts to 6 1/2" retails \$6 1.25 Ea.
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PARK & TILFORD POWDER & Perfume Gift Sets, retails \$1.00 2.40 Dz.
WALLETS, Genuine Leather, two different kinds, special 1.85 Dz.
MARBLES, 24 to a bag, regular 10c retailer 4.20 Gr.
SUNGLASSES, good quality, genuine Crookes lens, only 1.75 Dz.
GIRLIE Light-Up Pencils, better grade, retails \$1.00 3.25 Dz.
JAPANESE Small Cup & Saucer Set on stand, only .75 Dz.
BARONESS PEARLS, 2 strand, gift boxed, with seal & \$9.50 tag 6.25 Dz.

Hurry, Merchandise Subject to Prior Sale—First Come, First Served
MINIMUM ORDER \$15.00. 25% Deposit, Balance Sent C. O. D.

VALLEY SUPPLY CO.
339 Holt St. Dayton, Ohio

MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York:

Sol Bielowsky and Manny Blumstein, partners of the Ever-Lite Company, are handling comic label miniature bottle lighters. Shaped and colored as beverage bottles, the desk lighters have parody labels describing the virtues of their contents. The item sells for 49 cents. . . . Fred Hornik designed American Ball Pen's compass ball pen and key chain. The 29-cent item has a miniature compass encased in the barrel section of a gold-finished ball pen. . . . President Novelty & Jewelry is producing adjustable novelty charm bracelets. The plastic bracelets, retailing for 10 cents, have five dangling charms. . . . Ed-U-Cards' Monroe Strauss has introduced trading cards, a 10-cent per-pack number. There're six packs in the series, 15 cards to each pack. The full-color picture cards, by famous illustrators, are designed to interest the kiddies in collecting the entire series. . . . Crown Novelty Company is offering skatees as a 29-cent seller. They're shoe skatees for 12, 15 and 19-inch dolls. . . . Zingo pea shooter is made of colored Tenite No. 1 plastic with a waterproof mouthpiece. Carded with a bag of ammunition, the item is offered by McCarr Industries as a dime seller.

Henry Weckesser is exhibiting the Toppers Company's line of flexible bottle caps. The plastic caps (3 for 10 cents carded), will withstand up to 65 pounds of pressure, or may be punched with holes for use as clothes sprinklers. . . . Also, as a dime counter item, there're bob pins. For convenience in milady's purse, 24 bobby pins are mounted in a match folder pack. . . . George Friedman (A. Zerkowitz Company) is selling Japanese single strand pearl necklaces. The necklaces, white or colored pearls, retail from 29 cents. . . . Also, SCAP Foreign Trade Office has issued notification that an auction of cultured Japanese pearl necklaces (26,000 strands) will take place October 2 in Tokyo. If represented in Japan, American buyers can inspect the goods during September. . . . In the low-priced photo frame field, several new hand-painted styles are offered by M. Goodman Manufacturing Company.

. . . At \$1, Johnson Equipment has a new triple-bit screwdriver, the extra straight and Wing Phillips bits being stored in the screwdriver handle. . . . R. H. Vazquez is importing surplus World War II British commando knives. The authentic \$2.95 seller, with official sheath, is 12 inches over-all with a 7-inch blade. . . . A see-thru pouch set is marketed by Eberhard Faber Pencil Company. The transparent plastic-face school kit contains pencils, ruler and protractor to retail at 50 cents. . . . As a 59-cent item, Crest Specialty is offering a spillproof ash tray with chrome metal wind deflector grill.

Topper Toys has presented a Hop-along Cassidy pistol flashlight (79 cents) whereby the plastic Western-type gun "shoots" light. . . . Ideal Novelty offers a \$5.98 Howdy Doody doll. Twenty inches tall and in full Howdy Doody costume, the doll's head and mouth can be moved as per television. . . . Magic vault is a new item by Commonwealth Plastics. Shaped as a bank vault, the metal and plastic item has a combination number vault door. Inside the door, there's a sliding drawer for coins that makes the money disappear into the vault—sells for \$1. . . . United Enterprises is marketing Scribbles, the doll of a thousand faces. Little girls may draw faces on the plastic, washable doll. Easy-to-wipe-off crayons in four colors plus a drawing suggestion book are supplied with the item which sells for 98 cents and up. . . . Barlow Advertising Agency has signed Camillus Cutlery Company, knife manufacturer, as a new client. . . . American Safety Razor Corporation soon will announce their new butane cigarette lighter. . . . A Billboard reader would like to find the supplier of a match folder cover book. It's reported to be similar to a phonograph album except that the pages are designed for mounting match folder collections.

Los Angeles:

Carl Dunkel is now handling merchandise from Japan for the Badger Sales Company. Firm has established contact in Tokyo and will feature hard-to-get items from there. Several large shipments of merchandise are reported en route. . . . John Hawley, of Hawley Distributing Company, has remodeled his store front. The firm now has Jay Williams and Wesley Woodford on the road. In addition to featuring premium merchandise, Hawley expects to add carnival items. One of the items being featured is the plastic Turn-It chip holder holding three sets of chips. The twist of a dial throws the chip holders out so that they can be easily removed or replaced. About five inches high and 12 inches in diameter when open, Turn-It has a felt base. . . . Hal Halley has joined Universal Merchandise Company as sales manager. The firm is manufacturing the lady's lunch kit. It has a place for sandwiches, a pint thermos bottle and a small purse for money, lipstick, powder, etc. The item is available in plastic colors with arm straps. . . . Smiling Octopus is the name of a new soft plastic item being handled by Satisfactory Sales. The octopus comes in green. Lou and Herman Rubin report that the item is in big demand. . . . William Shapiro Sales Company reports that the Covered Wagon television clock is "rolling along." . . . Normandie Sales Company, headed by Martin Israel, is featuring the Panther Mantle and Swingtime Bird clocks. Both are electric and have plenty of eye-appeal. . . . Frank Herman, of Pico

Novelty, reports that his television show has moved to KTTV from KFI-TV and is on five evenings instead of two. Show, known as "The Magic Party," is audience participation for kids and is on Monday thru Friday at 6:15 p.m.

Here and There:

Artist Color Company, specialist in materials for figurine painting, which has become a major fad, is moving into a modern new plant at 21650 Wyoming Road, Detroit. . . . Miller Manufacturing Company, Detroit, is putting out Kardek carriers and is establishing national distribution for the item. A Kardek is readily attached by suction cups to the roof of an automobile to provide additional carrying space. . . . A unique plastic purse-sized hood in gay colors to protect women's hats and hair from rain and in the shower bath is offered by Alden Wonder Plastic Company, Minneapolis. Called Wonderhood, the item is priced under \$1. . . . A. N. Brooks Company, Chicago, is offering the trade at \$4.95 the bingo cocker spaniel table lamp. The lamp's base is a life-like pup flocked to resemble a spaniel's pelt. The parchment shade depicts various dogs in action poses. Overall height of the item is 16 inches. The shade is 12 inches in diameter.

SKELLY

HANG HIM UP IN YOUR CAR HOME OR OFFICE

DEVILISH DAN

3rd Dimension—Not a FLAT-BACK. Glowing Metallic Eyes "make him more ALIVE than DEAD" (with Suction Cup). Plays a deadly tune on your Cash Register; "HANG" one on it and SEE.

PRICE: SKELLY . . . \$6.00
DEVILISH DAN 6.00

(Cash With Order P.P. Prepaid)
 Jobbers, write on your Letter Head.
 We are Mfrs. of Monkeys and other Soft Plastic Novelties. WRITE for Catalog.

STANDWELL CO.
 2709 So. Hill St. Los Angeles 7, Calif.

New! Magical! TRICK NOVELTY

Changes Nickels into Dimes! Fast \$2 Seller

Today's fastest-selling Trick Novelty Sensation. Changes nickels into dimes—changes nickels into aspirins. Thrilling! Mystifying! Easy operation! 4-Piece polished brass. Everybody buys! Individually Boxed.

SAMPLE, \$1.00
 6 for \$3.60; 12 for \$6.00; in gross lots, 40¢ each. ORDER NOW—Prices F.O.B. Chicago. 2% 10 days to rated firms; unrated firms 25% deposit, balance C.O.D.

CHARMS & CAIN 407 S. Dearborn St. Dept. BB, Chicago 5, Ill.

HEART SHAPED COMPACTS

As per the illustration. Hand Painted and Highly Polished gold finish, per doz. \$7.25

SQUARE SHAPED COMPACTS, Hand painted and highly polished gold finish, per dozen \$5.75

BEAUTY PINS, six pins on a card, per gross cards \$5.00

MEN'S HEAVY IDENTs, highly polished, per dozen \$2.50

MEN'S IDENTs, brass-nickel plated, per gross \$13.50

LADIES' IDENTs, per gross \$12.00

TIE SLIDES, carded \$4.50 a gross, bulk, per gross \$3.75

LOCKET ON PIN, individually boxed, per dozen \$3.00

MEN'S SIGNET RINGS, adjustable to size, gold plated and nickel finish, per gross \$7.00

WEDDING RINGS, gold and nickel finish, per gross \$1.40

MEN'S STONE SET RINGS, assorted colors, finished in gold or silver, adjustable to size, per gross \$10.50

ENGRAVING JEWELRY

DOUBLE HEART PIN, 14k gold plated, per gross \$9.00

SCOTTY DOG PIN, 14k gold plated, per gross \$12.00

DOUBLE SCOTTY DOG PIN, 14k gold plated, per gross \$14.40

DOUBLE HEART BRACELET, 14k gold plated or white nickel finish, per gross \$22.00

A. LEONARD COMPANY
 51 Bassett Street
 Providence 3, Rhode Island

FOOTBALL JEWELRY

BRACELET with one football charm, per gross \$18.00

BRACELET with three football charms, per gross \$24.00

DOUBLE HEART PIN with football charm, per gross \$18.00

All Football Items Gold Plated

51 Bassett Street
 Providence 3, Rhode Island

NEW NEW NEW

ART MODELS PENLITE MECHANICAL PENCILS

GOLD PLATED

Press button at top and Cutie Picture Light appears—Complete with battery.

\$7.50 Dozen
\$86.40 Gross
 \$1.00 for sample

SERVICE GROCERY & MERCHANDISE CO.
 516 11th Ave. Phenix City, Ala.

Sell NEW SALES BOOSTER PLAN

TO RETAIL MERCHANTS EVERYWHERE!

No experience needed! Just show sensational plan with nationally famous merchandise item—collect big comms. with **STEADY REPEAT COMMS.** J N sold 8,612 from June 7 to August 30. Prospects everywhere. **SAMPLE KIT** furnished. Write quick to Leo Schubert, Pres., **STATES TRADING CORP.**, 330 S. Wells, Dept. 18, Chicago 6.

Make Up to \$9.00 to \$24.00 Daily!

BIG PROFITS

Own your own business stamping key checks, name plates, social security plates. Sample with name and address 25¢

Bart Mfg. Co.
 303 Degraw St. Brooklyn 2, N. Y.

FREE SAMPLES

New discovery. Sharpest Blade in America Big profit. Territory now being allotted Specialty jobbers, write for samples, prices open territory

H. L. BLAKE, Broker
 Little Rock, Ark.

HALLOWEEN PARTY HATS—FAVORS

Flat Crepe Hats \$4.50 per 100
 Jumbo Metal Noisemakers 6.75 per 100
 Blow-outs 3.50 per 100
 Metal Crickets 3.75 per 100

25% WITH ORDER, BALANCE C.O.D.
SEND FOR OUR NEW CATALOGUE

KRIEGER MFG. CO.
 OPA LOCKA, FLORIDA

It's T & B . . . and it will be BIGGER THAN EVER BEFORE
 beginning NOVEMBER 4

LIGHT UP FOR PROFITS!



Here is your Christmas B.R. Pearl Handle Pistol Lighter. This is a repeat . . . the response to our last ad was terrific.

\$12 Dz. \$144 Gross

Same single action lighter as above with black handle. \$9 Dz. \$100 Gross

Petite Pistol Lighter. Ladies' Special. New Price. \$8 Dz. \$90 Gross

Veri-thin Pistol Lighter. Heavy steel chrome plated like the American made one. This is a beauty. \$12 Dz. \$125 Gross

Automatic Black Handle Pistol Lighter. Double action open and close with one pull of the trigger. \$12 Dz. \$125 Gross

As above with Pearl Handle. \$15 Dz. \$162 Gross

2-Blade Knife, 3 3/4" long, curved shape, mottled finish. \$4.50 Dz. \$48 Gross

A steal in stainless steel. \$48 Gross

For prepaid orders add 50¢ per dozen for postage.

Lighters are all individually boxed with removable stands for use in pocket, purse or on table.

Open account to rated concerns—C.O.D. shipments require 25% deposit.

GOLD ARROW IMPORTS
175 Fifth Avenue New York 10, N. Y.

THE HOTTEST VIEWER IN THE WORLD TODAY!
IT WILL OUT-SELL ANY YOU HAVE EVER SOLD!
NEW MILD CIGARETTE VIEWER



TURN WHEEL AND SEE 20 FULL COLOR VIEWS OF HOLLYWOOD'S MOST ALLURING ART MODELS

- EACH VIEWER LOOKS EXACTLY LIKE A PACK OF CIGARETTES IN APPEARANCE, SIZE AND SHAPE
 - MADE OF ATTRACTIVE, DURABLE PLASTIC
- BE THE FIRST IN YOUR TERRITORY TO SELL MILD CIGARETTE VIEWERS . . . THEY ARE PRICED RIGHT . . . STYLED RIGHT . . . FOR QUICK, PROFITABLE TURNOVER.

RETAIL PRICE 98¢ each Send ONE DOLLAR for PREPAID SAMPLE **Positively NO C. O. D.'s**

JOBBERS and QUANTITY USERS, WRITE FOR ATTRACTIVE DISCOUNTS

NATIONAL DISTRIBUTORS
SATISfactory SALES COMPANY
1036 SOUTH LA BREA AVENUE LOS ANGELES 35, CALIF.

Now . . . at NEW LOW PRICES!!

"BOOBY" Hotter than ever! "Queen of Burlesque" Shaking and Shimmying to new sales records! Flesh-like, soft plastic rubber . . . feather hairdo. \$6 doz. Send \$1 for sample

"SALOME," the Harem Dancer
The cutest, HOTTEST item you ever saw! She wiggles and squirms so SEDUCTIVELY!! Operates simply . . . Soft, plastic rubber . . . LIFELIKE! SELLS ON SIGHT . . . EVERYWHERE! Individually boxed . . . colorful, with TERRIFIC sales appeal.

\$39.80 gr.; \$4.00 doz.
"CUTIE PROJECTOR"
Pocket size, with 40 full-color transparencies of ART MODELS. Projects on any wall; retails for \$3.00.
\$16.50 doz.; Sample \$2

"MR. SKELETON"
Plastic rubber . . . realistic . . . HOT SELLER!!
\$18 gr.; \$2 sample doz.
Assorted ART PICS . . . 4x5 Glossy prints . . . set of 12; \$1.00 dozen sets . . . \$6.00.

HARRIS MFG. CO.
5864 Hollywood Blvd.
Hollywood 28, Calif.

BABY GRAND PIANO LIGHTER
\$22.50 dz.

Salesboard operators cleaned out our first shipment . . . also terrific for engravers, jewelry and gift departments. There is a chrome polished stainless steel plaque for engraving. The finest craftsmanship ever put in an imported lighter. Cleverly constructed so that it only lights when black keys are pressed. A real display piece. Packed in gift box.

Samples—\$2.50 Each Postpaid.

Gold Arrow Imports
175 Fifth Avenue New York 10, N. Y.

MERCHANDISE WANTED

Very large New York television & radio mail-order operator wishes to purchase novelty items, housewares, toys, etc., etc., for mail-order sale by television demonstration.

Must be very hot sellers only. Orders run up to \$200,000 or more per month. Send all details, samples, etc., by mail.

BOX 573, THE BILLBOARD
1564 Broadway New York 19

BELLS—GONGS

A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use.

SHIPFITTINGS, INC.
29 Old Slip N. Y. 5, N. Y.

LATEST IMPORTATIONS *Lowest Prices Immediate Delivery*

500/41 3 pc. silver antimony Table Lighter, Cigarette Urn & Tray Set \$9.00 Doz.

200/58 Camera Lighters \$7.20 Doz.

5825 Western Boot Table Lighter \$7.20 Doz.

NO.	DESCRIPTION	DOZEN
1052	PISTOL LIGHTERS	\$ 6.00
6202	AUTOMATIC PISTOL LIGHTERS	10.80
1396	LAMP STYLE TABLE LIGHTERS	9.00
100/40	GIANT PORCELAIN TABLE LIGHTERS	9.00
200/36	ANTIMONY SILVER JEWEL CASE	9.00
1539	ANTIMONY SILVER HORSE & RIDER ASH TRAY	9.00
1536	LARGE ANTIMONY SALT & PEPPER SETS, in Handsome Silk-Lined Display Box	10.20
481	LARGE SIZE ATOMIZER, Individ. Boxed	2.00
3022	IMPORTED BINOCULARS	4.50
827	LARGE METAL OPERA GLASSES	9.00
200	IMPORTED METAL TELESCOPES	2.40
840	3 PC. STAINLESS CARVING SETS, Attractively Boxed	10.20
500/31	ANTIMONY SILVER & ENAMEL CIGARETTE BOXES	9.00

25% deposit must accompany all orders, balance C.O.D. No merchandise will be shipped in less than dozen lots. Write for Pre-Korea Price List.

IMPERIAL MDSE. CO.
893 BROADWAY, NEW YORK 3

THIS LITTLE MUG PACKS A REAL WALLOP!

An Item That Sells Itself

Outstanding Miniature Beer Mugs With Assorted Ceramic Decal Designs

Write on letterhead for complete catalogue and price list!

BILL'S SPECIALTY MFG. CO.
433 N. 2nd ST. MILWAUKEE, WIS.

22 carat gold trim

UNBELIEVABLE SCOOP!!

EVERYWHERE PRICES GOING UP — BUT STERLING CHALLENGES INFLATION AND PRESENTS THE **BIGGEST BUY OF THE YEAR!**

NO. 109-C Men's Double-Head Cornelian Imit. Cameo with brilliant side sets, 14 Kt. Gold Plate.

NO. 109-O Men's Imit. Onyx with Center and sparkling side sets, 14 Kt. Gold Plate.

NO. 109-H Men's Imit. Warrior-Head Hematite with dazzling side sets. 14 Kt. Gold Plate.

YOUR CHOICE OF ANY OF THESE only

\$3.50 per doz. \$36.00 per gross

Remember, every ring has Imitation Diamond Sets on the side exactly as pictured.

If samples are desired, one of each (3 rings) sent for \$1.50 postpaid.

Minimum order—1 dozen. Remit in full or send 25% with order, balance C.O.D.

STERLING JEWELERS
44 E. Long St. Columbus 15, Ohio

Send For NEW CATALOG Now!

IT'S NEW—IT'S GUARANTEED IT'S AMERICAN MADE

Waterproof, radium dial, stainless steel back case, strap, boxed.

15 JEWELS \$9.80

With expansion band, 75¢ extra. Minimum order, 6 watches. Money back if not satisfied. 25% dep. on all orders, bal. C. O. D.

IRVING BERK
145 West 45th St. New York 19, N. Y.
L'ONGacre 5-8122

HOT BARGAINS

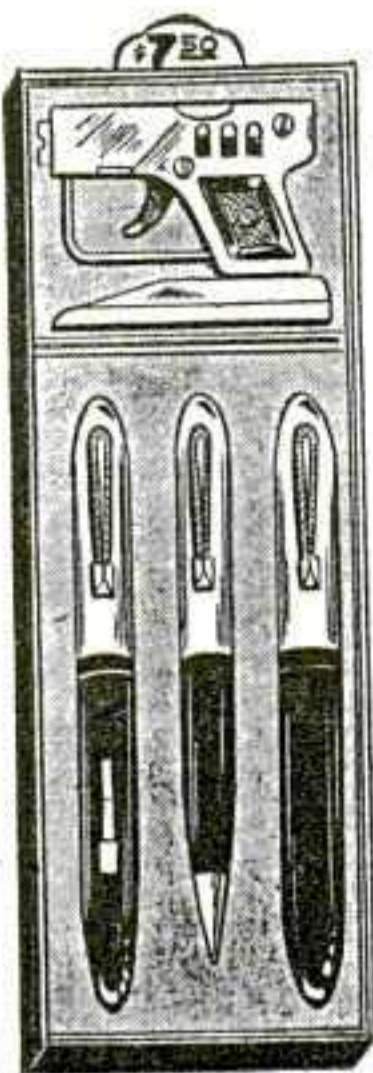
We undersell everybody. Imported three-strand Pearl Necklaces, \$3.75 doz. "HM" Gun Lighter (originally \$9.00), now only \$4.90 doz.; real bargain. Fully Automatic Pistol Lighter with black plastic on handle, \$7.80 doz. Same with (new, different) glittering butterfly multi-color plastic on handle, \$9.00 doz. All-chrome Junior Pistol Lighter, \$4.60 doz. Antimony "Aladdin" Smoke Set (3 pc.), \$21.00 doz. Squeeking Rocking Rubber Doll, \$15.00 half gross. Precision made attractive dials, sweep second Swiss Watch, \$3.80 each. 25% deposit required on all C.O.D. orders. Postage extra. Immediate delivery. Catalog free. Phone: S.P. 7-7340. CO-OPERATIVE IMPORT CO., 122 East 11th St., New York 3, N. Y.

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen In DeLuxe Velour Platform Gift Box. Write for New Low Prices. Sample 75¢.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

CASH IN WITH THESE HOT ITEMS . . .



3 PC. PEN SET WITH PEE WEE PISTOL LIGHTER

Better grade pen set, and new style black handled quality lighter. Top item for everyone.

PRICE \$12.00 DOZ.

NEW NUMBER—PISTOL LIGHTER—IT TOPS THEM ALL—with GENUINE TROPICAL MOTHER-OF-PEARL HANDLE GRIPS (\$7.50 retailer)—It's a beauty—pull trigger, lights every time, \$20.00 doz.; Sample\$2.50
Do not compare this item with cheaper grades of IMITATION Pearl, or "Pearl Shell" handled grips. Also Pearl Handled, so called Mother of Pearl, doz.\$11.00
NEW TYPE—Fully Automatic Pistol Lighter—This is an entirely new type—pull trigger—it lights IN FRONT. Release trigger—it's out. No screws to hold base. Can be converted from table to pocket use in a split second. Small enough for pocket, yet large enough for realism. Black handle, doz.\$15.00
Same in genuine Mother of Pearl handle (grips). Precision constructed, fully guaranteed, doz.\$22.00
Other pistol lighters, best quality, doz.\$7.99, \$11.50
LADIES' (Peewee) Lighter, \$6.50 doz., with pearl handle, doz.\$9.50
PIANO LIGHTER—Play piano—it lights, doz.\$12.50
CAMERA LIGHTERS—New style, attractively boxed, with compass, doz.\$9, \$14, \$16
10 Samples—\$10.00
Combination Cigarette Case & Lighter. Beautifully designed in chrome. \$5 & \$7.50 retailer, \$15.00 & \$17.50 doz., both samples\$4.50

Latest Mechanical Toys

THE ZULUS. Latest magnetic fun toy. Move either boy or girl—they attract or repel each other, doz.\$4.00
THE RANCHER. With large lariat—long string—turns around and around—twirls lariat, doz.\$6.50
THE ROLLOVER CAT—Smart number, doz.\$5.50
THE WALKING BEAR—Smaller size, very cute, doz.\$5.30
THE WALKING BEAR—Large—with fish in mouth, walks and shakes fish, doz. \$7.20
THE WALKING BEAR (large)—also hesitates—looks very natural. Plush finish. The greatest seller in years, doz., F. O. B.\$7.20
THE WALKING ELEPHANT—about 5x5"—dressed in Parade Colors! A great mechanical toy—plush finish—fast seller, doz.\$9.00
"FUSSY FIDO"—The almost human pup—grabs one end of hot dog—other end Fido fusses with. 2 doz. in special display box. Minimum order 2 doz., doz. \$3.75; gross\$45.00
FIGHTING "G.I."—Crawls—turns head from side to side and shoots—a great toy, doz.\$4.75
BUCKING BRONCHO—with rider. Plenty of action, doz.\$6.50
PEEP SHOW PENCIL—with light—press on top and see beautiful model, encased in lucite, show up in all her beauty. Precision made, doz.\$4 & \$5
PEEP SHOW SPECIAL, doz.\$2.95
SCRIBBLES—Introducing SCRIBBLES—the Doll of a Thousand Faces. All plastic washable doll, approx. 12x5". Make her laugh, cry, sad or happy. \$1.19 retailer (fair trade), doz.\$9.60
Also available in different sizes at \$2.98, \$3.98, \$4.98 each. Discount 33 1/3%.
LATEST LIGHTER—fluid visible at all times—can be used one to six months with one filling. Gold finish cap & clip. Very attractive (\$1 seller), \$4.00 doz., gross\$45.00
BALL POINT PEN—with key chain attached—gold finish, \$2.50 doz., gross \$20.00
FOUR COLOR PENCIL—writes Red, Blue, Green, Black. In chrome. Looks like \$5 item. Big seller. Refills will be furnished on request, \$4.25 doz., gross \$45.00
MEN'S POCKET COMBS WITH CLIPS, better grade, 6 dozen to display box, gross\$4.50
MEN'S POCKET COMBS WITH CLIPS, gross\$2.50
Bear & Elephant Orders F.O.B. N.Y.C.
HOUSE OF 1001 ITEMS
MINIMUM ORDER \$10.00
25% Deposit, Balance C.O.D., Plus Postage. We Prepay with Full Remittance. Wholesalers and Jobbers, Write for Current Price List.

UNITED ENTERPRISES

175 Fifth Ave. New York, N. Y. ORegon 3-2419 Suite 1810

Pipes for Pitchmen

By Bill Baker

CAP LINN . . . cards from Leesville, La., that he's making the fairs in that State. "They are not holding up to last year's biz," says Linn, "and the readers are higher in some places. Recently noted inquiries on Whitie Johnson, ex-jam worker. I hear from him and his family often. He has retired from the pitch field and is residing in Honolulu. His daughter, Jeanne, ex-peeler worker, is married to a naval officer and has two daughters."

A chip on the shoulder indicates there is wood higher up.

CHARLES HUDSON . . . infos that the Georgia tobacco markets have not been too good for him, and that several of the boys have been noted in that territory recently.

We can't all do big things but we can do the best in the little things we do.

HORACE G. BRAZIL . . . and E. A. Burnette opened with sheet in Blackshear, Ga., the latter part of July. According to Brazil, other sheet writers sighted in Baxley, Ga., recently were Ben Dixon, Slim Lance and B. V. (Murphy) Mangum. Mangum has purchased a farm out of Skylands, N. C., Brazil adds.

A pitchman, like a fisherman, must also use the right kind of bait.

EARLE (FATHER) PATRICK . . . and Earle Hawkins were reported working sheet in Whiteville, N. C.

It won't break your arm to give the other fellow a pat on the back once in a while.

HARRY KINCHELOE . . . informs the column of the death of A. P. (Pat) Wilcox, brother of Dwight Wilcox, well-known pitchman for some 50 years, in Enid, Okla., August 15. Harry adds: "Pat was a true friend, who opened the city of Enid and kept it open, saw to it that we got good spots to work, and lifted many a c.o.d. for the boys. He will be remembered by many of the oldtimers who made the Southwest. Pat, who died at the age of 80, was one of Enid's first residents and had been the city's postmaster, a banker, city treasurer and a grainman."

Favorable personal impressions have a way of bearing fruit in the guise of more sales.

BABE SHERWIN PLAYERS . . . med show, played Wilson, Okla., August 28-September 2 and were slated to open in Henryetta, Tex., September 4.

Determine all the selling points of your merchandise; get them down in order, from the viewpoint of your prospective buyers' interest; be sincere in your presentation and you've accomplished the hardest part of the job.

TOMMY COOPER . . . comedian with the Ray Smith Keen-O-Tone med show, reported the unit played to good business in Edmond, Okla., the last week of August.

Big apples in a barrel are held up by a lot of little apples, but the big pitchmen hold themselves on top thru their own effort.

DOC W. H. HAZLETT . . . of Hazlett's Wild Cherry fame, has retired and is residing in Aransas Pass, Tex., according to Harry Kincheloe.

Can you back up the item you are selling? Travel with the construction gang, not the wrecking crew.

BEN (HORSEBACK) MEYERS . . . inks from Keokuk, Ia., that he is featuring Mexican jumping beans. Combining a couple of letters received from Ben, he says: "Speaking of Maxwell Street in Chicago, why do the high pitch workers worry so much about the low pitch gees? We all are (See PIPES on page 106)

Des Moines Notes

Al Wilson barrels in with a rundown on some of the lads who worked the Iowa State Fair in Des Moines August 23 thru September 1. Included, besides Al, who says he got his with combs, were Art Nelson and Speedy Ross, with med; Bob Roach, of card fame, knocking 'em dead for a dollar bill; Tyler Ward, erstwhile English Lavender worker, working for Roach; Tubby McDonald, in from Canada, and working for Hosberg & Company; Bob Tousy, top gadget worker, in the main building with big tips; George Gunn and his brother, Red, with straw flowers; June Coffey, kitchen gadgets gal; Bill Westfall, another gadgeteer, had them coming his way with the old stall pitch; Freddie Krause and Bud, with gas savers; Jack Flowers, with glass cutters, getting his share with a pitch that would make any of the oldtimers stand up and take notice, for Jack just won't get old; Jack Murphy rolling along as usual, doing a good job, and Bob Krause, with eyeglass cleaner.

PAPERMEN

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MA 214—Fur Trapeze Monkeys, 8 1/2 Inch. Doz. 1.85	
MA 15—Imp. Hawaiian leis. Gr. 1.75	
MA 16—Jap. Flying Birds. Gr. 6.00	
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KAPLAN & BLOOM
Want to hear from Novelty Men for Springfield, Mass., and few Southern Fairs; also from Men who were with us last year. Address:
PHIL KAPLAN, 1815 Monroe Ave., Bronx 57, New York, until Sept. 9th; after that c/o Charles Hotel, Springfield, Mass.

DETECTIVE STORY

(Continued from page 60)

comedy and pathos of the police station panorama. Likewise excellent is Lydia Clark as his distracted wife. She brings to one of the play's least defined and briefest important roles a warmth and sympathy, which makes her arrogant husband's final comeuppance the more believable.

Cast Excellent

For the rest, Ruth Gilbert is quite wonderfully penitently dumb as the little shoplifter. Jay Barney is properly caustic as the squad's lieutenant. Paul Lipson is fine as a detective whose heart is bigger than his bark, and Steve Gravers makes an outstanding job of the play's No. 1 crook, a chore in which he gets able assistance from Jack Carron, Philip

Abbott and Patricia John Canty contribute effective pathos as a young first-offender and a girl who loves him. William McFadden's staging follows the pattern set by Kingsley and keeps all the minor characters in first-class alignment. Against Boris Aronson's original setting, which literally smells of a New York City squad room, everybody is good.

The Subway Circuit is doing itself proud with this one. Bob Francis.

PRODUCERS HIT

(Continued from page 60)

whole matter will be thrashed out with the fact-finding committee, which reps all theatrical trades. Counsellor Adams is out of town for the week-end and couldn't be reached. However, a prominent member of the employing association told The Billboard that the consensus of his group was dead against the union's attitude, and that in his opinion Quintiliano would back down.

Champaign's 16mm. a Draw

CHAMPAIGN, Ill., Sept. 2. — Attendance at city parks here has been the largest in history, with free sound 16mm. movies getting credit as the largest factor in the increased turnout. A screen 15 by 18 feet was used for the showings, and average attendance was 500. The screenings, which will end about September 1, were handled by the Bailey Sign Service, of Champaign.

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Exact duplicate \$900 ring watch. First time this diamond copy has been offered. Sensational at \$13.00.

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Genuine Waterproof Radium Dial 15J. List \$37.50, \$9.90 ea. 17J. List \$57.50, \$12.90 ea.

TRY TO BEAT BURKE ON PISTOL LIGHTERS

Bright chrome genuine Mother-of-Pearl handle pistol lighter, \$9.00 doz. Black Handle, \$5.90 doz.

Bright gold key chain ball pen, \$1.80 doz. Bright gold key chain flashlight, \$2.25 doz. Bright gold compact covered with gold filigree & jeweled stone. Sensational at \$7.20 doz.

All metal automatic needle dispenser. Turn disc and exact needle you want pops out. Contains 50 asst. needles. Great 25¢ retailer. \$1.20 doz.; \$12.00 gross.

Combination Cigarette Case & Lighter. Automatic, bright chrome, desirable flat model. Good \$7.50 retailer. \$18.00 doz.; sample, \$2.00.

\$1.00 DOZ. CLOSE-OUTS

60¢ Plastic compacts with makeup
69¢ Schnoz with shell glasses, the better kind

\$1.00 Toilet waters in extra fancy bottles
75¢ Pen-Knives, all nickel plated

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Table with columns: FUR MONKEYS, Size, Doz., Gross, Net. Items include 6", 8" monkeys.

Table with columns: JAPANESE PAPER PARASOLS, Diameter, Doz., Gross, Net. Items include 18", 22 1/2", 28", 36", 32" parasols.

Table with columns: CELLULOID FEATHER DOLLS, Prices F.O.B. Indpls. Items include Tinsel Dolls with Hat, Cane and Earrings, etc.

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SALESBOARD SIDELIGHTS

Peerless Products, Inc., Chicago, is pulling full steam ahead now that it has released its full line of fall merchandise. Ben and Marshall Maltz enthused over the customer reception accorded the numerous numbers and predict a mounting volume of activity during coming months.

Gardner last week reported sales were at the highest peak for this period of the year in its history. Production, according to J. G. Robinson, has been stepped-up. Firm continues to adhere to its low-price policy in spite of rising costs, and this, plus some new money-making boards, are gaining more and more customers for the firm. Dave Lande, assistant sales manager, returned from a vacation trip to the north woods, and is already hard at work preparing for the expected fall rush of business.

Gam Sales Company, Peoria, Ill., is moving greater amounts of merchandise to fill the order barrel these days, with officials Sam George and Maurie Sax voicing satisfaction with the sales pace. Firm has seen an uptrend of activity since introduction of its new ticket items last May (during the Chicago showing), with some of outstanding business getters being the four-column pad deal, Dividends, Pot-o-Gold, Double Play, Baseball Bingo and E-Z Pickin. Sectional play is the featured factor in each number.

H. C. Hayes, De Luxe Sales Company, Blue Earth, Minn., tells of the sales step-up over the same period last year. Credit for the bulk of the boom is attributed to firm's revamped board line. . . . Roy Galentine, Galentine Novelty Company, South Bend, Ind., says he has noted some good operator acceptance on

the envelope ticket deals, a trend which first became apparent last year about this time. Galentine's Blackhawk products are winning new customer-friends, Roy declares, and adds that the toy line handled attracts a lot of operator attention as it offers some good salesboard items.

The McNamara Company, Chicago, reports boom-proportion business cropping up on its line of precision steel ball pellet boards. Walter McNamara, production department head, says the numerous offerings of insert boards for the Color-Ado and Color-Ex frames keep operator, location, and player interest at a high level.

Jay Zelle, general manager, and Jay Goldman, general sales manager of Triangle Manufacturing Company, Minneapolis, are keeping busy plugging their two-line offerings of tickets and boards. Boys

PIPES

(Continued from page 104)

trying to make a living, and the man who pitches, whether it be balloons or razor blades, and if only for a dime a throw, is at least working for something to eat and a place to sleep. Sure enjoyed the bit of news that Scotty George Brooks sent in to the column recently anent his business on the fairs circuit. What I liked about Scotty's contribution was that he didn't claim to have made a killing in every spot he worked. What has become of Tom (Count Seldom Scoff) Kennedy?"

It's highly commendable for a man to think over what territory he'll cover, to think over what item he'll pitch, to think about the future—just so long as he doesn't just think.

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Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. se16

CASH FOR GOOD USED SEEBURG "SELECT-O-Meter 100" machines; state price, condition. Walter, 1517 Penrose Ave., Atlantic City, N. J. se16

CIGARETTE MACHINES—GET IN THE SWIM before the advance in prices on reconditioned cigarette machines; write for details; we also buy use equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

FOR SALE—EIGHT STAMP MACHINES in good condition; leaving for army. Gall Kirk, R. F. D. #1, Ashland, O.

FOR SALE—MUSIC ROLLS FOR NATIONAL Automatic Piano; over 100 American tunes available; send for list. Also want Music Rolls of all description. Russell Miller, 3274 Adriatic Ave., Long Beach 10, Calif. se9

FOR SALE—37 CRAIG ICE CREAM BAR Vending Machines; 8 252-bar capacity; 29 132-bar capacity. Address William Watson, Box 139, Auburn, Me.

LIKE NEW—33 1/2 MASTERS, RED AND BLACK porcelain finish; vend any size gum, charms and nuts, \$11.50 each; lots of 5 or more, \$10.50 each. Box 1282, Aransas Pass, Tex.

LIKE NEW—5 NIK COOKIE MACHINES, 9 columns, \$50 each. Goodman Vending Service, Lebanon, Pa.

OPERATORS, ATTENTION—WE WILL START you in the shuffleboard business without any investment on your part; pay for them as you make collections. Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.

PEANUT MACHINES—COLUMBUS 1/2, EXCELLENT condition, \$5. Lee Schindorff, 3001 E. 51st St., Kansas City, Mo.

RAY GUNS, 3 SEEBURG, 2 BALLY, \$39.50 each; Keeney Submarine, Bally Torpedo, Chicago Hockey, Jennings Barrel Roll, Muto-scope Lifter, \$50 each; Rebuilt Metal Typewriter, 1,000 Discs, guaranteed perfect, \$175; Wurli-tzer 500K, 600K, extra clean, \$75 each; late Pin Games, United Super Shuffle, few Slots, like new. Write: Pops Arcade, Anniston, Ala.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

WANT TO BUY GENCO SCORING UNITS FOR Shuffleboards; write or phone. Monroe Coin Machine Distributors, Inc., 2323 Chester Ave., Cleveland 14, O. Phone SU-1-4600.

WANTED — MILLS, JENNINGS AND PACE Slot Machines; state fully what you have, giving model, approximate serials, payouts, condition; one or one hundred; write only. The John M. Stuart Co., Paris, Ky. se23

3 DELUXE CARD VENDERS, KEENEY AIR Raider, Planetellus Fortune Teller and Cards; 2 Skee-balls, \$175 each, picked up here. F. Shafer, Mesker Park, Evansville, Ind.

10 SHIPMAN 5/8 CANDY MACHINES, 5 MO. old, \$30 each. Berg, 1437 Penna. Ave., San Diego, Calif.

SALESBOARDS—JAR TICKETS NEW LOW PRICE

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Net Price
300	25¢	KWARTER KOLORS, THICK	Def. \$15.00	\$.60
400	5¢	LUCKY BUCKS, THICK	Def. 7.00	.75
1000	5¢	5¢ CHARLEY, THIN	Def. 17.00	.90
1000	25¢	J.P. CHARLEY, THIN	Avg. 52.00	1.75
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.98	1.75
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg. 26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg. 27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg. 27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	1.75
1000	25¢	SIX TWO BITS	Avg. 114.28	1.75

JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS

On Sticks—Sizes 1000-1200 1260-1600

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.
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SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"

NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
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are saying nice things, order-wise, about the spindle tickets and four-section ticket deals, with the firm's 15 salesboard offerings also coming in for bonus mention.

Harlich Corporation, Chicago, is keying up for a sharper fall sales pitch as new numbers come out and others take form on the designing boards. Sales Manager Sam Feldman and Sales Director Jack Brody agree on the better business prospects in store as operators renew placement and play activity.

For Immediate DELIVERY

14 NEW PUNCHBOARDS! JUST RELEASED!

- ★ FAST ACTION
- ★ PROFITABLE
- ★ ALL DIFFERENT
- ★ POWERFUL PLAYER APPEAL



AVAILABLE IN 5c, 10c and 25c PLAY!
WRITE IMMEDIATELY

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WHOLESALE JOBBERS

SALESMEN WANTED TO SELL JAR & BOX TICKET GAMES

IN EVERY TOWN AND COMMUNITY. CLUBS, CIGAR STORES, POOL HALLS, TAVERNS, ETC., ARE BEST PROSPECTS, OR START A ROUTE OF YOUR OWN! NO EXPERIENCE NECESSARY. 40% ADVANCE COMMISSION

WORTHMORE TICKET GAMES
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JUST what you're LOOKING for— LITTLE CHIEF GAMES

STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturer at Very, Very Reasonable Prices.
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302 MAIN ST. WHEELING, W. VA.
Phone: Wheeling 340

BLACKHAWK BOARDS JAR DEALS
Write for list.
Galentine Novelty Co.
South Bend 24, Ind.

SALESBOARDS
1440 5¢ Barrel Prof., \$18.00 \$.98
1800 5¢ LULU BOARD, xTk., Prof., \$18.00 1.49
1200 25¢ Texas Charley, Seal, \$102.28 \$1.49
1000 5¢ Assorted J.P. Bds; Prof., \$27.00 1.65
1000 5¢ J.P. Girlie Bds.; Prof., \$27.00 1.72
25% DEPOSIT—WRITE FOR CATALOG
DELUXE SALES CO.—BLUE EARTH, MINN.

Senate Studies Anti-Bell Bill

Colo. Solons Fail To Act On Bell Vote

Gilpin County Okay

DENVER, Sept. 2.—The proposal to bring a bill legalizing bell machine operations in Colorado up for a public vote in the November elections died in committee without reaching the State House of Representatives for a vote.

The proposal was one of five submitted to the special legislative session by Gov. Walter W. Johnson. The legislators, in session August 21-26, had cut all licensing and administrative provisions of the bill in an effort to limit debate to the question of whether or not the proposal should be put on the ballot. In its final form, the ballot proposal merely provided that bell machines, if approved, would be legal after April 1, 1951.

Discuss Shuffle

The House referred the bill to the committee, directing that it determine whether any State revenue obtained would be considered revenue from an excise tax, 85 per cent of which would be frozen into the old-age pension fund. Also brought up was the 1949 State Supreme Court ruling on shuffleboard operation in taverns. (See *Colorado Solons* on page 122)

Canadian Rail Strike Snafus CM Shipments

Ups Location Grosses

ST. JOHN, N. B., Sept. 2.—With what is normally working time, now leisure time because of the prevailing strike of railroad employees in Canada, the strikers have been turning to coin machines for entertainment as well as merchandise, particularly at points where there is no theater or where single bills only are being offered, and time hangs heavy on the hands of the idle men.

Juke boxes are getting increased play, as are other units at rail stations, lunchrooms, restaurants and waiting rooms that are open part of each day. Pinball, shooting and digger machines are also getting more attention. At Moncton, St. John, McAdam, Edmundston, Campbellton, New Brunswick; Truro, Halifax, Yarmouth, Kentville, Sydney, in Nova Scotia; St. Johns, Corner Brook, Port Aux Basques, on Newfoundland, and Charlottetown and Borden on Prince Edward Island, large numbers of railway workers are on the loose.

The strike has left all the transportation of coin machines up to the (See *Canadian Rail* on page 128)

Prodigal Returns

Milwaukee Op Finds New Machines Win Top Spots, Solve Service Problems

MILWAUKEE, Sept. 2.—When Mello Curro, of Metropolitan Amusement Company, decided to re-enter the coin machine business several years ago after an absence of 14 years, he set his mind on maintaining a policy of using only new equipment.

His experience had taught him the financial folly of trying to operate a string of old machines which ate up his profits in service calls and whose antiquated appearance discouraged potential customers from parting with their nickels.

Picture Changes

The picture since Mello came back into the business is an entirely different one. Now he and his brother, Ted, who manages the routes, reassure themselves of the soundness of the present policy whenever they inventory their equipment. "Not a piece of our equipment is over two years old," Mello said. "This means a lot to us because we can get into the top downtown spots and stay there. Our machines are the latest and therefore we get very few trouble calls. We also receive steady production from our juke boxes and games because they are always in tip-top shape."

The Metropolitan Amusement Company operates every type of coin machine equipment in the field that is

legal here, with the exception of vending machines. Tentative plans for expansion into vending are being laid for future ventures in that direction, too, according to Curro.

In addition to a good sized, successful route of games and music, the (See *Milwaukee Op* on page 128)

Set World Wide As Three-State Keeney Distrib

CHICAGO, Sept. 2.—World Wide Distributors has been appointed distributor of J. H. Keeney & Company products in Southeastern Iowa, Northwestern Indiana and the North and Central parts of Illinois, it was announced by Keeney sales manager Charles J. Pieri this week.

With Owner Al Stern as host, assisted by sales staffers Monty West and Leonard Micon, World Wide held a special showing of League Bowler, Keeney's four-player shuffle game, at its headquarters here this week. (For details on this game, see story elsewhere in this section.)

Ponder House Version That Cut Coverage

No Definite Action

WASHINGTON, Sept. 2.—The Senate Interstate Commerce Committee is pondering the House version of the Johnson anti-gaming device bill which passed the lower chamber this week after 2½ hours of debate. Committee Chairman Edwin C. Johnson (D., Colo.), sponsor of the original measure, is examining the greatly amended House version to see if it satisfies him.

If Johnson and his committee decide the House version is okay, it can be cleared by the Senate in a jiffy and sent to the President. Since the original bill has already passed the Senate, all that is necessary to clear the revised bill is for the Senate to concur in the House amendments. A motion to concur could be offered by Johnson and he assured of acceptance.

However, if the committee decided the bill in its present form is unworkable or otherwise unsatisfactory, it will be sent to a joint conference of House-Senate Interstate Commerce Committee members to work out a compromise. In view of adjournment plans, this procedure could result in blocking the bill this session. (See *Senate Studies* on page 128)

SOCIAL SECURITY FOR OPS

German Boxing Being Produced By Abco Novelty

CHICAGO, Sept. 2.—Bill Olsher, head of Abco Novelty Company, announced this week the purchase of the manufacturing and sales rights to a two player boxing game originally made in Germany. It is equipped with a drop chute which has its own slug rejector.

Set for nickel play, the boxing features two mechanical boxers mechanically controlled by patrons. The boxers can be maneuvered in and out of punching range at will. Each player has a single lever equipped with two finger notches which control the boxer in his corner. One notch is for left hand punches the other for the right hand punches. The player scoring 20 hits on opposing boxer wins the match. It is possible to score with body or chin punches and these hits are recorded electrically.

Olsher said that he was undecided whether to produce the game in his own plant or license one of the (See *German Boxing* on page 124)

Coin Volume Up

WASHINGTON, Sept. 2.—Coins in circulation in June set a record of \$1,495,000,000, the Treasury Department said this week. The continued high demand is forestalling any idea of recalling the wartime steel penny, and it is now figured that the last one won't be removed from circulation for another 20 years.

Heaviest increase in minting was for subsidiary silver. Total amount of half-dollars, quarters and dimes in the public pocket was hiked \$3,000,000 in June to \$964,000,000. An extra million dollars worth of silver dollars went into circulation to bring the total to \$170,000,000. Nickels and pennies increased a like amount to \$361,000,000.

Wornout steel pennies are being replaced, according to Treasury, but there are no plans for collecting all of them for replacement. Chief foe of the penny is the nut vending machine because the salt sets up a chemical reaction corroding the coin.

Self-Employed Traders To Gain Benefits

List Payment Sked

WASHINGTON, Sept. 2.—All coin machine operators working for themselves will be included as of January 1 under the terms of the Social Security Act signed into law by President Truman this week.

Operators will pay 2¼ per cent of the first \$3,600 of annual income, starting with the 1951 calendar year. The Social Security levy will be paid along with the final income tax statement for the year due March 15, 1951. The income tax blank will contain a schedule for computing the Social Security levy. This schedule will be detached by the tax collector and forwarded to the Federal Security Agency (FSA), and the amount is to be credited to the operator's Social (See *Social Security* on page 124)

It's TAB . . . and more than **7,500,000 PRINTED IMPRESSIONS** will pre-sell its many advantages by **NOVEMBER 4**

Diversification Trend Spreads

Survey Shows Fewer Firms Specialize in Single Type

Vend's annual Men on the Route study shows routemen work fewer hours, fewer days—no significant change in wages or numbers of employees

CHICAGO, Sept. 2.—Fewer vending machine companies are operating a single type of merchandise machine, according to a survey just completed by Vend, sister publication of *The Billboard*. This factor, reflecting a trend established two years ago, was pointed up again in the annual Men on the Route survey published in the September Vend this week.

While there was no significant change in the number of persons employed by operating companies, the survey showed, vending machine routemen work fewer days and fewer hours each week this year compared to 1949. Salaries for servicemen showed little change, but responding firms indicated they are paying more for skilled mechanics.

760 Operators Covered

Information for the survey was gathered by a four-page questionnaire mailed in July to 2,202 operat-

ing companies. A total of 760 operators (34.5 per cent of the total group) responded, but the survey embraces figures taken from only 137 one-man (See SURVEY SHOWS on page 113)

Merchandise Clinic

Florida Op Discovers There's Always Room for One More If You Pick Your Spot Carefully

PANAMA CITY, Fla., Sept. 2.—That, despite claims to the contrary, "there's always room for one more" in the vending industry has been graphically proven by the experience of D. D. Mitchum, head of Mitch's Vending Service here.

Operating 41 machines in this Northwestern Florida resort city, "Mitch" is a comparative newcomer to the vending industry. Until 13 months ago he was a salesman in the hotel and institutional coffee supply business. When this field got too competitive, he resolved to go into cigarette vending.

Mass. Legislature Report OK; MCMA Starts Match Deal

BOSTON, Sept. 2.—Lucius F. Foster, executive secretary, Massachusetts Cigarette Merchandisers' Association (MCMA), said the coin machine industry had battled 1000 per cent in the 1950 Massachusetts State Legislature, which adjourned Saturday (19).

A bill providing a tax of \$20 on all vending machines was killed; an- (See Mass. Legislators on page 112)

Test Magazine Vender in NY Subway Stand

Made by Yeaton Mfg.

NEW YORK, Sept. 2.—Quick magazine, pocket-size news weekly published by Cowles, Inc., is being sold at a subway newsstand here thru a vending machine in a test that may eventually lead to large-scale machine placement.

The vender, a hand-made model, produced by the Yeaton Manufacturing Company, of Lawrence, Mass., is testing consumer reaction at a midtown Union News Company stand. On location for the past three weeks, the machine is said to have performed satisfactorily from a mechanical viewpoint.

Units capacity is 60 magazines. The patron inserts a dime in the coin slot and actuates a push-pull lever to receive his copy. A sample of the current issue is displayed behind a glass panel. Machine dimensions are approximately 30 by 12 by 10 inches.

Test Expansion

Abner Sideman, circulation manager of Cowles, said the test so far has been to check the machine's mechanical operation. Since the vender is placed on a counter and is available for use only during hours when the stand is open for business, the current phase of the experiment will not indicate its "plus sale" po- (See Test Magazine on page 113)

SuperVend Sets Five Distributors For Cup Vender

CHICAGO, Sept. 2.—SuperVend Sales Corporation this week released the names of five distributors for the firm's selective cup drink vender. When all appointments have been made, SuperVend expects to have between 60 and 80 distributing companies which will stock equipment and parts, and offer service.

Norman Automatic Vending Company, Third and Luzerne streets, Philadelphia, will cover Philadelphia and the surrounding counties in Eastern Pennsylvania and Southern New Jersey below Atlantic City. The com- (See SUPERVEND on page 112)

Cole Products Names Divisional Managers For Midwest, Coast

CHICAGO, Sept. 2.—Two new divisional managers—one for Kansas City, the other headquartered in Los Angeles—were announced for the Cole Products Corporation this week by Richard Cole, vice-president. Melvin C. Simon will head the Kansas City office, and Charles E. Hastings the Cole office in Los Angeles.

From the Kansas City office, Simon will handle sales and service in Missouri, Kansas, Iowa and Nebraska. Simon was formerly vice-president and sales manager for the U. S. Packing Company.

Hastings will direct sales and service in California, Washington, Oregon, Arizona and Nevada. He is a former vice-president and general sales manager of Luscombe Airplane Company and previously was associated with Waco Aircraft Company.

New England Outlook Bright

Candy Makers Forecast 10c Vending Bars

Labor May Be Problem

BOSTON, Sept. 2.—A survey of the confectionery industry in New England shows manufacturers girding for war, increasing their prices, surveying their manpower, and casting an anxious eye toward the possibilities of shortages and controls.

Walter L. Guild, managing director of the New England Manufacturing Confectioners' Association (NEMCA), with 19 members in Massachusetts and two in Connecticut, told *The Billboard* there will "definitely be a return to the war-time 10-cent bar." He said: "It is in the offing and many firms are only waiting for the big leader in the industry to come out with the 10-cent price. Some manufacturers, however, may be forced to go to 10 cents, even before the leaders in the field."

With the 10-cent bar "just a mat- (See Candy Makers on page 111)

Stewart Readies Mobile Soda Bar With 15 Machines

(Continued from page 67)

mechanisms are fitted to panels which form part of the trailer's exterior. These panels are hinged at the top to panels which form part of the trailer's exterior. These panels are hinged at the top to permit access to interior parts. A four-foot awning rings three sides of the trailer.

Upon reaching a location, Stewart pointed out, all that has to be done to set up for business is to cut into water and electric lines. Control boxes for these two facilities are at the front end of the trailer. If a running water supply is unavailable, the trailer's water tank may be used. It has a capacity of 250 gallons.

Capacity of the trailer is 7,500 cups when drink machines are fully loaded. Units may be replenished individually when they sell out. Another trailer will be taken along to carry extra supplies. This will carry cups and ingredients for 100,000 drinks.

A Stewart serviceman will accompany Moser for a month to acquaint him with service procedures.

Cig Op Survey Optimistic as Routes Grow

Hold 25-Cent Price

BOSTON, Sept. 2.—New England cigarette vending machine operators see no trouble ahead for their business as the result of the war situation, nor are they particularly worried about the possibility of economic controls. Cigarette ops feel they would probably be in a better position than many other lines of vending business should all-out mobilization and economic controls be put into effect.

The possibility, there will be no more, or limited numbers of cigarette vending machines available, means competition would be lessened, ops point out. There has been no abnormal buying rush of machines, and the Massachusetts Cigarette Merchandisers' Association (MCMA) reports no complaints of shortage of parts. The manpower situation, which (See Cig Op Survey on page 113)

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BIGGEST PROMOTION

in its 56-year history by **NOVEMBER 4**

National Vendors Expands Sales and Service Coverage

ST. LOUIS, Sept. 2. — Having moved to strengthen its territorial sales and service representation, National Vendors here announced this week that 1950 production of its cigarette machines will double last year's output, barring unforeseen complications in the final quarter of the year.

Every month this year, according to Sales Manager Tom Donahue, National has set a production record. For the past three months, the firm

has been working a six-day week, and for about half that time the production line has been putting in 12 hours a day. Donahue said National is taking orders now for 30-day delivery.

Thus far, the firm has not increased the price on its cigarette machines. No increase is contemplated, Donahue said, at least for the next 30 days.

"We have had some increases in our own costs," Donahue stated, "but they have not been sufficient as yet to cause us to raise prices."

At the same time, National is working to catch up with a backlog on orders for the straight quarter conversion. Demand for converters spurred as a result of the recent price increase in wholesale cigarettes. The firm's conversion kit lists at \$12.

Summing up some recent changes in National's sales representation, Donahue said the company now has 11 main field offices.

J. Herman Saxon, Charlotte, N. C., has been appointed to represent the company in North and South Carolina, Georgia, Alabama and Florida. Saxon, owner of Saxons, Inc., an operating firm, will continue to operate but will devote the major portion of his time to National sales and service. Saxon has completed one trip thru his new territory and plans a second trip some time this month.

The New England States are now being handled out of Boston by Lou Nagerer. Nagerer has been representing National in that area for the past several years, but working under National's Cleveland office. Al Horth, another veteran of the National organization who also worked under Cleveland, has been assigned his own four-State territory with headquarters in Newark, N. J. He covers New York, New Jersey, Pennsylvania and Delaware.

Boardwalk Cigs Sell At 22-Cent Minimum

ATLANTIC CITY, Sept. 2.—Smokers in this Boardwalk city must pay a minimum of 22 cents for cigarettes, altho the State-wide minimum on standard brands is 20 cents. The Cigarette Tax Bureau put jobbers' New Jersey minimum sales prices at \$8.92 per thousand delivered, \$8.86 if not delivered; but in Atlantic City the respective minimums are \$9.92 and \$9.86.

Jobbers' selling prices are based on the manufacturers' list prices of \$8 less 10 and 2 per cent discounts, plus the \$1.50 face value cigarette stamp plus a 3½ per cent mark-up to cover the cost of doing business.

Candy Sales

WASHINGTON, Sept. 2. — Increasing candy sales in May and June pushed the total for the six months of 1950 to \$405,000,000, approximately equal to the same 1949 period, Census Bureau has estimated.

Sales of candy bars totaled 370,506,000 pounds, an increase of 3 per cent over the first half of 1949, altho the wholesale value of \$123,930,000 was 5 per cent less than the \$130,656,000 racked up in January-June, 1949. Lower prices were the cause of the decline in dollar value of sales, according to Census.

Sales of bulk goods, which include penny lines, totaled 79,177,000 pounds valued at \$19,758,000 as compared with 79,024,000 pounds worth \$20,159,000 for the first half of last year.



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The Atlas Midget Vendor, a new profit sensation! A real opportunity no operator can afford to pass up. Check these PLUS features; very little servicing; fits ALL locations; the only good vendor on the market at such a rock-bottom price.

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Special Sept. Offers
TOPPERS SOLD 4 TO CASE\$43.00
 1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only **\$50.25** (with plastic globes) \$52.00
 1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$36.00**
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Get today's top money maker—Topper Deluxe \$4 all Charm Vender. Sample\$13.95

RAIN-BLO GUM
 140, 170 or 210 count, in 25¢ cartons, 28¢ lb. in lots of 150¢ or more with freight prepaid. 26¢ lb. less 2%.

PISTACHIOS
 25 lb. carton Large, 55¢ lb. Extra Large, 59¢ lb. Full Cash With Order.

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 25¢ or 40¢ carton, 26¢ lb. 160¢ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER

Plastic Auto-graphed Baseballs, \$5.00 per M Metal plated, \$8.00 per M.
 Write for our FREE Complete Charm List.

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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 Thirty-nine (39) Vending Machines composed of 13 Hot Nut, 13 Candy, 13 Hunter Target Gum Ball. All new machines. Make me an offer.
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Immediate Delivery on the Finest U-NEED-A-PAK Quarter Conversions Ever Built!!!

The ONLY Conversion with a Genuine NATIONAL REJECTOR! ... and only \$750 per unit

(U-Need-A-Pak Models E, A, 500 and Monarch) Quantity Discounts, Too!

Also Available . . . Quarter Conversion Unit for **NATIONAL 9-30, 9-50 and 7-50** (Same basic features as U-Need-A-Pak unit) **ONLY \$8.00 per unit** Quantity discounts available.

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Florida Op Learns There's Always Room for One More

(Continued from page 108)

a population which doubles each summer with the influx of thousands of tourists, I found only 6 machines against the 20,000 population minimum. This looked like the right spot, and so I installed my first machine on July 18 of 1949.

Location Interest High

Mitchum "cracked the market" by calling on restaurant owners, drug-store operators, cafeteria and tavern managers. In each case he found that the location was definitely interested.

"Unquestionably, the first and most powerful selling point I used was to point out that petty pilferage of cigarettes by employees was a constant profit leak which a vending machine overcomes," he said. "Few employees of restaurants, stores and cocktail lounges consider it wrong to help themselves to a pack of cigarettes now and then, but this can represent a serious loss over a year's time. Pointing this out to a lot of location owners got immediate compliance.

"Also, I stressed the fact that there is a lot of competition among local merchants, and that the time of salespeople required to locate cigarettes, and ring them up, may result in the loss of important merchandise sales. I pointed out that the vending machine eliminated all of the cigarette-handling difficulties which the retailer must put up with, solves the tax problem and leaves space free for

the display of more profitable merchandise."

These ideas got such excellent results that in less than a year Mitchum had installed 19 electric units and 20 mechanical types. Currently, his route is being built with electric units. Good service, a prominent position and reliability are the features which Mitchum offers his location owners, as well as a 2 cents per pack commission, which has been consistently satisfactory.

Mitchum does all of his own service work, while his wife handles accounting. Formerly, Mrs. Mitchum inserted pennies in the cellophane wrapper, when cigarettes were selling for 22 cents, but beginning with August of this year, Mitchum went to a straight 25 cents on all of his machines. This was due to the wholesale increase and to the fact that the huge numbers of tourists visiting the area are accustomed to paying 25 cents for cigarettes in retail stores.

"I lost about 15 per cent of my volume thru transferring to a straight quarter policy," Mitchum said. "However, I expect all of the volume to be back within a couple of months."

To maintain the good will of his location owners, Mitchum services every machine as often as is reasonably practical, and keeps each in tip-top condition. All machines are located on casters, which make it easy for porters to move them around for mopping and cleaning.

Trained for Service

The Florida operator's long experience with operating coffee-making equipment has given him a mechanical ability, which permits him to service his machines efficiently himself. For example, when the first new electrics were installed, many customers complained of getting a slight shock when touching the metal release keys. After studying the situation, Mitchum traced the trouble to a main switch, which was improperly insulated. Developing a small rubber insulator of his own, he fixed each machine so that there was no chance of customer-shock, and thus a potential source of ill-will was eliminated.

"I go over every machine thoroly at least once every 30 days, both from an appearance and a mechanical-operation standpoint," he said. "Likewise, every machine is waxed once a month." Formerly he used regular automobile finish wax, which required back-breaking work. New, chemically-developed waxes have taken all of the muscle fatigue out of this operation.

Mitchum keeps a close check on the popularity of brands sold thru his machines. Making this possible, is a six-hole type, leather-covered pocket ledger, which he carries with him on each trip. Each page represents one machine on the route, and is an inventory sheet which shows how many packs of cigarettes were previously loaded and all figures on additional service, from call to call thereafter. From each sheet Mitch is able to figure the brand preference.

At one location, for example, Camels may sell 10 per cent better than Luckies, whereupon the Florida operator will allocate 10 per cent more space in the machine to Camels. At another location, Luckies may show an overwhelming preference.

National's Flick Returns To Active Service Duties

ST. LOUIS, Sept. 2. — Thomas Flick, service manager for National Rejectors, Inc., has returned to active duty with the armed forces, officials of the company announced this week.

The service manager's post will be filled by Claud Trieman, who has had long experience in National's field service department.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

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 - Metal Colored Charms, small, 1,000. 4.25
 - Plastic Charms, large, 1,000 2.95
 - Copper & Nickel, large, 1,000 5.00
 - Silver Wedding Rings, 1,000 5.95
 - Toy Watches, 2 gross 2.50
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 - "Hep Cat" Buttons, 1,000 5.95
 - Plastic Colored Rings, 1,000 2.50
- We are factory distributors for all leading makes of VENDING MACHINES.



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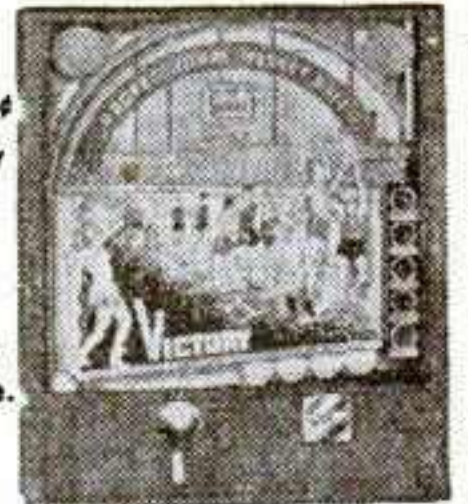
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Simple mechanism guaranteed trouble-free.

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1" BALL GUM
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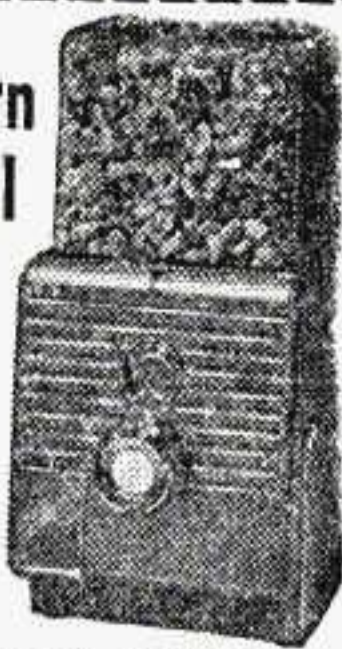
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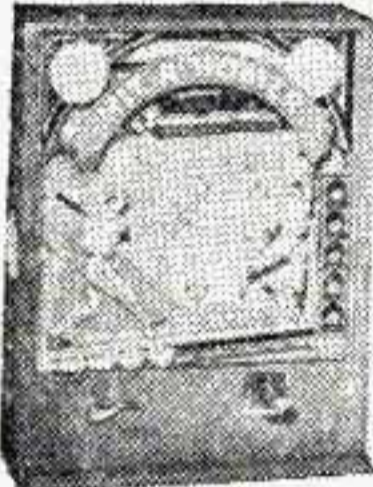


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RAKE COIN MACHINE AGENCY
2120 Fifth Avenue Pittsburgh, Pa. Court 1-3842

Candy Makers Forecast 10-Cent Vending Bars

(Continued from page 108)

ter of time," bar goods prices have jumped from 72 cents to 75 cents at the manufacturing level; fancy packaged goods at retail have increased as follows: \$1 boxes to \$1.10, \$1.25 boxes to \$1.35, \$1.50 boxes to \$1.60, \$2 boxes, no change.

Biz Good

Indications are that the confectionery business will be extremely good, Guild pointed out, citing the phenomenal 58.2 per cent increase in volume sales for July this year.

Volume sales, reported by NEMCA members for July were \$1,987,500. In July, 1949, sales totaled \$1,256,265. Guild pointed out, however, that the latter was a drop from 1948, which would give July this year only 15 per cent over July of 1948.

Indications that fall business will be excellent was foreseen by all major confectionery companies. How sales have risen over 1949, after falling off the first four months of the year, was shown in the figures for the period released by NEMCA.

Sales Rises

January, 1949, \$4,378,377; January, 1950, \$4,358,236, a 5 per cent decline; February, 1949, \$3,632,819; February, 1950, \$3,325,369, an 8.5 per cent decline; March, 1949, \$3,781,375; March, 1950, \$3,753,980, a 7 per cent drop; April, 1949, \$3,337,983; April, 1950, \$2,906,580, a 12.9 per cent decline; May, 1949, \$2,223,534; May, 1950, \$2,382,980, a 7.2 per cent increase; June, 1949, \$1,964,682; June, 1950, \$2,132,533, an 8.5 per cent increase; July, 1949, \$1,256,265; July, 1950, \$1,987,500, a 58.2 per cent increase.

While business fell off 10.9 per cent in August, 1949, from 1948, it is expected that an increase will be shown this year. Guild said that the confectionery industry is already surveying its manpower situation in an effort to get more workers.

Labor Situation

That this effort will need plenty of work is indicated by leaders in the industry, who point out the situation is much different than the pre-war days of 1941. First of all, they say, the small surplus in the New England labor market will be used up almost immediately with mobilization. Secondly, the pre-World War II women candy factory workers who came in en masse have for the most part married and have young children, who would need care, thus eliminating a large source of former workers.

Guild pointed out that New England is now at a peak in employment and manpower is limited. "The labor problem will be a terrific one," he predicted.

Supply Picture

So far, there has been no shortage of ingredients, Guild reported, in candy manufacturing. "There is plenty of sugar, and ingredients seem to be plentiful," he said.

Leaders in the industry are anxiously watching cocoa bean prices, and some feel that the price may drop.

Guild, who has just returned from a 10,000-mile trip with Louis R. Johnson, secretary of defense, and Harold Stewart, assistant secretary of air, part of the Joint Air Force Orientation Conference to acquaint the public with defense, foresees economic controls shortly.

He said NEMCA would put out more bulletins and do an all-out job in keeping members informed of latest developments with respect to national and local legislation affecting the confectionery industry.

Freshway Food Unit Moves to Ops This Month

CHICAGO, Sept. 2. — Freshway Automatic Venders will begin shipping production-line food venders to its dealers and distributors September 15, Nick Angelus, of the Freshway firm, said this week.

By September 20, Angelus continued, distributors will have a stock of machines on hand to begin filling orders for the refrigerated, automatic food vender.

In this period of rising costs, Freshway will stress the price versatility of its equipment. Food machine is so designed that operators may regulate the price in each column and return the proper change from that column altho the unit has a single coin chute.

Maritime Ferry Unit Cuts Shiner Rentals

DARTSMOUTH, N. S., Sept. 2. — The Ferry Commission which administers service between Halifax and Dartmouth, has cut the rental of shoe-shining machines from \$100 a year to \$50, with the option of taking 50 per cent of the gross receipts of each machine located in the waiting rooms of the ferry terminals or on the boats.

Operation of the machines started six months ago when an agreement on the \$100 a year rate was reached. However, the operators found this was too high and cut into profits. A decision was reached to remove the units from the commission properties unless rental rate was cut. At a special meeting the commission decided to accede to the request and reduce the rate by half, at the same time, offering the operators the alternative of allowing the commission 50 per cent of the gross receipts. It is stipulated, however, that this must be at least \$50 a year.

The commission was the first ferry unit in Canada to permit installation of the polishers. There is a large movement of people between Dartmouth and Halifax day and night, with 24-hour service maintained. Two boats are operating.

Increase Vender Licenses

AIKEN, S. C., Sept. 2.—The city council here this week voted to increase licenses for cigarette venders from \$10 to \$15. Licenses for peanut venders were also increased \$5, with the cost now being \$10 per machine.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



Until you have actually operated 49s you have no idea of the time saved on location or in the service department... the amount of reduction in overhead... the extra time made available for handling additional machines... the accurate control of merchandise... the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49... test it... try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwestern... full of news, photos, helpful hints for vending machine operators. It's FREE.

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829 E. Armstrong St. Morris, Illinois

Northwestern
NEW REDUCED PRICES
MODEL 49
SPECIAL \$14.35
FACTORY FRESH Vender Confections

Teeny	LB.
Almonds	68¢
Jumbo	
Pistachios	65¢
Spanish #1	
Peanuts	25¢
Blanched	
Virginias	35¢
M & M's	39¢
Vending Cashew	
Butts	51¢
Boston Beans	24¢
Rainbow Beans	24¢
Pine Nuts	36¢
Ball Gum	
Bubble	27¢

Parts—Supplies—Charms—Write for List
BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.

SEPTEMBER DEAL
FOUR (4) Victor Toppers (as illustrated) with new large Glass Globes PLUS either 25 Pounds Rain-Bio Ball Gum (any size) or 30 Pounds Boston Baked Beans and sample sack 100 DeLuxe Charms—all for only \$49.50.
On 25 or more deals—\$46.50 per deal.
Time Payment Plan—1/3 Deposit, Balance C. O. D., F. O. B. Kansas City, Mo. Sample Topper—\$11.25.
Lowest prices on Ball Gum, Nuts, Charms and all Vending Items.
BERNARD K. BITTERMAN
3002 Truman Road Kansas City 1, Mo.
Vending Specialists since 1934. We will help you start your routes or assist you in solving any of your Vending Problems.

CHARMS...
Proven Sales Boosters!
Write for Complete Price List!
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30 DAY MONEY BACK TRIAL
Northwestern MODEL 49 SPECIAL
Prices
LESS THAN 25 \$14.35
LESS THAN 100 \$14.15
100 OR MORE \$13.95

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

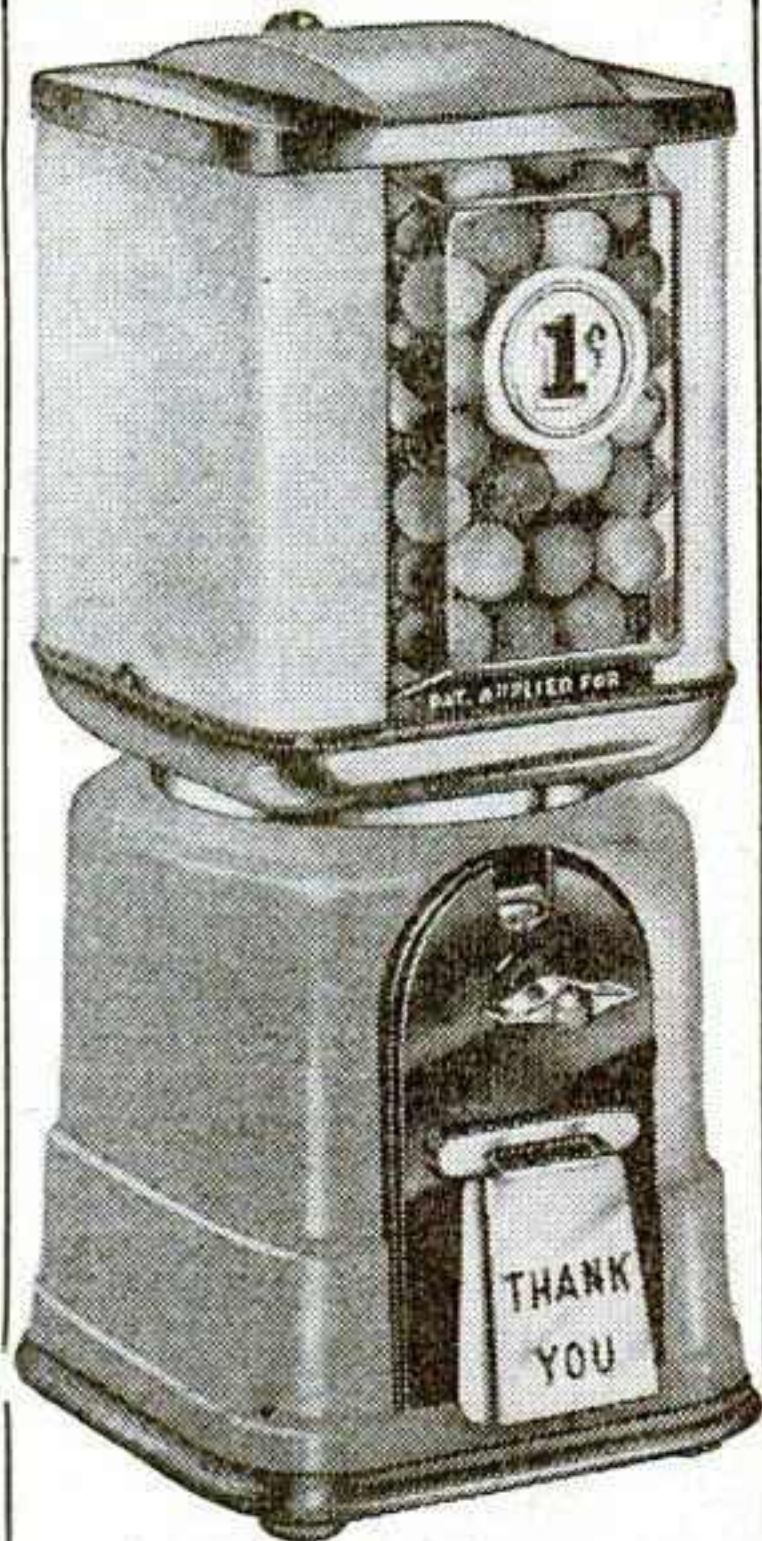
GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 1¢ or 5¢, Baked Metallic	7.45	#33 BALL GUM PORCELAIN, 1¢	7.45
Finish, Red or Green—Sample	12.95	SILVER KING, 1¢ or 5¢	6.95
10 or More	7.45	MASTER PORCELAIN, 5¢	7.45
#39 PORCELAIN, 1¢	7.45	MERCHANDISE AND SUPPLIES	
PISTACHIO, Jumbo	60¢	VIRGINIA PEANUTS,	
Queen	57¢	Whole	34¢
FANCY TULIP, Large	57¢	Rainbow Peanuts	26¢
INDIAN NUTS	50¢	MIXED NUTS	51¢
CASHEW, Whole	50¢	BOSTON BAKED	26¢
CASHEW, Butts	48¢	BEANS	26¢
		LICORICE LOZENGES	25¢

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
1/3 Deposit, Balance C. O. D.
Time Payment Plan Available—Trade-Ins Accepted

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VICTOR'S JUMBO UNIVERSAL
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SEE THEM TODAY AT YOUR DISTRIBUTOR

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Chicago 39, Illinois

**Official Teamster
Publication Urges
Organized Vending**

INDIANAPOLIS, Sept. 2. — The current issue of *The International Teamster*, publication of the International Brotherhood of Teamsters, cites vending as a field for organization in a feature-length article sketching the growth and extent of the industry.

Teamsters, the union's magazine reports, ought to be interested in vending because it is no passing fancy but a permanent factor in selling, and "Someone has to service the machines."

Summing up its attitude, the paper states: "One of the attributes which has made the International Brotherhood of Teamsters the important and significant factor it is today in the American labor movement is the ability to note the changing economic tendencies and to be able to adapt, utilize and grow with these changes."

"Teamsters must recognize this growing field of vending machines. Who is going to service them? Who is going to supply machines, particularly in the food and drink with fruit, gum, candy, cookies, crackers, sandwiches, beverages, etc.?"

"If," the article concludes, "teamsters overlook automatic merchandising as a field for organization, they are missing one of the biggest bets in union organization possibilities."

Stompe to Diamond Match

NEW YORK, Sept. 2.—Albert W. Stompe, formerly general sales manager of the Marathon Corporation, has been elected vice-president in charge of sales for the Diamond Match Company. Stompe, who had been with Marathon since 1927, resigned that job to take the post with Diamond. He assumed his new duties this week.

**2 New Venders
Being Produced
By Mass. Firms**

BOSTON, Sept. 2.—Two new vending machines are being manufactured in New England, and will soon make their appearance.

One is a milk vending machine, holding 320 drinks, dispensed in eight-ounce paper cups, now being shipped by Northeastern Electrical Engineering Company, Manchester, N. H. Another drink vender, automatically serving a choice of two different carbonated beverages, has been announced by Worthington Pump & Machinery Company, of Holyoke, Mass.

**Supervend Appoints
Five More Distributors**

(Continued from page 108)

pany is headed by Norman J. Kasser who previously operated venders in the area, and was associated with his family in a liquor distillery.

Northern New Jersey and the New York metropolitan area will be handled by Runyon Sales, coin machine distributing organization. Barney Sugarman and Abe Green will direct sales and service in New York and Newark respectively.

Select Drink Sales & Service, Inc., 4955 Delmar Avenue, St. Louis, will cover the St. Louis area, Eastern Missouri and Western Illinois. J. W. O'Hare, vice-president, is managing the firm. SuperVend officials said O'Hare bottled Orange Crush in St. Louis.

Vermont, Western Massachusetts and Western Connecticut are being handled by Interstate Coin Machine Company, Inc., 605 Page Boulevard, Springfield, Mass. President of the firm is W. P. Kelly. Interstate will exhibit the SuperVend line September 17-23 at the Eastern States Exposition in West Springfield.

Bonanza Vending Company, 3041 Paseo Street, Kansas City, Mo., will represent SuperVend in Western Missouri and Northern Kansas. C. H. Chapman heads Bonanza.

MASS. LEGISLATORS

(Continued from page 108)

other bill taxing vend units, with a sliding scale of \$15 for cigarette machines, \$25 for music and pinball machines, \$10 for candy machines, and \$5 for all other machines, was also killed. A sickness bill, which would have levied 1 per cent on employers and 1 per cent from employees also died.

Match Buying

Members of the MCMA have agreed to pool their match buying in order to cut operation costs. The action was taken at the last meeting of the group in Hotel Kenmore in August. While no details were made public, Foster said the group buying action had been in the offing for some time and would effect a considerable saving to individual operators.

A discussion of direct-to-location selling of special cigarette machines by a Boston tobacco wholesaler came in for considerable discussion.

IT'S TOPPS
So Round
So Firm
So Good

**BOZO
BALL GUM**

A high, high quality product priced no higher than ordinary gum. Nine different, delicious flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

TOPPS CHEWING GUM
Incorporated
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Here is the New, Flexible

ALKUNO
CRACKER VENDOR
four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/4" x 2" x 7/8". Has large merchandise display and self-illuminating plexiglas sign.

MODEL 700
Metal Cabinet and Base.
Ht. on Base, 60".
Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN

Alkuno & Co. 408 Concord Ave. New York 54, N.Y. MEIrose 5-7757

ADVANCE
DUPLEX-E
SITROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE

Also Complete Advance Line Including
HERSHEY BAR VENDOR
IMMEDIATE DELIVERY
Order Sample Today!
Write for Quantity Prices!

LISTO SANITARY NAPKINS
Sample and Prices on Request. Manufacturer and Distributor.

J. SCHOENBACH
1645 Bedford Ave. Brooklyn 25, N. Y.

DEPENDABLE PERFORMER

ACORN 1c or 5c All Purpose Bulk Merchandisers
Order Yours Today!

You can depend on this wonderful all-purpose vendor for outstanding performance and GREATER profits . . . all year round.

- Vends all sizes of Ball Gum.
- Vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts, and Charms.

WRITE FOR COMPLETE DETAILS TODAY!

Distributors: A Few Choice Territories Are Still Open. Write, Wire, Phone: **AMERICAN** Gen. Sales Mgr. 1027 Fifth Ave. Pittsburgh, Pa. Ph.: ATlanfic 1-6478, 6479

Pacific Coast Dist. Operators Vending Machine Supply Co. 1023 S. Grand Los Angeles 15, Cal.

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Sandy Mac Tight
Says
"See my new truck! Had to buy it to haul my money to the bank since I started to operate Victory Basket Ball Games."

\$32.50 EA.

You, too, can get in the money operating Victory Basketball Games. They can be bought and paid for in 20 weekly payments, from ROY TORR.

SANDY SAYS: "They buy themselves on the Torr Plan!"

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ROY TORR **LANSDOWNE, PENNA.**

SMOKESHOP "612"

THE NATION'S FINEST CIGARETTE VENDOR

Write for details
AUTOMATIC PRODUCTS CO.
250-B W. 57th St., N. Y. 19, N. Y. • PL 7-3123

25c CONVERSIONS WARNING

Operators in the past have lost thousands of dollars in the purchase of conversions which are now lying on their shelves. To a certain extent this was due to the fact that the operator purchased conversions before testing them and before finding out what was available. This warning is intended to prevent other operators from making the same costly error.

Our Unedapak conversion is, we believe, the finest in the field. We use full size rejectors which are designed for quarter operation, not a junior or midget model. This will give you the maximum in slug and bent coin protection.

This conversion also permits easy return to 20c operation, if necessary, with the use of a 5 and 10c rejector which then makes the Unedapak slug proof and bent coin proof.

We suggest that you send us one original Unedapak side, which we will return to you completely ready to install on your machine in a matter of minutes. This will also serve as a guide for all other conversions which you can do in your own shop. We are ready for immediate delivery; the price is \$10.

WRITE, WIRE OR PHONE AT ONCE

TO

CONVERSIONS

361 Avon Ave., Newark 8, N. J.
Bigelow 2-0084
1/2 Cash with Order, Balance C.O.D.

Survey Shows Fewer Firms Specialize in Single Type

(Continued from page 108)

operations and 145 firms. The number of questionnaires used in the breakdown was limited to provide the basis for comparison with the 1949 routeman's study.

"Altho the number of questionnaires used in this study was limited—both to provide a group comparison and because of the time element in preparing the report—subsequent tabulation of the remaining questionnaires brought forth no significant change," Vend commented.

Value of Statistics

As to the validity of the statistics, the survey pointed out, "Until more accurate checks and balances and controls can be devised, the editors make no claim that the statistics

contained in the charts are indicative of the industry as a whole. The mortality rate of operating companies during recent years—a mortality rate which is certain to accompany the growth and expansion of any business—has made it impossible to date to make positive comparisons, firm by firm, with previous years."

Demonstrating the trend toward diversification, the survey offered a comparison between 1949 and 1950 which showed:

137 One-Man Firms

	1949	1950
One Type Equipment.....	58.5%	58.3%
Two Types	26.5%	23.3%
Three Types	13.5%	14.5%
Four or More.....	1.5%	3.9%

145 Firms With Employees

	1949	1950
One Type Equipment.....	34%	27.6%
Two Types	32%	28.3%
Three Types	23%	24.2%
Four or More.....	11%	19.9%

As operators moved to diversify their routes, the survey showed, there were signs of growth in the newer phases of automatic merchandising, especially in cup drink and ice cream machines.

Shorter Work Week

The average work week for employees of vending machine companies showed shorter hours—from an average 43 1/4 hours in 1949 to 42 3/4 hours this year. Average weekly wages of routemen this year came to \$58.49, compared to \$61.08 in 1949, but the average wage reported for mechanics jumped from \$60.65 to \$66.14.

Comparisons between the 1950 and 1949 surveys disclosed a pronounced increase in the number of firms whose employees work a straight 40-hour week and showed that nearly two-thirds of the routemen now work no more than five and one-half days each week.

"There may be significance," the survey concluded, "in the shrinkage, however slight, of firms who pay their men by commission only, and a correspondingly slight increase among those companies which put their men on straight salary or salary plus commission. The variations shown are too slight, and over too brief a period of time, to be conclusive."

Cig Op Survey Optimistic as Routes Grow

(Continued from page 108)

is causing headaches in other industries, will have little effect on cigarette operators, because most ops run a one or two-man business, Lucius F. Foster, secretary of MCMA, said.

Also ops see no shortage or rationing of cigarettes looming. Only possible effect on their business would be the curtailment of transportation, rationing of trucks, gasoline and automobiles.

The cigarette vending machine business in Massachusetts has expanded in the past year, according to a report issued by Tax Commissioner Henry Long, and the number of machines on location has increased over 3,000, figures revealed.

In the 1947-'48 period there were only 99 cigarette operators in Massachusetts. This number was increased to 112 in the 1948-'49 period, and to 112 in the 1949-'50 period.

In 1947-'48, there were 10,709 machines on location in the State; in the 1948-'49 period, 11,649 and in the 1949-'50 period, 14,036.

25-Cent Price

The majority of cigarette vending operators are running their machines at a 25-cent straight price since the last price increase of 4/10 of a cent a pack. A few are running at 24 cents, but all 23-cent vending machine sales have been discontinued, Foster reported.

In Massachusetts, cigarette prices are set by the Commissioner of Taxation under the Fair Trade Law. There is a floor of 23 cents, which in general is the over counter price, but no ceiling. Retailers may not sell cigarettes under the 23-cent price.

TEST MAGAZINE VENDER

(Continued from page 108)

tential. At a later date the machine will be set up for use on a 24-hour basis, serving unattended during hours when stands are closed.

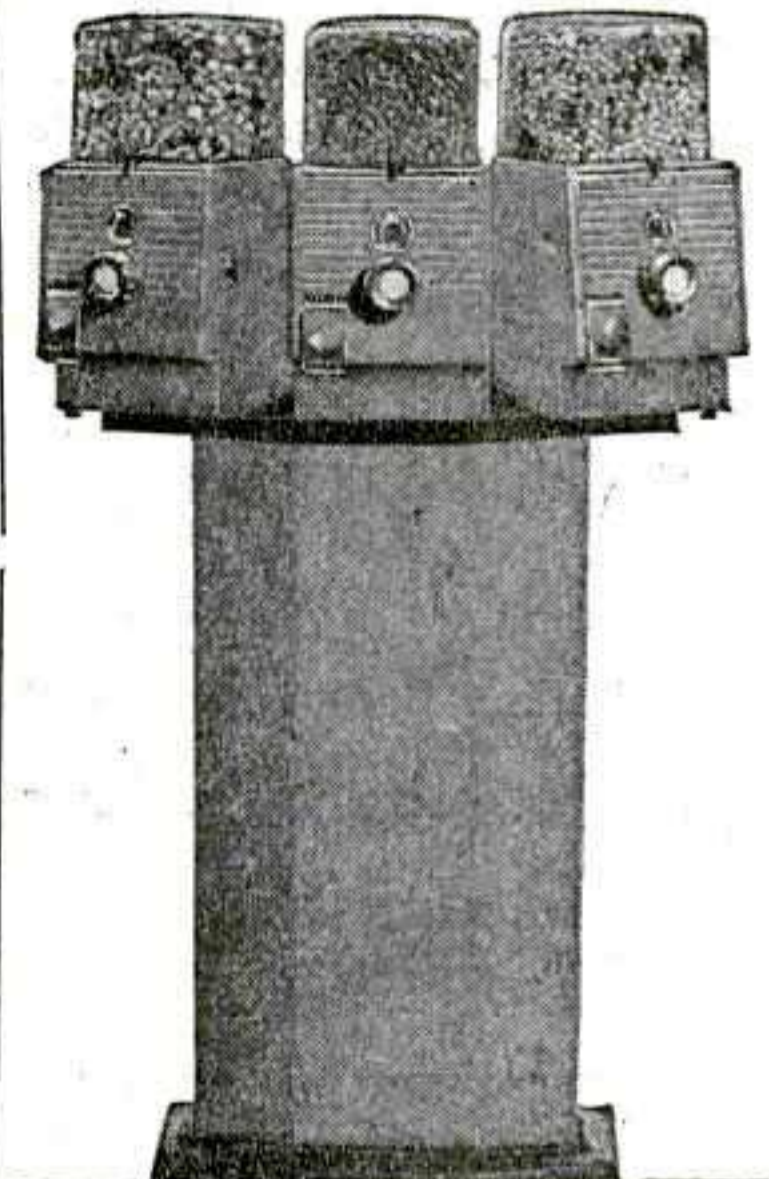
David Clayman, sales agent for Yeaton, said the vender could be adapted for magazines of larger size. Quick is considered ideal for machine sales. In addition to its small size, its standard thickness each week is 64 sheets. On rare occasions this is upped to 68 pages.

The firm of Parker-Kleinmans has also figured in the project. The company, which furnishes several leading magazines with point-of-sale promotion aids, is understood to have assisted in the merchandising aspects of the experiment.

Yeaton also manufactures a five-column cigarette vender which has been sold direct to locations thru tobacco wholesalers.

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

22¢-EPHY BALL GUM-22¢
a lb. 210 count, 170 count, 140 count a lb.
f.o.b. Chicago, Ill. 150 lbs. minimum shipment
EPHY—ONE COMPLETE SOURCE for
Charms and Ball Gum... everything you
need for operating your machines.
EPHY, 91-15 144TH PLACE, JAMAICA 2, N. Y.

GIVE TO THE
RUNYON CANCER FUND

LARGEST PROFIT MAKER

5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

New 5c Models low as \$10.00 in Quantities

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors. 1¢-5¢ U.S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" @ \$59.50.

CAMEO VENDING SERVICE

Main Office: 432 West 42nd St., New York City 18, N. Y.
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SPECIAL CLEARANCE SALE RECONDITIONED MACHINES

- 4 NATIONAL CANDY, 9 Col., With Deluxe Stands, Ea. \$90.00
 - 50 ROWE TAB STICK GUM, 1¢, Ea. 7.00
 - 50 ALMOND, 5¢, Used One Week, Ea. 6.00
 - 25 ADAM GUM, 1¢, 6 Col. Ea. 9.95
 - 10 MASTER NUT, 5¢, Ea. 7.50
 - 10 NUT, 1¢ and 5¢, Clean, Ea. 5.00
 - 50 NATIONAL NUT, 1¢, 2 Col., Cost \$39.50, Ea. 9.95
 - 25 CIGAR, 10¢, 4 Col., As Is, Ea. 5.00
 - 1 SNOW-CONE, Cost \$289.50, 100.00
 - 1 UNITED SHUFFLE ALLEY, With Conversion 75.00
 - 1/3 With Order—Balance C. O. D.
- Merchandise for Vending Machines at **RIGHT PRICES**
CAMEO VENDING SERVICE
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Longacre 3-1334

ATTENTION 25c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

- UNEDA, 8 Cols. \$95.00
- UNEDA, 6 Cols. 85.00
- Uneda Model 500, 9 Col., 350 Pack Cap. 90.00
- Rowe Royal, 10 Col., 400 Pack Cap. 85.00
- Rowe Royal, 8 Col., 320 Pack Cap. 80.00
- 8 Col., Model E, 240 Pack Cap. 62.50
- P-X, 10 Col., 425 Pack Cap. 100.00
- National 9-50, 350 Pack Cap. 95.00
- DuGrenier MODEL W. 9 Col., 308 PACK CAP. 62.50



SALE \$62.50

DuGrenier MODEL W, 9 Col., 308 Pack Cap.

STONER 80's SANDWICH-CAKE MACHINE Like New \$135.00

CANDY MACHINES

- CANDYMAN, like new, 72 Bar Cap., Enclosed Base \$55.00
- VENDIT, 150 Bar Cap. 57.50
- U-Select-It 35.00
- UNEDA, 105 Bar Cap. 75.00



SALE NATIONAL CANDY VENDER \$100.00
9 Col., 162 Bar Cap.
6 Col., 108 Bar Cap. \$85.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

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"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

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FASTER!**

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BALL BUBBLE
GUM**

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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc.
Chicago, U. S. A.

**SANDY
MAC TIGHT**
had to buy another truck to haul his money since using



**LEAF GUM
ALL SIZES**

140 — 170 — 210 & Jumbo
27c per pound

FREE DELIVERY on 200 lbs. or over.
FULL CASH with order.

ROY TORR LANSDOWNE, PA.

**GET *
NEWER
CHARMS**

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street. Pittsburgh 20, Pa.

**St. Louis Firm
Bows Valve for
Drink Machines**

ST. LOUIS, Sept. 2.—A new solenoid valve, designed for cup drink vending machines, has been developed by the Sporlan Valve Company here. Called Sporlan type XBH, the valve controls the flow of sirups for carbonated drinks and such liquid foods as soups, coffee and milk.

The valve is constructed so that it can be dissembled and cleaned on the job without using tools. All internal parts are stainless steel. Inside passage-ways are designed to allow free flow of liquid and eliminate pockets which might accumulate and cause contamination.

By releasing a spring clip at the top of the enclosing tube, the coil can be removed and brushed after the plunger is removed from the valve body. The stem and plunger are in one piece. The valve is equipped with a metering pin for regulating the flow of the liquid.

**Pepsi Creates
Top Mfg. Post**

NEW YORK, Sept. 2.—To fill the newly created post of vice-president in charge of manufacturing, the Pepsi-Cola Company has named Thomas Elmezzi, formerly assistant vice-president in charge of chemical laboratories and sirup production. The appointment was announced by Pepsi president, Alfred Steele.

Elmezzi has spent his entire business career with Pepsi-Cola, starting with the firm while he was still in college. He will continue to make his headquarters at the East River plant in Long Island City where he will have direct supervision over both foreign and domestic manufacturing operations.

**Chase Had \$912,414
Net Loss Last Year**

ST. LOUIS, Sept. 2.—A net loss of \$912,414, after approximately \$537,589 tax carry-back credits, was reported by the Chase Candy Company for the fiscal year ended June 30. The previous fiscal year, Chase had a net loss of \$1,062,724 with a tax credit amounting to \$602,832.

As the cause for the loss, the Chase annual report cited changes in the candy industry which made the firm's packaging materials obsolete. The report added inventories are now low and largely clear of materials which might have questionable value.

R. A. Wenger, chairman of the board, said in the report Chase should realize a substantial profit on this fall's sales. "Operations have been streamlined," he wrote, "many economies have been effected and production efficiency has increased to such an extent that a third shift should rarely be necessary."

Net sales for the fiscal year totaled \$10,203,475 compared with \$13,989,404 the previous year.

Suppliers Stocks

Canada Dry Extra

NEW YORK, Sept. 2.—Canada Dry Ginger Ale, Inc., voted a quarterly dividend of 20 cents plus an extra dividend of 10 cents on common stock payable October 1 to stockholders of record September 15. The firm has been paying 15-cent quarterly dividends since 1946. The extra dividend, company officials said, comes out of earnings for the current fiscal year which ends September 30.

Diamond Net Up

Diamond Match Company showed a net profit of \$2,678,258 after taxes for the six months ended June 30. This is equal to \$2.43 per common share, comparing with a net of \$1,826,121, or \$1.43 per share, last year.

Liggett & Meyers

Liggett & Meyers Tobacco Company declared a quarterly dividend of \$1.75 per share on preferred stock. Dividend is payable October 2 to stockholders of record September 12.

Marathon Shows Gain

MENASHA, Wis., Sept. 2.—The Marathon Corporation, manufacturers of specialty containers for ice cream vending machine operators, reports that for the nine months ended July 31, its consolidated net profit was \$4,476,592, compared with \$3,390,857 in the same period last year. This is equal to \$3.31 per common share compared to \$2.47 in 1949. Net sales this period were \$47,923,786.

Sweets Company Off

HOBOKEN, N. J., Sept. 2.—The Sweets Company of America showed a net profit, after taxes, of \$180,812 for the six months ended June 30. This was 68 cents per share of capital stock, compared with \$194,325 (74 cents per share) net the first six months of last year.

**PX Reps Named
By Neill Mitchell**

EASTON, Pa., Sept. 2. — Lehigh Foundries announced this week it had opened new territories in the South and East for its PX cigarette machines, with the appointment of sales and service representatives to cover the area.

Neill Mitchell, sales manager of Lehigh's vendor division, has named Elmer Seigle as district sales manager, and Karl F. Rogers, as district service manager. The new appointees have set up headquarters at 1078 West Adams, Jacksonville, Fla. The territory they will cover comprises Florida, Georgia, Alabama, Mississippi, Western Tennessee and Eastern Louisiana.

Halifax Meters Success

HALIFAX, N. S., Sept. 2.—There are now 540 parking meters on the streets of Halifax, and most of them are in the business sections of the city. The net to the city in the year since the meters introduction has been approximately \$24,000. The average daily receipts of each machine is 21 cents. The meters function each weekday, excepting public holidays, from 8 a.m. to 6 p.m. Each meter has a capacity per day of 50 cents.

The first 240 meters were installed and put into use in late August, 1949. The balance were installed in the spring of 1950. The city hall authorities are satisfied with the meters and what they have been bringing into the city treasury, and there is a possibility of even more being installed this year or next spring. The parking meters have been introduced in a number of Nova Scotia centers, and other city and town councils are considering joining the parade before the end of this year.

Thatcher Gives Pay Raises

ELMIRA, N. Y., Sept. 2.—Thatcher Glass Manufacturing Company, Inc., has completed wage negotiations with all workers, it was announced this week. Under the new contracts, workers will receive a wage increase of 8½ cents per hour and pay for three additional holidays not worked. Contracts also call for increased insurance benefits.

WANTED

**OPERATORS--DISTRIBUTORS
ROUTE SALESMEN**

• ————— •

**They Say: Opportunity
Knocks But Once--This Is It!**

Hundreds of these Machines on location six months . . . Paid off 100% to 500% on the investment.



Thousands of LOCATIONS will welcome THE ANSWER BOX-Napkin Holder because it pays for the Napkins plus entertaining customers. ASK the ANSWER BOX any YES or NO Question and it will give you the correct ANSWER.

NO MERCHANDISE • NO SERVICING

Just collect your DIVIDENDS each Month.
CASH BOX holds \$13.00.
Finished in Chrome and Stainless Steel.

**YOU MUST SEE THIS MACHINE--TO
SEE WHAT IT WILL DO**

Sample **\$20.00** With Order

Shipped prepaid in the U. S. A.
Sample deposit refunded on your order of TEN (10) Machines.

**WRITE
F. E. ERICKSON & CO.**

204 6th St. North Sacramento, Calif.

**WRITE FOR FREE
ILLUS. CATALOG
OF ALL TYPES OF
MACHINES**

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(Illustrated)
Lots of 100 . . \$10.00
Sample, \$11.25

Victor's Universal

JUMBO
1" Ball Gum Vendor
Best Location Getter
in Years!
Immediate Delivery.

½ Dep. With Order, Bal. C. O. D.

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**BRAND NEW
LUCKY BOY VENDORS**

\$9.75 Lots of 5, \$8.75
EACH Lots of 25, \$7.75
1c or 5c MODEL

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed ½ Deposit, Balance C.O.D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

Sales Organization Wanted

Well rated, substantial Chicago firm has eleven basic patents and over \$300,000 in tooling for manufacturing vending machines. Will make special equipment for responsible sales organization. We have the steel and can deliver. Reply to BOX 400, care The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

INCOME, OUTGO CONTINUES UP

Coin Machine Landlord:

Indianapolis Brothers Turn Locations Into \$-Makers By Working Out Rental Program

By Howard Rudeaux

INDIANAPOLIS, Sept. 2.—Business Stimulators, one of the oldest coin-operated organizations in the city, was founded in 1933 by Clarence Armstrong. Before the organization entered the phonograph business, it was engaged in bell machine operation. The change-over was made in 1936. Since then the concern has kept abreast with new devices, shuffleboard, bowling games and other recent amusement games.

The firm operates the bulk of its equipment on a flat rental basis, and the remainder in a percentage basis. It has been its experience that the rental basis agreement is satisfactory. The rental scale varies, of course. Good spots pay a higher rent than less active spots, where older equipment can be used. The method, while unusual, has worked fine.

Rental Program By Ristaucrat Ups Production

APPLETON, Wis., Sept. 2.—Following steady results from its rental program, Ristaucrat, Inc., has stepped up production schedules on the Ristaucrat 45 counter model music box. Sales Manager Joe Cohen announced this week.

Cohen, who also reported sales thru distributors have been moving at a satisfactory pace, stated that thus far the rental plan has been used by operators in the New Orleans area and several larger cities in New York and also has been found to be suitable for clubs and large social gatherings. FAB Distributing Company handles the line in New Orleans and Ristaucrat Distributors of New York, headed by Ike Berman and Chippy Maltz, cover New York.

Additional distributors for the Ristaucrats 45, which has a needle pressure of 5 grams and weighs 30 pounds, are being appointed, Cohen said.

Live Juke

CHICAGO, Sept. 2.—NBC-TV's Saturday night program, *Hawkins Falls*, gave the juke box a big boost last week (19) when, in the course of the program, a play was centered around a "human juke." Bit, laid at a country fair, had a quartet placed in a large juke box cutout. Patrons were asked to put down a quarter, and as soon as one did, the quartet broke into a tune.

Explaining the increased price, 25c per rendition as compared with the usual nickel, the actor who directed this sequence, explained the money would all go to a worthy cause.

Today the concern is operated by Earl and Woodie Armstrong. Woodie entered the business in 1946 after he had completed his education. There is small overhead since the two boys do all the service work and attend to the collections. While competition is keen at present, few if any spots are lost. The rental basis has met the

(See Indianapolis on page 122)

Merchandising Music

BACK-UP OLDIES . . . Paul F. Miers, Easton, Pa., has a thought to pass along to the diskeries this week and, with oldies now proving top money-makers, his idea makes good sense. Miers says: "I think record companies should put out two old-time hits back-to-back. This would be especially good for juke ops with the new machines playing both sides of the record. It also would be good for record shops."

Going one step further, Miers says he would like to see the platter firms carry the back-to-back idea into other categories such as folk, pop, rumbas, etc. As samples, he lists Perry Como's "Because" backed by "Temptation," and "Mexicali Rose"

Maritime Plans Juke Licenses

ST. JOHN, N. B., Sept. 2.—The request of the York County Council for legislative authority to license juke boxes and pin ball machines has led to a report that the provincial government plans to bring up legislation which would make the licensing province-wide in New Brunswick, but give the provincial government the right to the collection of the annual fees.

Several months ago, the New Brunswick government established a

(See Maritime Plans on page 124)

Ops Match Increasing Cost With Hiked Grosses; View Fall - Winter Optimistically

Firms in Sounder Financial Position; Add Equipment

CHICAGO, Sept. 2.—With the usual summer lull having developed into a money-making period for many music operators, and with the start of the fall pick-up due after the Labor Day holiday week-end, the music machine industry finds itself facing a period in which increasing grosses are being matched by increased operating costs. Despite the ever-growing "nut," operators are looking to the fall and winter season with optimism. Because of the early pick-up in play after the normally slow summer grosses, many operators find themselves in a better financial position and, with industry showing sharp increase in employment and salaries, spending is expected to grow during the last third of 1950.

This optimistic feeling is not only evidenced among operator level, but has infiltrated at the distributor and manufacturer levels.

Factually, operators are faced with these cost problems:

Equipment prices are going up. Wur-litzer and H. C. Evans & Company have already announced their increases (about \$50 per machine). AMI, it has been learned, has al-

(See Income, Outgo on page 124)

Colorado Music Guild Sponsors Fair Trade Act

DENVER, Sept. 2.—The Colorado Music Guild (CMG) will sponsor a bill at the next State Legislature conclave asking for application of fair trade to Colorado phonograph operation.

Decision to request action was made at the August 24 meeting of the Guild, composed of phonograph operators, and is based on the recent California legislation along those lines. Wolf Roberts, president of the association, has appointed a committee consisting of Pete Geritz, Harry Roberts, Doyle Wycaver, himself, and Lou Shulman, executive secretary, to confer with legal counsel on the matter.

The bill which will be presented proposes to do away with 50 per cent or greater location splits, on the basis that 25 per cent for the location owner, or 10-cent chutes on every phonograph, is necessary to continue a profitable string. "If a 25 percentage can be established as the fair trade standard, all operators will have to follow suit," Roberts indicated, "which, of course, would be a good thing for the industry as a whole."

The Denver operator does not believe 10-cent chutes are practicable, and that establishment of a uniform 25 per cent location owner percentage is the "only way out" in this period of high operating costs.

The Colorado Music Guild, now in its third month, is in an excellent position, from a political standpoint, to sponsor the bill, Roberts believes.

New members who have joined the association in the past week include H. C. (Mac) MacGoun, Sid Amburg, Amos Leaf, Herb Price and Nate Novack, all operators of several year's

(See Colorado Music on page 118)

and "Rose of San Antone" by Gene Aury.

Miers contends the backing-up of two hits would stimulate not only the juke play, but also retail record sales, especially on oldies. He believes many sales are lost, because customers will not buy a platter with one poor side.

DRIVE-IN TIE-IN . . . A promotional tie-up which could be used to advantage by music machine operators is projected by W. G. Huff, S. & H. Amusement Company, Bogalusa, La. Huff says many cities thruout the country now have drive-in theaters, and most of these spots play records at intermissions. This could be valuable advertising time for a local operator, and Huff believes he can get this advertising by merely supplying the theater with three hit records each week. Then, via the loudspeaker, the theater would announce that the music was coming to the customers thru the courtesy of the operating firm. Operators who have retail record stores could also plug their shops on the same basis.

TUNE TIPS . . . Several operators last week came up with suggestions to songwriters. They may or may not make sense to the tunesmiths, but they are ideas which juke box ops feel could help. E. H. Stockham, Bloomingdale, Mich., thinks it would be a good idea to have shorter titles on new tunes. This would allow

(See Merchandising Music page 124)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phono-TV, Music and other departments up front in this issue of *The Billboard* are:

HYSTERIA HITS AS MUIR AND WHITE BATTLE FOR CAREERS. A thoro coverage on the direct result of Commie taint on showbiz (General-Radio and Music departments).

SIGNATURE GEARS FOR PUSH IN 79-CENT FIELD. The diskery's reorientation will start with waxings of "Lazy River" (Music Department).

VICTOR RELEASING JAZZ REISSUES. The plattery is embarking on a full program of jazz favorites (Music Department).

POWER HANDED TRUMAN ON CONTROLS WILL AFFECT SHOWBIZ. The President has broad powers with some limitations (General Department).

DEWEY, MORROW OFFERS FLOOD IN. Victor's plan for building two bands gets swamped with offers for the new properties (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

It's **T&B**

... and it will be more

COMPACT AND EASIER TO HANDLE

beginning **NOVEMBER 4**

OPERATORS!

Here's the **ONLY Successful**

Music Box ever Designed

for the **SMALL LOCATIONS**

The **MUSIC BOX**
for the
SPOT
You **FORGOT**



RISTAUCRAT '45'

Here for the first time is a **PHONOGRAPH** that means **PROFITS** for YOU from the small locations. Precision engineered **RISTAUCRAT "45"** plays 12-45 R.P.M. records at one time, restacking them automatically. Compact, low cost. **RISTAUCRAT "45"** gives you fast, steady profits from spots such as **Motels, Small Taverns, Road Stands, Drugstores,** and similar places, yet it's **PRICED** at only a **FRACTION OF THE COST OF A LARGE JUKE BOX.**

IDEAL FOR RENTAL PURPOSES

PLAYS 12 45 RPM RECORDS—restacks automatically. Unbreakable 45 RPM's outlast all others.

SUPERB TONE—clear, sparkling tone is comparable to the most expensive phonographs made.

HANDSOME CABINET—hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color.

5¢-2 FOR 5¢ PLAY—slug rejecting mechanism—separate cash drawer and key.

LIGHTWEIGHT—weighs only 30 lbs. Measures 12" wide, 12 3/4" deep, 16" high.

WALL SPEAKERS—one or two wall or bar speakers can be connected quickly and easily.

PROFITABLE—low unit cost enables you to open dozens of small, profitable locations.

RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

Record Reviews

(Continued from page 47)



ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR RATINGS
KAY BROWN Mercury 5479	Friendly Star Young Miss Brown, working at a tempo just a shade too bright for lyrical comfort, tries her darndest with this lovely "Summer Stock" ballad.	68--70--66--68
	Can't We Talk It Over She lends just a touch of a beat to this treatment of the oldie, striving for revival via a G. Jenkins-Andrews waxing. If tune happens again, this version should catch some action.	75--78--74--74
SAMMY KAYE Victor 20-3891	Miss You Sammy has resliced an old hit with his new vocal cast, Tony Alamo, doing the singing. Tune's got contemporary values and could grab new coin.	83--85--83--82
	There's No Use Alamo and group tackle a new, attractive but not particularly noteworthy ballad for a smooth mood etching. Mainly for the Kaye following.	77--78--76--77
EDDIE FISHER- HUGO WINTER- HALTER'S ORK Victor 20-3901	Thinking of You Fisher turns in a straightforward warble of this oldie, revived in the "Three Little Words" flick, with the usual tasteful Winterhalter backing.	73--74--72--74
	If You Should Leave Me This could be Fisher's big disk opportunity. It's a gypsy-flavored item sung warmly and with style by Fisher enhanced by a superb Winterhalter orking.	85--87--85--83
PEGGY LEE (Dave Barbour Ork) Capitol 1161	Helpless Peggy lends a neat beat to a light new ballad and receives tasty support from 'hubby Barbour's orking.	77--80--75--76
	Lover, Come Back to Me The thrush puts the jazz styling to work in a wonderful beat conception of this standard. Her finest wax in moons for her fans. Should draw hefty spinner response as well.	82--85--80--80
MARGARET WHITING- DEAN MARTIN Capitol 1160	I'm In Love With You Light-hearted duet by this new team of a lyrically delightful and frothy oldie should draw spinner action.	82--85--80--80
	Don't Rock the Boat, Dear Material ditty from "My Blue Heaven" flick draws another happy duet treatment but tune hasn't much weight.	71--72--70--70
ARTHUR GODFREY (The Chordettes) Columbia 38949	Down By the Old Mill Stream Here's a real treat for the homefolks. It's a barber-shop harmony treatment of the fave with Godfrey working it out with the Chordettes, who have a best selling barbershop package.	80--80--81--78
	O Joe The Chordettes have most of this one to themselves and turn in a spirited effort.	79--80--80--77
GUY LOMBARDO Decca 27144	Halloween Tune from the "My Blue Heaven" flick is handled in the best Lombardo tradition. Good for the moppets.	78--78--78--78
	The Friendly Islands Another Arlen-Blane clefting from the same pic is enhanced by the Lombardo crew. Tune doesn't impress.	77--77--77--77
DEL CASINO Arco 1260	I'm a Dreamer Casino's sweet tenor warbling returns to wax in a pleasant reading in dance time of a pretty oldie.	66--67--65--66
	Talking to Myself About You The warbler does a neat turn with this catchy beat ballad.	66--67--65--66
BING CROSBY Decca 88050	Rudolph, the Red-Nosed Reindeer Available both as a pop single and kidisk package, this should be another of Bing's hefty seasonal standards. He does a gay, light-hearted job with the bouncy item which last year was all Gene Autry's.	88--90--88--87
	The Teddy Bear's Picnic Coupling is another delightful item which has found kid favor in various, but not outstanding, etchings. Bing's is the best to date and could very well be the strong side of this disk.	88--90--88--87
BRADFORD AND ROMANO Victor 20-3890	Somebody's Got To Be Blue The duo makes a pleasant turn of a new and attractive beat ballad.	66--68--64--66
	Dinga-Linga-Ling Silly little novelty is handled in surprisingly stilted style by the unusually free-wheeling twosome.	59--60--58--58
COUNTRY & WESTERN		
LES "CARROT-TOP" ANDERSON Decca 46259	Blue Light Boogie This slow boogie r & b hit fits nicely into the country boogie style as this promising warbler does it. Fine performance and even beat sell this one strong.	82--82--80--84
	Trouble, Then Satisfaction Anderson does a low, insinuating job with this promising country blues. His support which includes saxophones, is unorthodox but is effective. If the song goes, this disk could pick up a sizable share.	78--80--76--78
LOUIE INNIS Mercury 6273	She's Mean to Me A neat effort in the medium beat blues mode of the day boasts a bright lyric line. Has a steady beat and fine string band support.	82--84--80--82
	I Thought She Was a Local Innis does a live, infectious jog with this pop-corn ditty. He is excellently supported by a strong band. Winning beat and orking could bring coin in for this one.	83--85--80--83
CLIFFIE STONE Capitol 1167	Fire Ball Mail Resounding Western styled effort with ensemble vocal on a catchy ditty. Could have pop market potential, too.	75--76--74--72
	Blue Canadian Rockies Western ballad for the Canadian west is done in ensemble vocal by the Stone crew. Doesn't figure to do much.	65--65--65--65

(Continued on page 118)



The
WURLITZER
Twelve Fifty

Only Phonograph

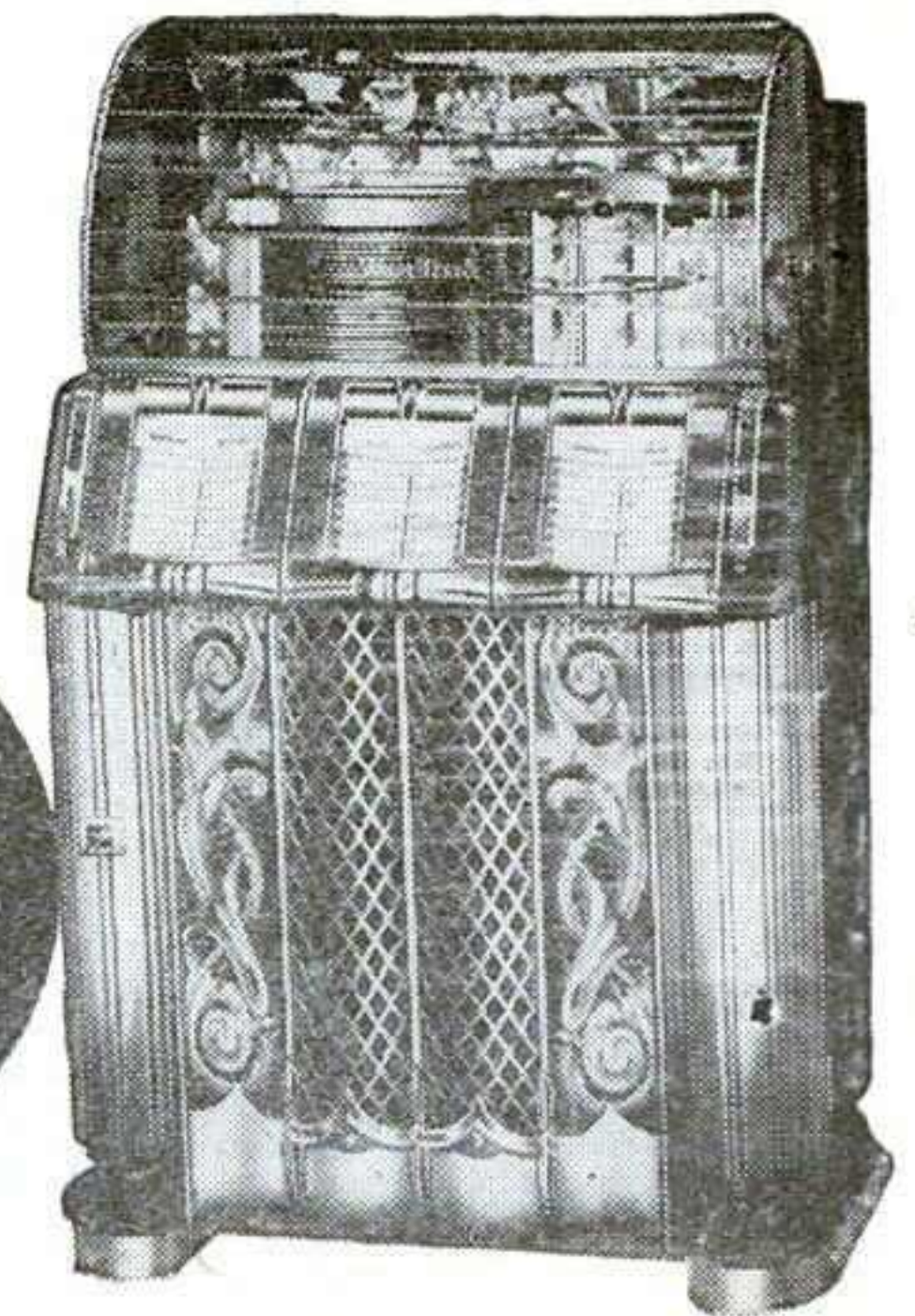
that plays

*Any Make
 Any Speed*

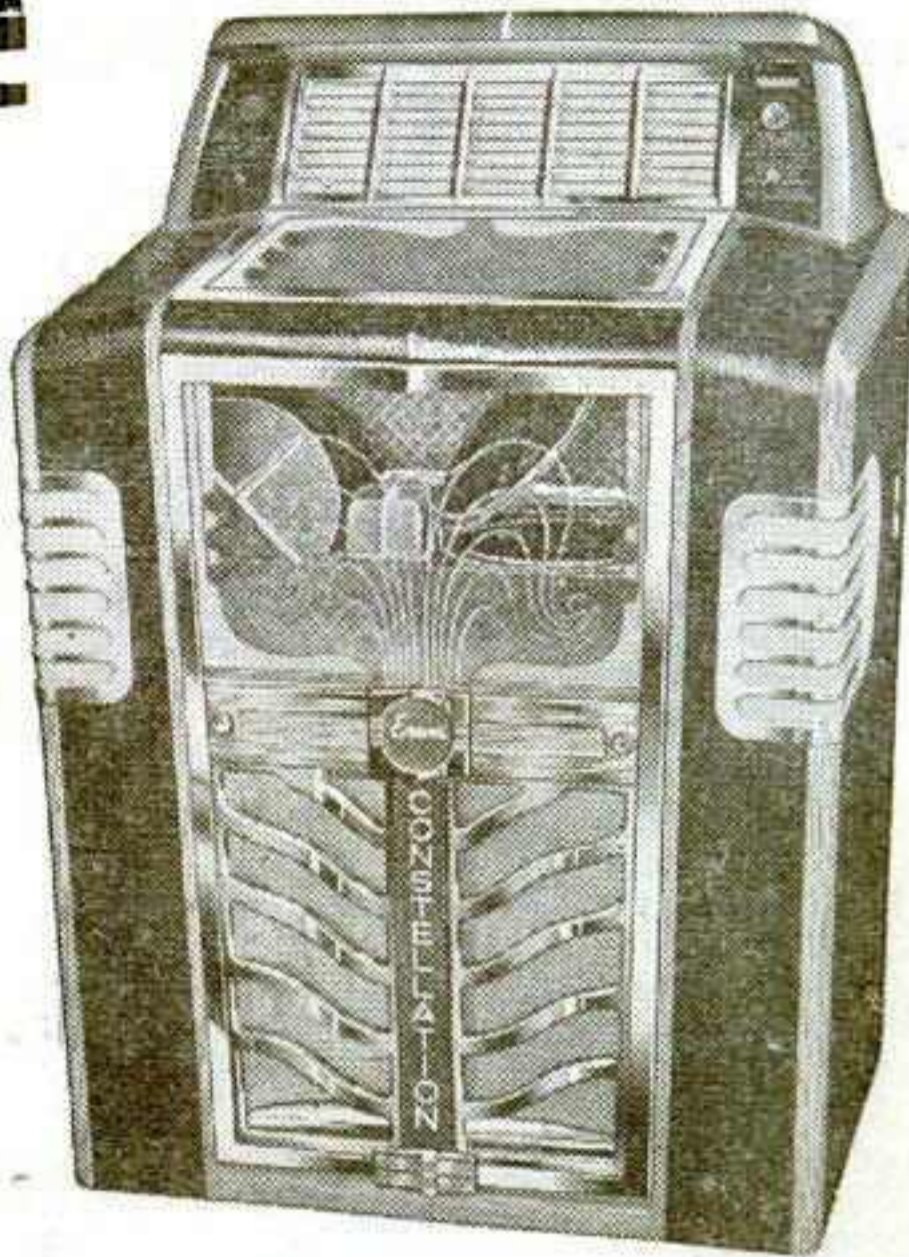


INCH RECORDS

Only a Wurlitzer 1250 will play any make, any speed of the sensational new 7-inch high fidelity records. A complete record library of the newest HIT TUNES on 7-inch records are available TODAY on pressings by more than twenty top record manufacturers. Their amazing tone brilliance means more plays—more profits for you. Why operate old-fashioned phonographs when you can have the latest, greatest juke box of them all—the new 24 record, 48 tune, all record-speed Wurlitzer 1250? See your Wurlitzer Distributor NOW. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



PREFERRED PERFORMANCE!



**EVANS' 1950
20 RECORD,
40 SELECTION
CONSTELLATION**

Day in, day out—month after month, Constellation fulfills its promise of trouble-free performance . . . low cost operating. With dependable Constellations the backbone of your music business, you'll earn and hold the confidence of locations and players wherever you operate. For greater operating stability . . . for more positive profits, let Constellation back you up. See your Evans Distributor or write Factory direct.

AVAILABLE NOW — Evans' Record Play Meter for Original Constellations.

GENUINE PARTS for Mills Throne of Music, Empress, Original Constellations.

SEE OUR COIN MACHINE AD ON PAGE 139

H. C. Evans & Co.
1528 W. Adams St.
Chicago 7, Illinois

GREAT BUYS IN PHONOGRAPHS

WURLITZER		SEEBURG	
1015	\$269.00	146M	\$279.00
1080	269.00	147-8M	357.00
		ROCK-OLA	
		1422	\$169.00

These Phonographs Are Thoroughly Reconditioned — Like New!

WALL BOXES			
SEEBURG		WURLITZER	
W1-L56 (NEW)	\$37.00	WS-22, 5¢	\$8.95
3W2-L56 5¢, 3 WIRE	29.00	DS20-12, 5¢	8.95
W1-L56 5¢ WIRELESS	24.50	S-20-12, 5¢	3.50
WB-1Z, 5/10/25	17.00	WURLITZER	
DSB-12, 5/10/25	17.00	125, 5¢/10¢/25¢	\$7.50
		120, 5¢	3.50

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$119	800 \$99	Super 40 \$59
Hightone, R.C. 99	850 89	Master 40 59
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Envoy 89	500 69	Standard 39 59
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THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$35.00.

THREE-WIRE CABLE, 7 CENTS; NEEDLES, LOW QUANTITY 500 FT., 6 1/2 CENTS PER FOOT; PRICES, WRITE. FUSES, 50% OFF LIST. FUSE TATS, 33 1/2% OFF LIST.

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

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Record Reviews

(Continued from page 116)



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
COUNTRY & WESTERN		
LEON PAYNE Capitol 1164	I Miss That Gal A fine song is delivered handsomely by Payne who is aided by a strong beat from string ork backing. Could be a winner.	82--82--82--82
	Did I Forget To Tell You Another fine ballad original by Payne is sold forcefully by this expert country stylist. Potential is strong for this side making this a good two-sided bet.	83--83--83--83
JOHNNY BOND Columbia 20738	Cream of Kentucky Bouncy novelty item is done up brightly by Bond and accompanying string and harmonica crew. Has some popcorn flavor.	72-72--72--72
	Steppin' Out Out of the genre of "Slipping Around," this ditty's been threatening to score. This performance of the song, which strongly resembles "Pretty Baby," doesn't figure to help the song much.	68--68--68--68
LEFTY FRIZZELL Columbia 20739	I Love You a Thousand Ways New warbler, with a fine backwoods style, delivers a ballad of slight substance.	68--68--68--68
	If You've Got the Money I've Got the Time Descendant of "Honky Tonkin," this bright dinking of a novelty dinking could pick up some coin on strength of lyrical idea.	70--71--69--70
HANK THOMPSON Capitol 1163	When God Calls His Children Home Hank delivers a rather glum rendition of a slow gospel item.	57--57--58--54
	I Can't Feel At Home In This World Anymore Warbler gets a good assist from mixed chorus on this sacred ditty with a beat.	65--65--66--64
BILL FRANKLIN Abbey 15016	Cincinnati Hit Parade Franklin sings a catchy musical tribute to Music City with much charm and feeling, smartly backed by organ and strings.	83--83--83--84
	That Old Time Lovin' Up-tempo jingle reminiscent of "I've Got Spurs" spans along smartly, winningly warbled by Franklin.	74--74--74--74
RUTH DENNING-BOBBY GREGORY Hillbilly 71104	I Was Born To Be Gay Thrush pipes feebly on a passable ballad, taken at too slow a tempo for spirit of the song. Only redeeming feature is a first-rate clary in combo.	35--35--35--35
	Sunrise Serenade Thrush chants the seldom-heard lyrics to the Frankie Carle standard. Results are much better than flip, but still far from promising.	45--45--45--45
ROY HALL Bullet 712	Turn My Picture to the Wall Hall warbles a rhythm torcher with conviction as combo knocks out a beautiful, honky backing.	72--72--70--74
	Ain't You Afraid? Fine relaxed torch ballad is handled much like flip; ditty is superior. Could step out.	81--81--80--82
JERRY IRBY MGM 10771	I'm So Disgusted Trifling rhythm jingle; insignificant vocal and country orking.	52--52--50--54
	Cuddling Baby Slow ballad of routine interest gets an uninspired reading.	45--45--45--45
DON WHITNEY 4 Star 1512	I'm Going To Love You Whitney punches thru with a deep, strong bary and positive, assertive projection on an okay ballad in medium tempo.	70--70--70--70
	Dixie Steel Rag Whitney and company steel the blues in a swingy, stomp-beat instrumental.	65--65--63--67
KENNY ROBERTS Coral 64059	Choo Choo Ch'Boogie Roberts makes sturdy use of his individual styling in tackling this Louis Jordan i & b boogie novelty hit of a couple of seasons ago. Good beat should help this one.	81--82--80--81
	I Finally Got Maggie Alone Disappointing and rather confused attempt for a sequel to Roberts' "I Never See Maggie Alone." May have some meaning for Roberts' fan accumulation.	68--68--68--68
SPADE COOLEY ORK Victor 20-3894	Mountain Boys Have Fun With Mountain Girls Pop-corn novelty out of Tin Pan Alley falls short of the old Cooley touch. Ginny Jackson and Hal Derwin duet the silly ditty.	60--60--60--60
	Nine-Tenths of the Tennessee River Miss Jackson, with a more authentic Western backing, tackles a pseudo-country tearjerker of slight values.	64--65--64--63
ROY ROGERS-DALE EVANS Victor 21-0373	Smiles Are Made Out of the Sunshine The Mr. & Mrs. cowboy team close-harmonize on a pollyanna pop in the vaude manner. Bright ditty and bright rendition.	73--73--72--74
	May the Good Lord Take a Likin' to Ya The couple swing a lively rhythm novelty from one of their flicks.	71--71--70--72

COLORADO MUSIC

(Continued from page 115)

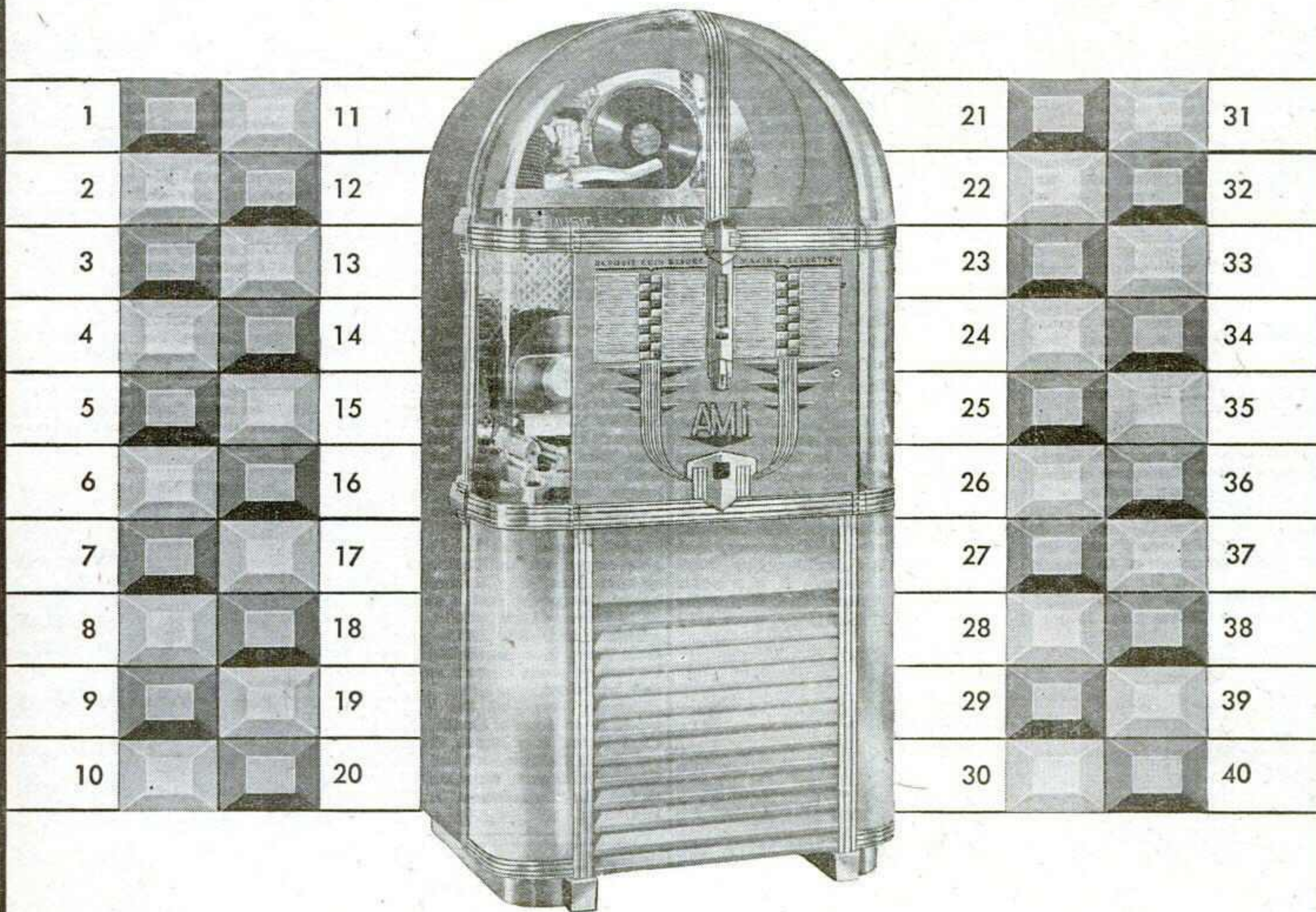
standing. Other topics included the State operating tax, the Petrillo licensing proposal, and local subjects. It was the largest meeting to date for the group.

COBRA CARTRIDGES

Realigned and resurfaced, 50¢ each, plus postage. Original tone and performance guaranteed or money refunded. 10 days' service via air mail P.P.

Electronic Industries
8911 N. 1st St. Phoenix, Arizona

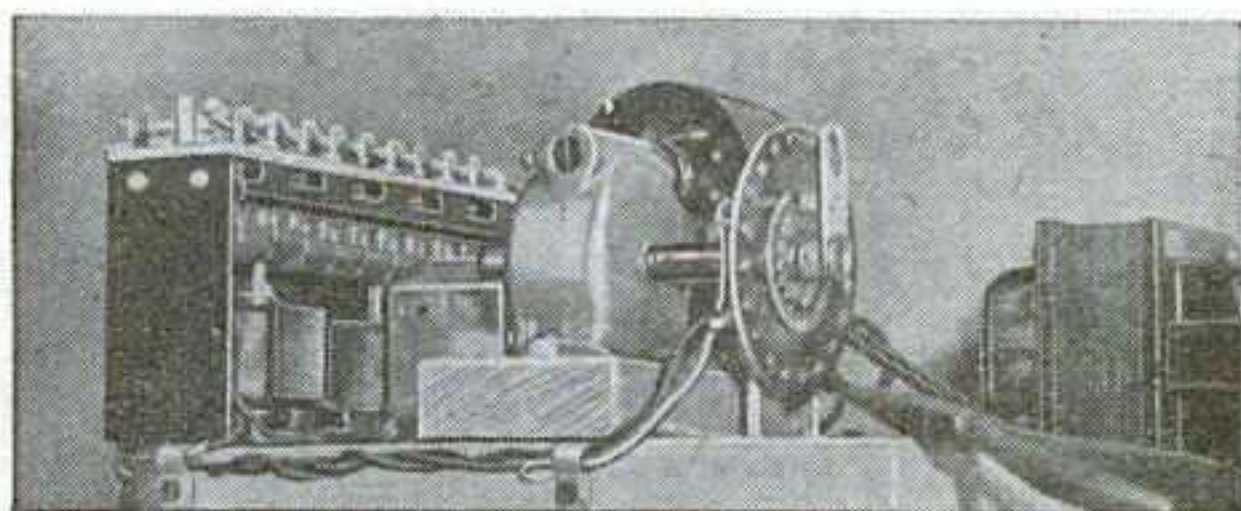
No Finger Fumbling with "C's" Checkerboard Buttons!



For Quicker, Positive Selection and Increased Play!

The "C's" selector is a cinch to operate. An easy touch of the finger sets the right number going. To make it easier for the patron to find the number he wants, half the buttons are red, half gray—staggered in an interesting checkerboard pattern. It's practically impossible to press

the wrong button. This new checkerboard program arrangement adds extra eye-attraction, draws more people to the box to inspect the titles, increases income by speeding the purchase of more music. All "C's" now being shipped are equipped with this new checker keyboard!



Here's an interesting device just rigged up by AMI engineers for continuous testing of AMI selection action. Not a failure in 8,200,000 plays!

AMi Incorporated

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NEW LOOP SEASON TEES OFF

More Organized Leagues To Participate; Purses Reach New Highs; Premiums Used

Schedules Completed in Most Areas; Play Starts Now

CHICAGO, Sept. 2.—With the summer season coming to a close this week-end, the shuffleboard field will kick off its 1950-'51 league and tournament season in the next week. Final plans were drafted in cities and towns in all sections of the country this week, and from all indications, the coming season will be the largest in history. Major loops are already set, paced by American Shuffleboard Leagues, Inc. (ASI); Standard Shuffleboard Congress of America (Rock-Ola) (SSCA), National, Purveyor, Monarch, Valley and Penn Shuffleboard. Local and State associations are more prominent this year, and the Table Shuffleboard Association of America (TSAA) will also be more active in the coming season.

Operators and league orgs report players this season will number more than 250,000 in organized play, while a heavy number of pleasure-only shufflers will augment this figure. Leading centers for organized play will again include such areas as Detroit; Peoria, Ill.; Grand Rapids, Mich.; Newark, N. J.; Minneapolis-St. Paul and Chicago.

Refurbish Boards

Manufacturers here report a heavy run of refurbishing business during the past month to six weeks, with most of this business coming from operators outside the Chicago trade area. In practically every case, operators trucked upwards of 25 boards into Chicago at one time, had the boards resurfaced and repainted, (See NEW LOOP on page 132)

Detroit King Pin Org Has B'thday

DETROIT, Sept. 2.—The King-Pin Distributing Company, Detroit branch of the King-Pin Equipment Company, Kalamazoo, Mich., is celebrating its fourth anniversary here this week; J. R. (Pete) Pieters, president of the parent company, who makes his home in Kalamazoo, was in town for two days to mark the anniversary at the local office.

The org was founded here in 1946 when the firm bought the business from A. P. Sauve & Company, and moved into the building at 3004 Grand River Avenue. It is a point of pride with Pieters that this same (See DETROIT KING on page 129)

American Sees Surge in Demand; Intros Small Board, New Weight

UNION CITY, N. J., Sept. 2.—A rising demand for boards and supplies was reported this week by the American Shuffleboard Company as it launched its fall campaign to equip locations for the coming season.

Only part of the increased sales activity could be traced to the Korean

crisis and the fear of shortages, Frederick Jordan, general sales manager, declared. "There is every indication of tremendous league activity everywhere this year," he stated, "and we feel this has been the chief factor in brightening the picture."

At the same time, the company announced it would concentrate promotion on two new items which will head the American line this year. These are a 3 by 9-foot folding cushion-rebound board, known as the "Buccaneer," and plastic-top "Sparkler" weights.

Jordan said his company has encountered few difficulties in maintaining production of boards at "capacity peak." High quality materials are still readily available, he asserted, and American anticipates no shortages in the near future that would force a reduction in the output rate.

One noticeable reaction of buyers to the Korean conflict has been to shift their emphasis from cost to quality, Jordan observed. "Where price used to be an important factor," he said, "operators and location owners are now primarily concerned (See AMERICAN SEES on page 129)

La Porte, Ind., League Girds For Fall Play

Monarch Loop Heads Meet

LA PORTE, Ind., Sept. 2.—Preliminary plans for league play in the La Porte area were formulated this week by Don Calkins, shuffleboard operator, and seven team sponsors at Smith's Tavern here, the site of last season's championship team matches. The final pre-season meet will be held next week at which time the length of the season, number of leagues and playing dates will be determined.

Last season the La Porte league, also organized by Calkins with the co-operation of Monarch Shuffleboard Company, had a single league of 10 teams which, at the close of the schedule, shared \$1,600 in prizes. This time there is a possibility there will be two or more leagues and the kitty will be hiked.

Among those at the session this week were Arnold Smith, Art Roule, Chet Gliva, Ray Darsh, George Sawyer and Calkins, all of La Porte; George Redemak, New Buffalo, Mich., and Mike Rosenbaum Jr., Stillwell, Ind.

Puck Patter

Chicago:

Herb Perkins, head of Purveyor Shuffleboard, completed plans for the Purveyor leagues here last week, then took off on a flight to the West Coast. Perkins will make stops en route to and from the Coast, supervising the setting up of other shuffleboard leagues in many cities west of the Mississippi. Meanwhile, Tom McNeill, Purveyor road representative, will be on hand in Wisconsin and Indiana during the next few weeks to check Purveyor loops in those States.

There were a number of out-of-town distribs in United Manufacturing's California Avenue head- (See Puck Patter on page 126)

USED SHUFFLEBOARDS and SALESBOARDS

\$49.50 Up

PURVEYOR FOR VALUES

PREMIUMS FOR ALL OCCASIONS

Large beautifully colored gold finished lamp and shade. only

\$4.95 Ea. or \$55.00 Per Doz.

Buy one and you'll buy a dozen.

USED SHUFFLE GAMES

5 Balls and Rolldowns.....\$29.50 Up

United Shuffle Alley 79.50

United Shuffle Alley (Flying Pin Conversion) 149.50

United Express 195.00

United Twin Bowler 159.50

Metro Bowl Shuffleboard Conversion) 49.50

Exhibit Shuffleboard Conversion... 89.50

Exhibit Strike (Floor Sample)..... 199.50

Flying Pin Conversion 69.50

Genco Glider 49.50

SHUFFLEBOARD SUPPLIES

Purveyor Playing Weights (Pucks), set of 8, chrome-plated\$12.00

Score Sheets, 100 sheets per pad, 10 pads per bundle 5.00

Powdered Wax, 24 1-lb. cans per case 7.20

Bowling Game, 10 weighted pins, 2 racks, score sheets not included 12.50

Purveyor Shuffleboard Fluorescent Lights, pair 15.00

Climatic Adjusters 18.00

ATOM JET

Sensational New Remote Controlled Pin Ball Wpll Type Game—Write

PURVEYOR SHUFFLEBOARD CO

Better Buys

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Chicago, Illinois

JUNiper 8-1814, 8-1815, 8-1816

PROVED 65% Less Abrasive*



SLICK Shuffleboard WAX

CONTAINS NO PLASTIC

*Send for U.S. Testing Lab. Report

PLAYERS prefer a smooth, accurate SLICK-waxed board.

OWNERS profit by triple-life SLICK gives to Shuffleboard tops.

SHORT-TABLE players like speed and accuracy SLICK leaves on shorter playing surfaces.

Watch Out for a "Fast" Count

So called "waxes" composed of Plastic are harder than Shuffleboard tops — actually damage shuffleboard surfaces and hurt players' accuracy. Use SLICK Shuffleboard Wax for the fast, controlled game players prefer.

Sold Thru Distributors Only—Territories Open

THE SLICK SHINE CO.

207-15 ASTOR ST., NEWARK, N. J.
Manufacturers of Quality Waxes, Polishes and Cleaners Since 1901

Resurface-Refinish Shuffle Board Tops NOW!

Before league play starts, let Monarch put your tops into all-season playing condition with a guaranteed finish. Don't risk costly play interruptions due to peeling. Write or call for complete information.

Available now—new and thoroughly reconditioned like new Shuffleboards. Write for special prices!



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POWDERED WAX CLEANER CONCENTRATED WAX and ALL SHUFFLEBOARD ACCESSORIES

We Also Refinish Playing Boards for Any Size of Shuffleboards

EDELCO MFG. & SALES CO.

1438 FRANKLIN ST. Phone Woodward 3-9248 DETROIT 7, MICH.

COINMEN YOU KNOW

Washington:

A residential location that is not necessarily near a shopping center is often the best site for an ice vending machine, according to Albert Warner, of the Terminal Refrigeration & Warehouse Corporation. Terminal now has 12 machines on location. These units vend 25 one-pound packages for 25 cents and are usually serviced every day in hot weather. Crushed ice and cubes are available at headquarters, but these are not vended.

The Korean situation has had no effect on activities at the Variety Arcade, nor has an increase in servicemen been noted on the premises, reported Mrs. Ethel Moran, who operates the arcade with her brother Carroll W. Shore. Business is experiencing its usual summer slump, she said, but they're looking forward to the fall pick-up.

Operators and record distributors in this area are enthusing over revived interest in popular records, as noted both in juke box play and record sales. Many hit numbers are reported among the current disks, in contrast to a few months ago when some operators were digging up their own revivals to plug via jukes. Decca distributor (Kaufmann-Washington Company) predicts that the recent Crosby and Gordon Jenkins hits will be followed by Red Foley's "Cincinnati Dancing Pig," the Andrews Sisters "There'll (See Washington on page 125)

London:

More than 50 firemen were required to bring a blaze under control which partially destroyed Dreamland Amusement Park, Margate, recently. The blaze was of such a nature that a half hour after it broke out, an 80-foot high roof on the park's arcade crashed to the ground. The arcade was built in 1932 to replace one also destroyed by fire. Only a year ago a fire in the park partially destroyed the scenic railway. None of the park rides were affected this time.

London distributors returning from trips to Germany find that the automatic merchandising industry has picked up noticeably in German metropolitan areas. One food vender, it was observed, can handle up to 30 different popular snack foods. They also saw much activity in the game field but claim that as yet German game designers have not reached their prewar standards.

Prices on equipment here have remained steady for the past several months and there appears to be sufficient equipment to go around. Among the firms which have noted a slight spurt in sales lately are the Chicago Automatic Supply Company, Peerless Enterprises Limited, the Amusement Machine Mart, Modern Enterprises Limited, Philip Sheffras Limited, K. E. B., and Ruffler & Walker.

Vital Statistics

Engagements

Anna Rita Villinsky, daughter of Mr. and Mrs. Abe Villinsky, Cincinnati, to Bernard L. Schulman, Nashville. Villinsky is a music machine operator in Cincinnati.

Marriages

Louis Nemesh, manager of the Detroit branch of Music Systems, Inc., Seeburg distributors, and Evelyn Wolf, Cleveland. Their honeymoon trip included Miami, St. Petersburg and Cuba.

Cincinnati:

Bill Harris, associated with the Ohio Specialty Company, is on vacation with his family in Tennessee. . . . Abe Salmon, who operates the Globe Games, has returned from Miami, where he vacationed with his wife and daughter. . . . Jim Drivakis and his wife have returned from a trip to Montreal and other points of interest.

Bill Bigner and his family are spending a two-week vacation in Michigan. He is associated with his father in Bigner, Inc. . . . Robert Wood and his family have moved to Lebanon, O. He operates Music Service.

Mr. and Mrs. Abe Villinsky announced the engagement of their daughter, Anna Rita, to Bernard L. Schulman of Nashville. Miss Villinsky is a graduate of the University of Cincinnati and Schulman Vanderbilt College, Nashville, and the University of Cincinnati.

The Automatic Phonograph Owners' Association will hold its ninth anniversary meeting September 14 at the Hotel Gibson.

New York:

Harry Berger, head of West Side Distributors, reports he is "back in the phonograph business again." The outlet has specialized in games in recent years. Now Berger has added Charlie Guarisco, juke and sound technician, to his staff. Installing sound systems will be Guarisco's specialty, and West Side has begun stocking "hard-to-get" juke parts.

Roger L. Becker, formerly in the record biz, has started a route of Ristocrat phonographs in Westchester County and the Bronx. His father, Arthur L., is head of the Bibletone diskery. . . . Bill Schwaemle, of Bill-Boyd Sales, has moved across coin row to 625 10th Avenue, sharing space with Charles Lichtman.

Harry Kolodny, Portchester, N. Y., vending machine manufacturer, was incorrectly identified in these columns recently as Joe. Actually, Joe Kolodny, who is related to Harry, is the well-known head of the National Association of Tobacco Distributors. . . . C. P. Anderson, head of the Vending Machine Repair (See New York on page 127)

Twin Cities:

Irving Gorsen, manager of the Hy-G Music Company record department, bought a new home in St. Louis Park, a Minneapolis suburb, and is busy moving in. . . . Distributors in this area report business is holding up well, with one-ball and five-ball units moving right along. They say operators are looking ahead to a good winter season. . . . Irene Lake, office manager at Lieberman Music Company, is back from a three-week vacation in California, looking the part of a sunshine land native. She brought back a wardrobe of California clothes and is having the time of her life showing off her new duds. While there, she visited her brother-in-law and sister, Mr. and Mrs. Nathan Rothstein. He heads up the Monarch Record Company in Los Angeles.

Charles Webber, Minneapolis phonograph operator, has an interesting sideline or two. First, he is a regular columnist for The North Minneapolis Post, weekly publication, for which he writes a pillar under the title of "Captain Charlie." Then he is a member of the Civilian Air Patrol (CAP) and constantly is at work with his airplanes. Just recently he made a flight to the St. Louis area. . . . Angus Grant, of the Northwest Engineering & Manufacturing Company, Minneapolis shoe- (See Twin Cities on page 127)

Detroit:

Jeanette Sterling has been running the Michigan Automatic Phonograph Owners office, her first week back from vacation, while executive secretary Roy Clason vacations. . . . Louis Nemesh, manager of Music Systems, Inc., Seeburg distributors, predicts a growing scarcity of equipment.

Vince Crinzi, Melody Music Company, was in town from Saginaw on a buying trip. . . . Paul Andre, Lansing, was another Motor City visitor, adding equipment to his route. . . . Jerry Snyder, manager of the Grand Rapids office of Music Systems, is working overtime to keep his flow of stock up to present sales volume, which is very good in that territory. . . . Vincent Meli, who operates the Meltone Music Company, has moved to a centrally located office on Woodward Avenue.

Joseph and Louis O'Connor, Consolidated Productions, who make the Penguin Hair Dryer, are building homes at Fort Lauderdale, Fla., preparatory to moving their business South late this year.

Philip H. Bryan, owner of the Bryan Self-Service Laundry, and president of the Michigan Self-Service Laundry Association, has been called to Florida by the death of Mrs. Bryan's mother. He expects to be gone several weeks.

Los Angeles:

Walter (Solly) Solomon resigned Friday (1) as manager of J. Peskin Distributing Company. Solomon has no definite plans for the future but promises news of his new connection following a vacation, which he is spending in Northern California. . . . Sid Bloom, secretary of Oak Manufacturing Company, is back from a trip to Europe. While overseas, he spent about six weeks in Israel. Upon Bloom's return, Harold Probasco, Oak Manufacturing Company treasurer and production manager, took off for a combined business and pleasure trip to Minnesota. . . . Hank Tronic, head of the parts department at Minthorne Music, is back on the job following a two-week vacation spent in the vicinity of San Francisco.

Nels Nelson, of Minthorne Music, has received delivery of a new car. This means that Nelson can now spend his week-ends looking for good fishing spots. Bob Alexander, also of Minthorne, reports he caught (See Los Angeles on page 125)

Hartford, Conn.:

Connecticut coinmen are looking forward to the September 14 meeting of the Connecticut State Coin Association, Inc. This will be the first fall meeting of the Statewide organization, according to President Abe Fish, who is owner of General Amusement Game Company. Abe reports coin industry prices in Connecticut, which took a sudden jump immediately following the outbreak of the Korean war, are slowly but surely returning to pre-Korean war levels. "It seemed to be a matter of small hoarding that shot the prices up," Abe observed. . . . Fish is back at his desk, following a week's stay at Old Saybrook, Conn., a shoreline resort town.

M. H. Rhodes, Inc., of Hartford, manufacturers of parking meters and other timing devices, has attained a Dun & Bradstreet rating of A-1. The new rating, according to President M. H. Rhodes, was based on more than \$1,000,000 in company receivables and the lack of outstanding obligations against plant facilities and equipment.

His announcement followed a financial report which showed the (See Hartford, Conn., on page 126)

Chicago:

John W. Culp, writing from his Elkhart, Ind., headquarters, reports he is lining up some top distributors for his Bridgeball game. The unit weighs only 55 pounds uncrated. Culp is president of Culp Products. . . . Charley Pieri, Keeney sales manager, says interest in the 9½-foot Double Bowler game is mounting each week. . . . At H. C. Evans the 1951 model of the Evans' Ten Strike is rolling off the lines at a steady clip. . . . Murray Rosenthal, of Coinex, reports a flurry of interest in ray gun games and says Swingin' Monk and Chicken Sam gun games are more than holding their own.

E. F. (Barney) Hinkle, president of the Automatic Canteen of America, was on the West Coast last week on a business trip. . . . So was Clarence Adelberg, vice-president of Stoner Manufacturing Corporation, of Aurora, Ill. Adelberg came down the Coast from Alaska on the tail-end of his vacation. . . . Jack Horlock, president of Searles Welding, announced last week he had disposed of the Kalva bottle vender and would retire from the manufacturing field.

Joe Kline, partner with Wally Finke at First Distributors, took de- (See Chicago on page 127)

Indianapolis:

Mrs. Blanche Janes, head of the Janes Music Company, is planning an extended vacation, leaving September 6 for parts unknown. While some plans are in the making, she is undecided as to where she will go. . . . Distributors here report some very old model phonographs are being traded in on new models. There seems to be a general exodus of old outmoded equipment, and most of it is being shipped to the South, finding its way into Mexico.

Henry Windt, of the Hoosier Simplex Music Company, who was confined to the Methodist Hospital, is convalescing at home. His condition is good and he expects to return to his desk in the near future. . . . On display at Sicking, Inc., is the Playland five-ball pin game, and the Keeney League Bowler, a four-player shuffle game. . . . The pin game business is reported good.

Operators visiting coinrow, buying equipment, were George Morgan, Peru; Kenneth Swain, Kokomo; William Hilgers from Attica; Russell (See Indianapolis on page 124)

Milwaukee:

Vic Manhardt, Manhardt Distributing, has returned from a swing thru the State. He reports orders on his music boxes totaling up to very healthy business. Vic says ops in his territory are getting quite worried over rapidly rising prices affecting all phases of their business.

While Vic is back in the office on Clybourn Street catching up on his desk work, service and sales rep, Elmer Engel is on the road keeping the Manhardt accounts happy.

Biggest draws last week for the General Novelty Company music boxes, according to Clyde Nelson, were the Ames Brothers Coral waxing of "Can Anyone Explain?" and Red Foley's version of "Cincinnati Dancing Pig."

Plans have been laid by Clyde Nelson, Sam Hastings and Mike Rischman, of Wisconsin Novelty, for a fishing excursion some time in September. The trio plans to wet their lines in the Hayward territory, on the Chippewa flowage, where the big muskies abound. Fishing reports this summer tell of good catches up that way and the boys (See Milwaukee on page 122)

Expand First Distrib Staff
 CHICAGO, Sept. 2.—Larry Shapiro has been appointed office manager of First Distributors, Wally Finke and Joe Kline, owners, announced Friday (1). This marks the sixth addition to the firm staff in the past three months.

Runzel
PUSHBACK WIRE
 18 OR 20 STRANDED

NOW AVAILABLE IN
90
COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . Simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

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FINEST ALUMINUM DISCS
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REAL BARGAINS

Victory Special, 1 Ball F.P.	\$ 34.50
Evans Shuffle Ten Strike	124.50
Keeney Ten Pins	69.50
Total Roll	14.50
Chico Rolldown	12.50
Seeburg & Wurlitzer Pre-War Wall Boxes, Ea.	3.00

OLSHEIN DIST. CO.
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WANTED

Wurlitzer 1100 & 1250, Chicago Coin Goaler, Williams Quarterback, Lucky Inning and Seeburg Ray Guns converted. **FOR SALE**—Rock-Ola 1422 @ \$160.00; Wurlitzer 750-E @ \$90.00; Chicago Coin Pistol, \$80.00; Bally Entry, \$35.00; Gliders, \$30.00; Jack Rabbit, \$30.00; Draw Bell, M.B., \$5.00; Belgium Pool, \$45.00.
 BOX 301, Keokuk, Iowa

Indianapolis Brothers Turn Locations Into \$-Winners

(Continued from page 115)
 approval of many locations. It avoids many complaints, and the spot is always alert and trying to increase the take. It has one advantage: the operator knows just what to expect each week. If the juke box does not come up with the required rent, the spot digs into its own pocket. However, this is seldom. All rentals are based on the location, patronage and the patrons. The Armstrongs explain their rental system as follows:

Flat Rentals
 "Flat rentals are figured by the first month's gross. When a location begins to complain about his phonograph not paying, the first thing we do is to propose a flat rental, and with our experience to help him increase his gross, we usually succeed. In most locations, the tavern or restaurant owner doesn't realize the operator's investment in his location. Unless the location pays from 4 to 6 per cent on the investment, its dead. That is gross. There are the records, repairs and service calls to be deducted, of course. Most spots look at the juke box as an ornament, because it costs them nothing. With a rental deal, the operator at least has something to count on. Rental spots have come up on the gross so much, they can easily pay \$10, \$15, and even as high as \$18 a week. In exceptional cases where the gross runs as high as \$50 a week, we use the percentage method.

"In spots where the take is low and outmoded equipment can be used, we have made rents as low as \$7.50. In these spots, we recommend the owner use marked coins given the waiters, and pay a small commission to his waiters for their efforts. This has worked wonders. Many of the once poor locations increase the gross immediately. The location owner is satisfied and in time, when his contract expires, he doesn't object to increasing his rent. Many poor locations have benefited by the flat rental method. There are spots in the city, operated by some of our competition, that don't take a gross of \$5 a week. Our method of promoting juke box activity and play has developed many poor spots into profitable ones.

Personal Contact
 "It's up to the operator. Most operators never, or perhaps only occasionally, visit their locations. My brother and I visit our spots every week. We either contact the proprietor, bartender or manager. We are always ready to assist in whatever way we can to increase his juke box gross.

"The marked coin method works easily. The employee is given a number of marked coins each night. In turn, she or he promotes the music

COLORADO SOLONS
 (Continued from page 107)
 The court held that taverns and restaurants could sell only meals, foods, drinks and tobaccos—that any other type of business "for gain" was illegal. The proposal was firmly backed by most veteran and fraternal and non-profit clubs. Many newspapers, along with Governor Johnson, pointed out that the "democratic way" was to submit the question of legalization to a vote of the people for their decision.

Gilpin Vote
 While the Legislature was pondering the problem, residents of Gilpin County, resort center and home of the Central City Opera, decided the bell question for themselves. Conducted by the VFW, a county-wide poll was taken. A hot pre-election campaign with all the usual trimmings was staged. The result: 410 for; 4 against.

by dropping the marked coin in the box, and is rewarded with a small commission when the collection is made from the juke box. This is an incentive for the waiters, and the box is always operating instead of idle.

"The operator must be on the job every minute. Competition is keen here and good spots are lost by negligence on the part of the operator. Juke boxes must be kept clean, new records furnished, and the lights burning, and never out of order very long."

Overloading
 There is one thing this company refrains from doing, and that is the overloading of equipment. Operations can become non-profitable with too much equipment. They believe that by holding operations within the limits, where both men can handle the business, it proves more profitable, reduces loss, and gives them more time to keep in touch with what locations they control. Overhead, for one thing is guarded against. They believe that too many operators overload themselves, are not able to watch their locations, and eventually lose them. This concern keeps in close touch with all their locations and gives prompt service, night and day. Service, according to Earl Armstrong, the senior partner, is the main thing. An idle juke box is a poor asset for any concern. To make the location pay, the operator must be ready to attend to all calls promptly.

Business Stimulators is located at 912 East Washington Street, Indianapolis.

Human Element
 JACKSONVILLE, Ill., Sept. 2.—A penny bank and a two-year-old boy got together here last week and the result was a walking and talking bell machine.
 Kevin Ryan broke into his piggy bank when his parents were occupied with other activities about the house and began swallowing pennies. When Kevin was eating one of the last pennies, his dad happened along and caught him in the act. Ryan Sr. slapped the boy on the back and two pennies came up. He repeated the slap and more coppers hit the floor. After several similar operations, a total of 14 pennies were recovered. Later the lad was X-rayed. The human coin box was empty.

Milwaukee:
 (Continued from page 121)
 should have something to show for their efforts when they get back.

Metropolitan amusement's topper, **Mello Curro**, informs that business in general is down somewhat on the boxes but that grosses are being kept up by the steady play that his game locations are receiving.

State fair week cut quite heavily into game and music takes of ops who have equipment near the fair grounds. **Art Plunkett** reports some of his locations near the West Allis area were deserted during the fair with resultant biz drops. Business in general, however, according to Plunkett, is continuing at a good pace and shows signs of increasing activity for this fall and winter.

TO OPERATORS IN: METROPOLITAN NEW YORK and NORTHERN NEW JERSEY

Order FROM DAVE LOWY & CO.
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Keeney's LEAGUE BOWLER



TAKES UP TO 4 COINS TO PLAY

- ★ DISAPPEARING PINS
- ★ AUTOMATIC RESET
- ★ NEW 4 PLAYER SCOREBOARD

PERMITS AS MANY AS FOUR TO PLAY IN THE SAME GAME. JUST WHAT ALL BOWLING GAMES HAVE NEEDED

THIS IS IT!

9 1/2 FT. LONG 2 FT. WIDE

ALL ELECTRICAL COMPONENTS IN BACKGLASS AND ON HINGED BACK DOOR

DAVE LOWY & CO.
 594 TENTH AVE. NEW YORK 18, N. Y.

RHYTHM & BLUES RECORD REVIEWS

(Continued from page 43)

ILLINOIS JACQUET ORK	Slow Down, Baby Rather tired medium blues effort by Jacquet spots his brother Russell turning on some amateurish blues lyrics. Even the leader's tenoring doesn't help.	47--50--45--50
	Hot Rod Driving up tempo blues instrumental sets a hectic pace for some of Jacquet's noted tenor forensics, more of it good jazz than good rockin' here. There's a brief tenor-bary battle too.	69--73--69--65
DAMITA JO Discovery 523	Anytime, Anyplace, Anywhere Big band orking is far better than gal's chirping deserves. It all adds up to a danceable platter.	65--65--65--65
	Until the Real Thing Comes Along Once again Marshal Royal ork is superior to the vocal. Sarah Vaughan note-bending doesn't suit the gal's high and thin chirping.	66--66--66--66
JOHNNY OTIS ORK-LITTLE ESTHER Savoy 759	Lost Dream Blues The young thrush does a standout slow blues in her best heartfelt note-twisting way, with nonpareil ork support setting her off to advantage.	85--85--85--85
	Deceivin' Blues Esther gets an assist from throaty Mel Walker in another topnotch slow blues. Structure of this one has a neat little twist which should snag fast attention.	84--84--84--84
HADDA BROOKS Modern 20-766	Can You Look Me in the Eyes? The thrush-pianist gets off a thoroly winning vocal on a sock new ballad. Job has a quality of relaxation and rare intimacy, helped by an easy guitar obbligato.	83--83--82--84
	Lazy Boogie Miss Brooks plays a relaxed, medium-tempo boogie, with rhythm support.	73--73--72--74
LOST JOHN HUNTER 4 Star 1511	Boogie for Me Baby This label's to be congratulated for being honest enough to say this dinking's not suited for radio broadcast right in the label copy. It's a crude boogie blues which could pick up some Southern juke coin.	70--NS--67--72
	Y-M and V Blues Earthy blues effort by Hunter aimed for Southern market coin features some expert blues keyboard work.	64--65--63--64
SAVANNAH CHURCHILL Arco 1259	Can Anyone Explain? Thrush and a very fine male group get off a provocative, haunting rendition of the promising new ballad that should establish it in r & b circles.	83--83--83--83
	The Devil Sat Down and Cried The old pop-spiritual is swung to a fare-the-well in a crisp, rocking rendition by Miss Churchill and group. Should get plenty flip-over action.	78--78--78--78
SONNY PARKER Aladdin 3062	I Want a Little Girl The Lionel Hampton blues chanter warbles a fine ballad in indifferent style, failing to get the best of the tune.	56--56--54--58
	Sad Feeling Another case of lack of sympathy and understanding of good material. Parker is cold and unbending on this slow, challenging blues.	64--64--64--64
ROY HAWKINS Modern 1365	Wine Drinkin' Woman Hawkins shouts with much throaty conviction, backed by a driving shuffle-boogie combo job. Material is not as good as performance here.	72--72--71--73
	My Temper Is Rising A slow, sensuous, my-woman-left-me blues is shouted strong and sorrowful.	74--74--73--75
SYLVIA VANTER-POOL-HOT LIPS PAGE Columbia 30220	Chocolate Candy Blues Little Esther-type gal couples her talents with Page at his blues-growing best. One of the label's strongest blues-field entries in ages.	77--78--77--77
	Pacifying Blues Treatment is superior to material here. Growling-screaming tenor and bary saxes add impact to the okay vocal efforts.	68--68--68--68
RAVENS National 9098	Get Wise, Baby This expert group serves up one of its typically rocking jump blues goes. Should score juke action.	80--80--79--81
	I'm Afraid of You Bass Jimmy Ricks leads the way thru a mood ballad effort delivered in the group's smooth, persuasive style.	80--80--80--80
MANHATTAN PAUL-FREDDIE WASHINGTON QUINTET ASA 1004	What Makes You Look So Good? Novelty romper doesn't come off. Too-lengthy orking before vocal; stiff beat; weak material.	30--30--30--30
	After Midnight Easy, relaxed boogie woogie instrumental features okay piano and guitar. Nice use of the old "Apex Blues" theme.	64--64--64--64
DINAH WASHINGTON Mercury 8187	I'll Never Be Free Thrush warbles the fast coming Benjamin-Weiss blues ballad in her typical note-bending style. Should snap up a good share of the coin.	82--82--81--83
	Big Deal Up-tempo blues moves; nice change-of-pace side for Dinah.	77--77--76--78
DRIFTERS Coral 65037	Wine-Head Woman Slightly blue material gets an okay dinking. Good blues shouting voice takes lead in group.	69--NS--69--69
	I'm the Caring Kind Benny Carter ballad is cleanly sung by group, but that's all.	68--68--68--68
BIG THREE TRIO Columbia 30222	Till the Day I Die Smooth vocal group, with sustained chords a la Ink Spots under lead tenor. Tune is a good one.	66--66--64--68
	Goodbye, Mr. Blues Old hat blues job, with patter intro.	50--50--50--50
OE MEDLIN-FREDDIE WASHINGTON QUINTET ASA 1003	You Thrill Me Medlin warbles without vigor or conviction on this routine slow ballad. Backing doesn't help.	55--53--55--57
	Afternoon of a Dream A pretty fine art ballad is weakly performed.	62--62--61--63
WALTER DAVIS Bullet 328	My Life Depends On You Over-long and uninteresting intro plus a very ordinary vocal. On a tune that's not r & b material.	56--56--56--56
	Come On, Baby More in the pattern, this side is still below par.	58--58--58--58

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LOUISIANA—MISSISSIPPI
ALABAMA

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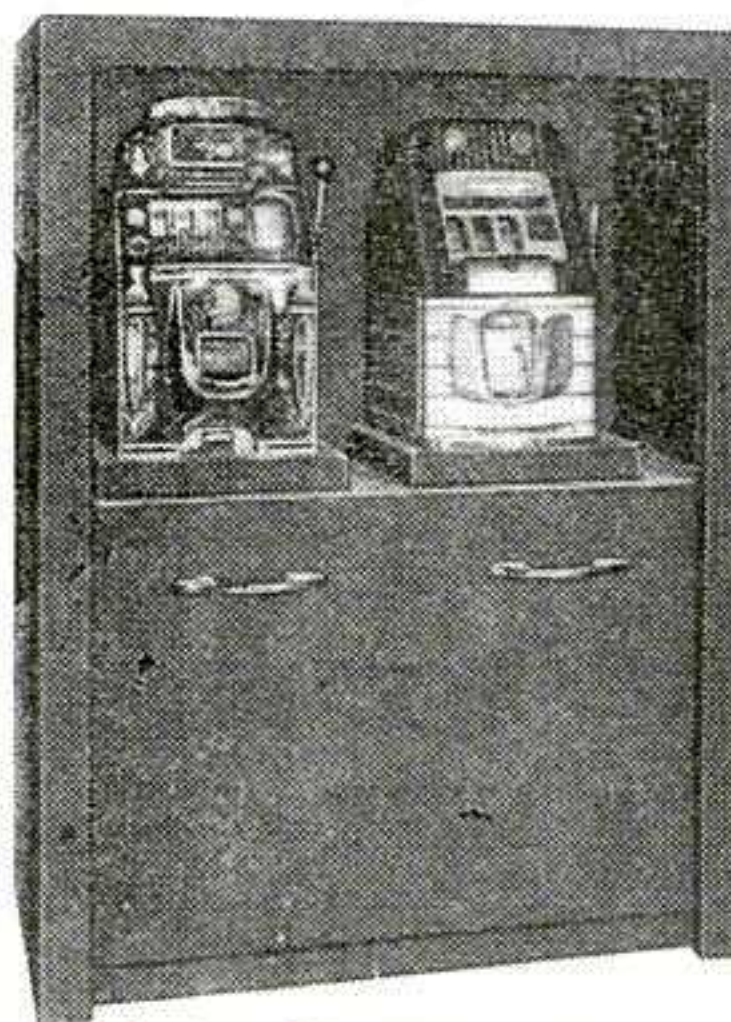


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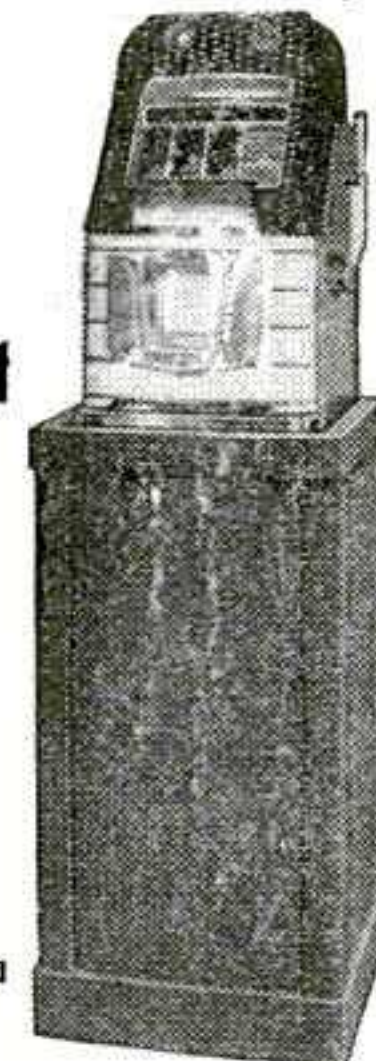
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THIS IS IT!

9 1/2 FT. LONG 2 FT. WIDE

ALL ELECTRICAL COMPONENTS IN BACKGLASS AND ON HINGED BACK DOOR

MAYFLOWER DIST. CO.
2218 UNIVERSITY AVE.
ST. PAUL, MINNESOTA

Income, Outgo Continues Up; Better Takes Match Costs

(Continued from page 115)
ready alerted its reps to a rise in the list on the Model C. No price has been set on the Rock-Ola Rocket-50, but when this new model is announced later this year, it is expected to carry a competitive price tag. Seeburg has held its price line and has made no announcement of an increase to date.

Supply costs also are up and, in this respect, other factors, such as the new speed disks, also loom as potential cost factors for many operators.

Cost of doing business has risen. Salaries are going up, most ops report, and such items as car replacements, increased insurance rates, and parts replacements for such items as typewriters, office furniture, etc., are all factors to be reckoned with in a near-war situation.

Op \$ Position

While these increase costs look mountainous on paper, they have been matched by more optimistic factors.

Grosses are up. The climb in juke box grosses which started six to eight weeks ago has continued, and while the increase has not been sensational, it has been especially welcome, coming during the normally slack mid-July-August period.

Routes are solvent. Operators, in many cases, have amortized much of their equipment bought in post-World War II years, and have purchased new equipment in the past year on a more conservative basis.

Equipment conditions are good. Should a full-scale war come, operators have top equipment to carry them along for quite a few years, and they are adding new machines steadily. Even the prices have gone up

in some cases, operators report they will continue to add new equipment as long as it's available.

Manufacturing picture looks bright. Should world conditions continue in their present unsettled state, yet not develop into a major war, it is almost certain manufacturers will be able to continue phonograph output, even tho they may be handling defense or war contracts at the same time. Rock-Ola will bring out its Rocket this fall, and AMI is expected to introduce its Model D at the end of the year.

Many operators have expressed concern over rising costs, fearing that they may get out of hand. But they say that to date, increased grosses have made it possible to fight off the growing costs.

Social Security For Operators

(Continued from page 107)

Security account.

Beginning January 1, 1954, the tax rate for the self-employed under Social Security will rise to 3 per cent, stay at that level for five years and then jump to 3 3/4 per cent for 1960-'64. The rate climbs to 4 1/2 per cent for 1965-'69 and to 4 3/8 per cent thereafter.

An operator will also start paying increased payroll taxes on his employees starting in 1954 under the terms of the new act. For 1954-'59, the Social Security tax will amount to 2 per cent on both the employer and the employee; 1960-'64, 2 1/2 per cent; 1965-'69, 3 per cent; 1970 and after, 3 1/4 per cent.

Benefits Up

Along with the increase in rates, Social Security benefits increase also. Higher benefits, however, go into effect immediately. The average increase in old-age pensions under the new law amounts to 77 per cent. The minimum benefit for a retired worker will be \$20 monthly, or \$30 for husband and wife. Maximum family benefits will be \$170 monthly.

FSA figures that with the blanketing in of nearly 5,000,000 self-employed, some 85 per cent of the working population will be covered by retirement programs. The largest single group still outside are farmers.

MERCHANDIZING MUSIC

(Continued from page 115)

the operator to make better title strips, thus giving more prominence to the tune in the box and, at the same time, making it easier for the patron to read. . . . The Wurlitzer New England Distributors, Aliston, Mass., suggestion is short and to the point. "Write some new songs that will make sense," they advise.

COVER PROMOSH . . . Duane Knutson, Fertile, Minn., not only reads his copy of The Billboard from cover to cover, but has found a valuable promotional piece in the issues each week. Knutson has been posting the covers of The Billboard near his juke, and has found that by using a record by the personality featured on the cover, income on the disk jumps up immediately.

Indianapolis:

(Continued from page 121)

Pennington, Pennington Music Company, Columbus, buying games and phonographs; Floyd Bush, Greensburg, and Muriel Smith, Danville, Ind.

Collections are reported good by leading operators here and far better than in former years during the dull season. The top records for the week and favorite juke box numbers are "Dream a Little Dream of Me" and "Can Anyone Explain."

GERMAN BOXING GAME

(Continued from page 107)

larger manufacturers. In either instance he said the production model of the game would be ready in time for the National Association of Amusement Parks, Pools and Beaches trade show at the Hotel Sherman, Chicago, in November. He stated he already had offers from two firms for the game.

Abco also is starting on a counter game called Touchdown. This is similar to the firm's Hit-A-Homer baseball game. It has five ping-pong balls as the center of activity but features a gridiron stadium background and football scoring.

A third item soon to be placed on the market by Abco is a vender known as the Match-A-Ball gum vender. It will operate on pennies, deliver a ball of gum for every coin inserted but will have a special color matching idea designed to attract regular gum patrons.

MARITIME PLANS

(Continued from page 115)

4 per cent sales tax which applies to money taken in by all coin machines. Altho the York County Council has been the first municipal body to seek authority to license coin machines in New Brunswick, others have been surveying the move with a view to the licensing of juke boxes and/or pin games. The councils are seeking extra revenue, just as is the provincial government. Incidentally, the Nova Scotia provincial government is reported planning a sales tax of 4 per cent to become effective in the spring of 1951. Newfoundland recently implemented a sales tax regulation.

Without legislation of any kind, all kinds of coin machines have been operated in Madawaska County, New Britain, which adjoins Arrostook County, Maine, and in Victoria County, New Britain, also on the border of the U. S.

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COINMEN YOU KNOW

Washington:

(Continued from page 121)

Never Be Another You," and the Ray-O-Vacs' "Besame Mucho." The Schwartz Bros., handling Mercury releases, declared their hottest waxings to be Vic Damone's "Cincinnati Dancing Pig," as well as his "Can Anyone Explain." Another number pegged for popularity is Frankie Laine's "Music, Maestro, Please," backed with "Dream a Little Dream." Nelson & Company, Capitol Distributor, nominates Margaret Whiting's "You're Mine, You" and the Art Morton-Paul Weston combo on "I'll Get By." Their "Thinking of You" with "Perhaps I Don't, Perhaps I Do" is another candidate, said firm representative Chuck Merillat. Operator Jack Spitzer is one of several to report "Goodnight, Irene" by Gordon Jenkins and The Weavers is the big juke box number in these parts.

Sales Manager Meyer Gelfand, G. B. Macke Company, reports the firm is receiving about 100 requests a day for the free premium booklet being offered in connection with Macke's new coupon redemption plan for cigarettes. The idea is definitely "gaining momentum," he says, and several dozen gifts were redeemed during the first two months of operation. Partly responsible for the popularity of the coupons is the increase in the over-the-counter price of cigarettes here from 17 cents to 18 cents. Macke machines are still charging 20 cents, thereby narrowing the gap between the two. Macke is following up the original large-size ads that launched the coupon program with smaller ads in newspapers. Teevee spots will probably be introduced in September, with several commercials planned for women's afternoon programs.

Recent panic buying of sugar by the public and some industrial users has created a problem for Spacarb here, sirup manufacturer, according to President Bayne Phipps. He reported difficulty in obtaining sugar in both Washington and Baltimore, adding that he has had to get it from more distant places. Not only has the price gone up, but he also must pay added freight costs, he pointed out.

The usual summer lull in business has been noted by James Kaplan, op of the Amusement Arcade. . . . Increased business is reported by Victor Rubin, of the Allied Beverage Company, which has nearly 200 soft drink machines on location. He attributed the sales hikes to the fact that there is less unemployment here.

Sidney Lotenberg, of the Westway Vending Company, lauded the coin machine industry's participation in the Red Feather Community Chest drive. Lotenberg plans to cut commissions on cigarettes so as not to increase the vending price. Other operators here have already taken this step.

The Washington Music Guild meeting scheduled for September 7 was postponed one week, Bill Schwartz reported. The shift was made because of some pending business of importance. A recent visitor to Guild headquarters was Madge Samuels, publicity agent for singer Burl Ives. Ives just appeared here at the Olney Summer Theater, Olney, Md., in "Knickerbocker Holiday."

Max Silverman, owner of the Quality Music Company, is co-operating with Gimbel Bros. of Baltimore who are starting sponsorship of the "MGM Music Caravan" on station WWDC, Washington. The program has a one-year contract and will be aired from 1 a.m. to 6 a.m. in the spot formerly featuring the Yawn Patrol." A similar program sponsored by Gimbel Bros., MGM

distributor, has just completed its first month in Baltimore.

Gerald Davis, of the Washington Music Company, reported the three top numbers on his juke boxes to be "Goodnight, Irene," by Gordon Jenkins and the Weavers, Kay Starr's "Bonaparte's Retreat," and the Crosbys' "Simple Melody."

Two platters which made their bow a few weeks ago and are just beginning to make a splash on juke boxes here are "Friendly Star" with "Let's Do It Again," waxed by Margaret Whiting and Joe "Fingers" Carr, and Dean Martin's "I'll Always Love You" backed by "Baby Obey Me," according to Wilma Beck, of Nelson & Company, distributor for Capitol Records.

Los Angeles:

(Continued from page 121)

some beauties in the streams of Northern Arizona, where he spent his recently ended vacation. . . . Mac Sanders continues his arcade equipment route and reports that things are pretty good in the miniature golf courses that he has.

Ed Wisler returns in about two weeks to his Arizona sales territory, where he represents Minthorne Music on the Seeburg line. . . . Phil Robinson, Chicago Coin's Western representative, is enthusiastic over the news that the firm is coming out with the Ace Bowler, a free play bowling game. Robinson is now on a two-week trip to the Northwest in the interest of the Chicago coin lines. . . . News here is that Paul Blain is doing all right with his arcade on Balboa Island. Blair opened the spot during the summer and the resort town's business has been declared better than previous years.

Al Weymouth, of Weymouth Service, distributors of the Electro cigarette machine in the 11 Western States, Hawaiian Islands and Alaska, pens from Fairbanks he is well pleased with the line's reception. Weymouth stopped off at Juneau, Pome and Fort Yukon on his air trek of that section of his territory. . . . Mark Markovich, of Automatic Amusement Company in San Diego, was recently pictured in a fishing publication with two large fish, each weighing about 150 pounds, that he landed. The big ones were caught off San Diego and none got away.

John Hawley, of Hawley Distributing Company, is getting his place in order again now that the carpenters have completed installation of a new store front. Hawley is carrying a complete line of premium merchandise and has two men, Jay Williams and Wesley Woodford, on the road. . . . Jack Simon, head of Sicking Distributing Company here, in the hospital for surgery. He expects that he will be confined to the Cedars of Lebanon in Hollywood for two weeks. . . . Jack Ryan, also of Sicking, is exercising by walking to and from work daily.

Johnny Ulch, of City Candy & Tobacco Company, is specializing in merchandise for vending machines. He has the Wrigley tab and Adams gum lines. . . . Joe Soares, Tulare Music operator, making the coinrow rounds for the first time in nearly three months. He stopped in to chat with Jack Leonard, parts department manager at Badger Sales. . . . William R. Happel Jr., head of Badger Sales, back from an air trip to Portland. . . . Bob's Cafe, the sepia chapeau of coinrow, was recently damaged by fire. The loss works a hardship on the coffee drinkers at Badger, General Music, Solotone and C. A. Robinson. . . . Al Bettelman, of C. A. Robinson Company, had to forego his fishing trip with Ray Eberts because of business.

William Olson in town from Terminal Island. . . . Red Smith a visitor

First Shuffle Free-Play Game Set by Chi Coin

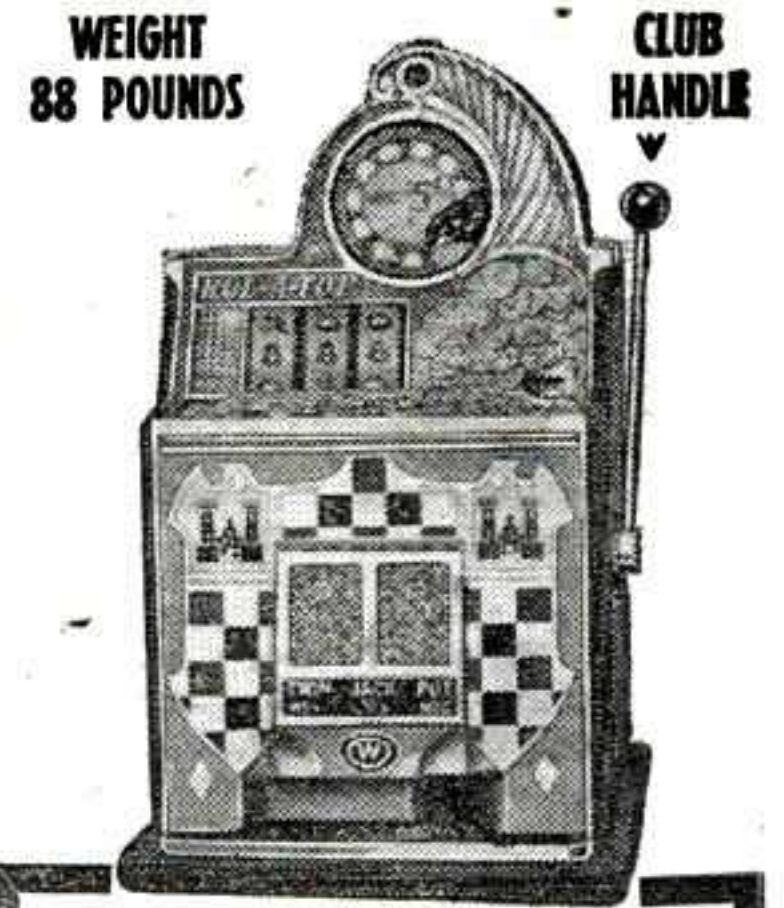
CHICAGO, Sept. 2.—Ace Bowler, the first shuffle game with free play, is now being delivered by Chicago Coin Machine Company, Sam Wolberg and Sam Gensburg announced this week.

Cabinet on Ace Bowler is 8 by 2 feet. It not only uses the disappearing pin principle but also features lighted pins. The pins go out when the puck passes thru the scoring zone, making simulated hits.

Scoring highlights of the game include making strikes, spares and railroad splits. It uses 20-30 scoring and rebound action. Playing time is approximately 45 seconds.

from Gardena. . . . Al Anderson, Shafter operator, back on his route following a trip to the Northwest for salmon fishing. . . . Lloyd Barrett in from Pomona. . . . Lloyd A. Barnes, old-time operator in the Long Beach vicinity, still keeping his fingers in the business, was in town to purchase equipment. . . . Alex Koleopolis a visitor from Bakersfield, where the temperature last Sunday was 112 degrees. . . . Mrs. P. A. Barnes, of Baldwin Park, on coinrow. . . . Pete Pellegrino buying for his route in South Gate.

George Nachtweih, Inglewood operator, was photographed recently at the Leuenhagen Record Bar with Judy Mitchum, Luxury Records' singing star. . . . Perry Irwin, of Ventura, in the city on business. . . . Les Jordan up from Coronado. . . . Harry Bloom, of Mercury Records, brought over George Jay, disk jockey, and Kay Brown, of Razz-a-Ma-Taz fame, to the Leuenhagen Record spot. . . . Joe Delaney with Joe Perry and Mike Kurlan, of Coral Records, made a stop at the Leuenhagen Bar to visit with Mary Solle.



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Turning Back the Clock

15 Years Ago This Week
 CHICAGO, Aug. 30, 1935.—In New York and other large Eastern cities premiums were making a big hit with amusement game patrons. As a result, operators and distributors were devoting more care and money to the selection of prizes. . . . James Barron was appointed production manager of the J. P. Seeburg Corporation. He was formerly in charge of production at Everett Piano Company, South Haven, Mich. . . . Dinghy Hoffman, head of the Chicago

Amusement Games Company, merged that firm with the United Operators Service Company and retained 100 per cent control of the combined firms. . . . Joe Raymond formed the first independent repair shop in the country in Chicago under the trade name of the Coin Machine Hospital.

Jack Devlin was appointed sales manager of John A. Fitzgibbons, Inc., New York firm which acted as service-warehouse for Bally Manufacturing in the '30's. . . . Western Equip-

ment & Supply Company, one of the leading Chicago game manufacturers in 1935, added an extra shift to increase production on the Carioca. . . . Other games making a hit with ops in the tail end of the summer of 1935 included Coincraft Corporation's Split Second; G. M. Laboratories' Par Golf; Bally's Jumbo and Ace; Genco's Flying Colors; Stoner's Crossroads, and Exhibit Supply's Manhattan.

Among the most played tunes on jukes as the fall of 1935 approached were *In a Little Gypsy Tea Room; East of the Sun; And Then Some; In the Middle of a Kiss; Love Me Forever, and I'll Never Say Never Again, Again.* . . . Coin venders, still a comparative novelty in the middle 30's were the center of attraction on the grounds of the first annual jubilee and exposition. They were placed at the event by the South Pittsburgh Cigarette Vending and Sales Company. . . . The Second Annual Empire State Skill Board of Trade convention was under way in Utica, N. Y. . . . D. Gottlieb & Company introduced a one-ball automatic payout which listed for \$67.50.

10 Years Ago This Week

CHICAGO, Aug. 31, 1940.—A survey of the Canadian music field showed that sales of phonos, and play on the units in public locations, were at an all-time high. . . . Jim Mangan, advertising executive who later became public relations for Coin Machine Industries (CMI), wrote a patriotic tune called *We're All Americans—All True Blue*, which was recorded by Dick Todd and featured in music store displays from coast to coast. . . . The Miraben Company introduced a new counter model phono cabinet. The cabinets were used with mechanisms which could play 12 or 16 records. . . . D. H. Osborn & Company, Denver, was appointed distributor of Wuritzer products in Colorado, New Mexico and Wyoming. At the time Mike Hammergren was Wuritzer general sales manager and Herb Wedewen, district manager.

Top tunes of the week as listed in *The Billboard's Record Buying Guide* were *When the Swallows Come Back to Capistrano; I'm Nobody's Baby; God Bless America, and Blueberry Hill.* . . . In the vending world, the Adams Gum Vender at \$11.50, and the Victor Vending Topper at \$6.75 were among the hottest items. Small bell products were popular and Mills' Vest Pocket Bell Western Products Tot, Groetchen's Liberty Bell and the Daval American Eagle were leaders in this field. . . . Of the new amusement pieces and games on the market, the best included International Mutoscope's Sky Fighter; Bally's Fleet; Genco's Bandwagon; Chicago Coin's Skyline; Exhibit Supply's Landslide; Stoner's Double Feature, and Jennings Roll-In-The-Barrel.

Keystone Novelty & Manufacturing, one of the oldest distributing firms in the country, opened a branch office in Baltimore. The home city of the firm was in Philadelphia. William J. Clair, who was assistant to President Bill Helreigel, was placed in charge of Baltimore activity. . . . Baker Novelty Company, Chicago manufacturer, opened an Eastern branch office in New York with Vice President Harry Hoppe in charge. . . . J. W. Culp, president of Culp Products, Elkhart, Ind., announced his new game, Bridgeball, was ready for the production line. A radically new type skill amusement game, Bridgeball combined track thrills with pinball play. . . . Walbox Sales, Dallas, moved to new quarters at 1713 Young Street.

Hartford, Conn.:

(Continued from page 121)

company made substantial gains in earning power and sales in the first six months of 1950. For the first six months of this year sales totaled more than \$1,000,000, as compared with \$828,000 for the same period in 1949. At the same time, net profits reached \$195,303, equal to 65 cents a share on the 300,000 shares of capital stock outstanding. For

Puck Patter

(Continued from page 120)

quarters last week checking up on shipments of the Shuffle Alley Deluxe, new disappearing conversion unit being made by the firm. **Billy DeSelm**, general sales manager, and **Herb Oettinger**, comptroller, assured **Leo Weinberger**, Southern Automatic, Louisville, and Leo's son, **Morton**, that their shipments were going out on schedule. Also in for a look-see were **Norwood Veatch**, Central Distributing, St. Louis, and **Jack Semel**, New York City.

Following the return of the Universal Industries' production workers Monday (28) after their annual picnic, the first order of the day issued by Vice-President **Bill Ryan**, was a hike in production on Shuffle Tournament, the conversion which makes a regulation shuffleboard into a pair of shuffle games. . . . **Murray Rosenthal**, head of Coinex, reports premium sales by the company are now at an all time high. Rosenthal claims it is all a matter of giving operators the right selection as the merchandise actually sells itself.

Vic Weiss, Allied Coin Machine Company, states **Col. L. Lewis** is meeting with good results on his tour of the South. On the trip he is emphasizing the merits of the Whiz Bowl conversion. **Bill Knapp**, head of Allied's sales division, says orders are being handled in the order in which they are received with big as well as small operators given equal attention.

At World Wide, **Al Stern** claims that interest in Williams' Double Header is mounting and that the game, now in its fifth week, is even more popular than when it was debuted. He calls it the sleeper of the summer trade. . . . **Monarch Shuffleboard**, thru **Clayton Nemeroff**, says it should be a banner fall for the game if the number of boards reconditioned in the Monarch shops last week is any barometer. . . . This sentiment is echoed by Precision Puck's **Nels Malgren** and **Harold Smedberg**, who say puck orders are climbing fast.

Detroit:

Fred W. Chlopan, executive director of the Detroit Shuffleboard Association (DSA), postcards greetings from Burlington, Vt., where he has been vacationing.

Novelty Ciggie Vender Offered By New Firm

CLEVELAND, Sept. 2.—The National Automatic Products Company has been formed here at 5209 Euclid Avenue to manufacture novelty-type coin machines. Firm's first product is a miniature cigarette machine, Cig-o-Mat, promoted primarily as a gift and premium item.

A replica of a standard cigarette vender, the Cig-o-Mat stands only six inches high. About 30 cigarettes can be loaded in the unit with one dispensed each time a lever is depressed. Construction is of die-cast metal. It is finished in chrome.

Maury Auerbach, president of National Automatic, was formerly associated with Lehigh Foundries and Automatic Products. He said his new company will introduce other machines later.

the same period last year, the firm reported a loss of \$115,075. Rhode said, too, that the company's directors may soon vote dividends of 1 cent a share to be paid semi-annually. Dividend payments were suspended previously in 1948 by prior to that time 10-cent dividend were paid once a year.

TO OPERATORS IN:
FLORIDA

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TARAN
 DISTRIBUTING
 CO., INC.



Keeneys

LEAGUE BOWLER

TAKES UP TO 4 COINS TO PLAY

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- SLOTS • CABINETS
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PHONE YOUR ORDER

DON'T WAIT, IT MAY BE TOO LATE TO SHIP

AMUSEMENT SALES CORP.

4047 W. Fullerton Ave. Chicago 39, Ill.

Chicago:

(Continued from page 121)

livery on a Buick Riviera Wednesday (23) and is ready to make a lot of road calls in the Illinois, Indiana and Iowa territories. Finke states that the premium part of the business seems to be growing daily. As a result the First staff has had to build in a lot of extra shelves and related facilities to handle the new lines.

It was an eventful week at Chicago Coin Machine Company in more ways than one. First there was a host of visitors in for Trophy Bowl orders. They included **Al Simon**, of Al Simon, Inc., New York, and **Charley Ewing**, Automatic Amusement, Evansville, Ind. Then there was **Nancy Hirsch**, who was the guest of her fiancé, **Avron Gensburgh**. They will be married September 10 in Florida. Also on the social side, **Roslyn Wolberg** returned from a European student tour in time to be notified that she had become an aunt to **Sam Lewis's** 6-pound 2-ounce daughter. She was greeted at New York by her mother and dad, **Mr. and Mrs. Sam Wolberg**. Her gift to the Sam Lewises from the trip was a French poodle.

Ben Coven, head of Coven Distributing, reports his firm, one of the pioneers handling premiums for coin machine operators, maintains a complete service for premiums which can be used with shuffle games as well as with shuffleboards. Firm also handles the Wurlitzer and Bally lines in this territory.

Billy Deselm, United Manufacturing sales manager, was back at the office last week after a brief illness which sidelined him for the company picnic a week ago. All staffers, including the road team of **Johnny Casola** and **Ray Deroche** were at the plant last week. Out-of-town visitors included **Dave Simon**, of Dave Simon, Inc., New York; **Raymond Williams**, Commercial Music, Dallas, and **Lou Wolcher**, Advance Automatic, San Francisco.

Vic Weiss, Allied Coin, reports there is no let-up in requests for the Whiz Bowl conversion, and his partner **Bill Knapp**, says it looks like the unit will stay in production for a long time. **Harry H. Brown**, head of Amusement Sales Corporation, has a new Bell Kit for \$14.95 which, he says, is making his office staff burn the midnight oil to keep up with orders. According to Brown, with the kit it is possible to rebuild old escalator bells in a modern up-to-date machine suitable for prime locations.

World Wide Distributors added two new employees to their expanding staff. **Al Sterns** points out the firm is now handling the Keeney line. **Monty West** and **Leonard Micon** are busier than the one-arm paperhanger handling requests for new and late model equipment of all types. "Another good sign," Stern points out, "is the boom in premium business which is keeping all staffers moving at top speed."

Gene Bates, Pace Manufacturing, is back from a vacation on Mackinac Island. . . . **Les Rieck**, manager of H. C. Evans music division, reports orders on the Constellation climbing at a steady pace. . . . **Ed Hanson**, Abco Novelty Company, is on a brief road trip East for the Hit-a-Homer counter game. . . . Among the guests at Universal Industries' picnic Saturday (26) was **Andre**, owner of one of the city's fashionable dining spots. **Mel Binks** and **Bill Ryan** look for a lot of out-of-town visitors to call at the plant following Labor Day. Visitors last week included **Irv Blumenfeld**, General Vending, Baltimore; **Lou Wolcher**, San Francisco, and **Ray Williams**, Dallas.

Jack Pickering is back from a vacation. He now heads his own publicity firm with Coin Machine Institute (CMI) as one of his accounts. . . . **Dudley Rittenberg** CMI legal exec is

COINMEN YOU KNOW

back from Tennessee. . . . **R. L. Budde**, A. B. T. Corporation, says coin chute and meter sales are up.

At First Distributors, **Wally Finke** claims orders on premium merchandise remain at a high rate. Both Finke and his partner, **Joe Kline**, have been staying at work as late as midnight several nights each week. . . . **Harry Brown**, Amusement Sales Corporation, says he has been doing a brisk trade in kits for late model bells. . . . **Charley Pieri**, J. H. Keeney sales manager, is getting good field reports on the firm's new game.

Jerry Bremner is back at his Empire Coin post after recovering from a heart attack. **Gi Kitt** and son, **Allen**, attended the Universal picnic in suburban Lincolnwood, last week. **Ralph Sheffield** is on a premium buying trip. **Stan Levin** will leave for a swing thru Illinois and Iowa after Labor Day. He will be buying as well as selling coin machines. **Howie Freer** reports sales to Canada, Venezuela and Japan are climbing.

At Monarch Coin Machine Company, **Clayton Nemeroff** and **Roy Bazelon** are all steamed up about a large shipment of "Pop" Corn Sez which they are putting on the market at a low price. Nemeroff says the machines have been put in top shape and are ready for heavy duty locations. . . . **Herb Perkins**, Purveyor boss, left for a trip to the West Coast by air. He will make several stops en route and hopes to get back early next week.

Olga Horn, of First Distributors' office staff, left for a week's vacation in Wisconsin Dells, Wis. **Wally Finke** reports that August was the largest volume month in the firm's half-year history. **Larry Shapiro**, the new office manager, is the sixth staffer to be added at First in the past three months.

Twin Cities:

(Continued from page 121)

shine machine makers, as well as an independent operator, is back on the job feeling quite pert following a recent operation for removal of an ailing appendix. . . . **Box Proper** has disposed of his Twin City route and is devoting full time to his operation in the Pine River, Minn., area.

Harold Lieberman, Lieberman Music Company, left via plane for Tofte, Minn., to join his family at their cabin. They return to the city for Labor Day. . . . Many operators are planning to come to the Twin Cities for the annual Minnesota State Fair August 26-September 4. . . . **Vernon James**, Livingston, Mont., is in the Twin Cities for several days learning the whys and wherefores of coin machine service work. . . . **Sid Levin**, Hy-G Music Company, reports Gottlieb's new five-ball pin game has caught on well and is a hit with operators. . . . **Greg Mraz**, of Northern Minnesota, has taken his wife to Duluth for a medical check-up and sent his son here to buy records for their phonograph route.

Clay Norberg and **Milt Casebere**, Manato, Minn., operators of C. & N. Sales, were in town buying pin games. . . . **Gil Hanson**, of St. Peter, Minn., is so busy building a new home for his family there he had to send one of his sons to this market to pick up supplies. . . . **Jack Backus**, Jamestown, N. D., was in buying pin games. . . . **Gordon Wornson**, of Mankato came to the cities to pick up several phonographs. . . . **Ben Jahnke**, Hutchinson, Minn., did some shopping in this area the past week. . . . **Dick Henderson**, Willmar, Minn., stopped in the cities to buy pin games and records and reported business holding up well during the summer.

New York:

(Continued from page 121)

Service, Newark, N. J., reports he has already received orders for more than 5,000 cigarette conversion kits. He only began promoting the quarter coin kit a week ago.

Sal (Yargo) Bellanco, of Metro-Urban Music, is honeymooning. He was married last week. . . . **Joe Lanuto**, of Ridgewood Automatic Music, is engaged to **Minna Walker**, ex model and showgirl. They will be married in the fall. . . . **Leslie Boyd**, of Ace Distributing Company, is back on the job after a three-week cruise on his own boat.

Teddy (Champ) Seidel, who was managing **Dave Lowy's** outlet last week while the boss was vacationing, reports good operator reception of Keeney's League Bowler. Firm, which distributes Keeney games locally, just received its first sample of the new unit. . . . **Murray Kaye**, of Atlantic New York, is complaining that new Seeburg jukes move thru the distrib's hands so fast they can't hold on to one for a floor sample.

Ed Ravreby, **Nat Jones** and **Kurt Nagel**, of Vend-o-Mart, Inc., newly formed manufacturing firm in Boston, will be in town this week. They have scheduled a showing of the company's Jewel Candy Mart and Ever Fresh Popcorn vender at the Hotel New Yorker, Wednesday and Thursday (6-7).

Art Garvey, Bally rep, arrived here Wednesday (30) on biz. His luncheon companions that day at coinrow's bakery rendezvous were **Daye Simon**, of Simon Sales; **Nat**

Choderker, arcade manager; **Al Simon**, Chicago Coin factory agent, and **Barney Sugarman**, of Runyon Sales. The talk centered on sports and Garvey, former pro football player with the Giants, presided when the conversation veered from baseball to the coming grid season.

Joe Paschetti, who operates jukes here under his own name, returned last week from Miami and a visit with his mother who lives here. . . . **Little Sans and Lee**, Apollo juke artists, appeared last week at the Orchard Room in Jackson Heights. . . . **Lloyd Gunn**, local phono op, is away from his route on a Canadian vacation.

Meyer Abelson, Eastern rep for Oak Manufacturing, visited here last week on a biz trip. Abelson, who likes to keep on the move, made some sort of a record last week when he was at Cleveland, Chicago, La Crosse, Wis.; St. Louis, New Orleans and Miami. . . . Local distributors and jobbers report the usual pre-Labor Day buying slowdown.

Maury Auerbach, who formerly sold Smoke Shops for **Sam Kresberg** and before that was associated with Lehigh Foundries, was in town on biz last week. He now heads his own manufacturing company in Cleveland. . . . **F. (Chippy) Maltz** and **Ike Berman**, who head Ristaurat Distributors of New York, report ops are showing interest in the 45-r.p.m. juke.

Gil Engelman, who operates phonos here as the Columbia Music Company, is also the personal manager of **Nina Corda**. The singer's first record has just been released, and Gil has started the promotion wheels turning. . . . An old-time distributor will return to coin row shortly.



Keeney's LEAGUE BOWLER

SENSATIONAL!
10c PER PLAYER
4 PLAYERS: 40c
THIS IS IT!

1 COIN EVERY 45 SECONDS • HANDLES 1 • 2 • 3 OR 4 PLAYERS • RECEIVES 4 COINS IN 3 MINUTES

FOUR SCORING SECTIONS ON SCOREBOARD INVITE UP TO 4 PLAYERS EACH GAME!

Act Today!

9 1/2 FT. LONG 2 FT. WIDE

ALL ELECTRICAL COMPONENTS IN BACKGLASS AND ON HINGED BACK DOOR

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. Division 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

MD. - DEL. - WASH. D. C.
NORTH and SOUTH CAROLINA

OPERATORS THIS IS IT!

NEW
10c PER PLAYER
4 PLAYERS: 40c

TAKES IN UP TO 4 COINS PER GAME

★ DISAPPEARING PINS

Keeney's LEAGUE BOWLER

WE HAVE IT..

Act Today!

9 1/2 FT. LONG 2 FT. WIDE

ALL ELECTRICAL COMPONENTS IN BACKGLASS AND ON HINGED BACK DOOR



Keeney Rolls With 4-Player League Bowler

CHICAGO, Sept. 2.—J. H. Keeney & Company has started shipments of the shuffle game League Bowler, Sales Manager Charley Pieri announced this week. Up to four persons can play the game.

Designed with a cabinet measuring 9 1/2 by 2 feet, League Bowler has four simplified scoreboards built into the back glass and is set for dime play. When four play, 40 cents is deposited in the machine. Pieri points out a complete game of 10 frames takes approximately 45 seconds, therefore the game can take in as much as 40 cents in three minutes. In order to clearly identify the score of the player taking his turn, his individual score is highlighted on an illuminated sign reading "Now Playing."

Scoring on League Bowler is the same as regulation bowling. It features rebound action. All electrical components are in the backglass and are accessible thru a hinged back door.

Sutton Sales in New Ind. Offices

INDIANAPOLIS, Sept. 2.—The Sutton Sales Company, 2145 North Arlington Avenue, Windsor Village, held its formal opening last week, displaying a line of RCA and Zenith television sets, also records and other electrical appliances. This concern, the only one of its kind in the vicinity, entertained 18,000 persons during the seven-day event. John T. Sutton, owner, hosted.

The new store has a floor space of 2,500 square feet and more will be available in the future. The village has 1,000 families at present, and more housing units are being planned.

There is a record department, carrying all the latest hits, a stock of record albums, in charge of Betty Bliss. During the opening week all persons registering were presented with a 45 r.p.m. disk.

The concern has one service truck and two salesmen, Charles Ferguson and Duke Johnson. There is parking space for 1,000 cars. Many persons living in Indianapolis come to Sutton's to buy their television equipment. There is night and day service on the sets.

CANADIAN RAIL STRIKE

(Continued from page 107)

trucking lines and individual truckers, with some going by air, but little of the latter owing to high costs and lack of cargo space. Passenger busses are also pretty well out because of overcrowded conditions. For long hauls arrangements must be made for connections between trucking lines and air routes.

Some of the union locals of railroad workers have set up coin machines for entertainment. These units are vending candy, gum, nuts, potato chips, popcorn, paper hankies and tissues, etc., in the union halls to meet the demand from members assembling at the union bases each day.

Pepsi Promotes Nuffer

NEW YORK, Sept. 2.—Louis E. Nuffer has been elected treasurer of the parent Pepsi-Cola Company and of all its domestic and many of its foreign subsidiaries. The election announcement was made this week by Alfred N. Steele, Pepsi's president. Nuffer has been with the firm since 1940, served as assistant treasurer since 1947. Prior to joining Pepsi, he was with United Cigar-Whelan and before that with the accounting firms of Price-Waterhouse and John W. Stokes.

Op Nets Round

NEW YORK, Sept. 2.—Earle C. Backe, head of the National Novelty Company, took one and lost one in the Veterans' Singles Tennis Tournament this week at Forest Hills. On Tuesday (29), the game and music operator beat out his opponent in two straight sets. But the next day he bowed by the same score, in reverse.

Senate Studies Gaming Measure

(Continued from page 107)

The version of the bill reported by the House Interstate Commerce Committee was approved by the House Monday (28) on a voice vote after amendments and a recommittal motion offered by Rep. Walter Baring (D., Nev.) were defeated.

Baring spearheaded opposition to the bill. Claiming that if coin-operated gaming machines are to be restricted, other forms of gambling should be included, Baring offered an amendment applying the bill to pari-mutuels, race horses and dogs. This was ruled out on a point of order that it was not germane.

His amendment to eliminate the requirement that States must pass new laws legalizing machines was licked, 78-23. Baring's attempt to okay the shipping of machines from States where they are legal back to the manufacturer for repairs was voted down, 64-28. He was defeated, 116-10, on his motion to block the bill by recommitting it to committee for further study.

Rep. Pat Sutton (D., Tenn.), offered an amendment to okay machines in clubs run by officers, non-coms and enlisted men of the armed services. This lost out on a voice vote.

Rep. Boyd Tackett (D., Ark) and Eugene Cox (D., Ga.) expressed the view that the bill would do little good in eliminating gambling but said they were voting for it anyway. Cox called the measure "a piece of foolishness," but added that public opinion is for it. Tackett said the bill would prove worthless. "We're really voting on sin," he stated, "and I have to be against sin, too."

A long line of legislators, however, took the mike of the House amplifying system to urge passage of the bill. Interstate Commerce Committee members emphasized that the measure was urgently requested by State law enforcement officials as an aid in attacking interstate crime. Other congressmen claimed that money taken in by the machines is used to influence local elections and buy police officials.

MILWAUKEE OP

(Continued from page 107)

firm for the past year and a half has owned and operated a retail record shop, the Metro Record Shop. Dorothy Jonas, who has had varied experience in merchandising disks, is in charge here and has worked up quite a following among local ops, who stop in, knowing that the latest sides are usually obtainable there.

To further explain the success of the Curro operation in such a short span of years, Mello repeats—"We give our customers the newest of equipment, backed by the best of service; if anyone can top that they are welcome to our locations."

Minneapolis Distrib. Moves

MINNEAPOLIS, Sept. 2.—S. M. Deutsch, president and general manager, Sioux Distributors, Inc., announced the firm had moved into its new and larger quarters at 409 Second Avenue North yesterday (1). Firm will now have its show rooms, offices and warehouse facilities under one roof.

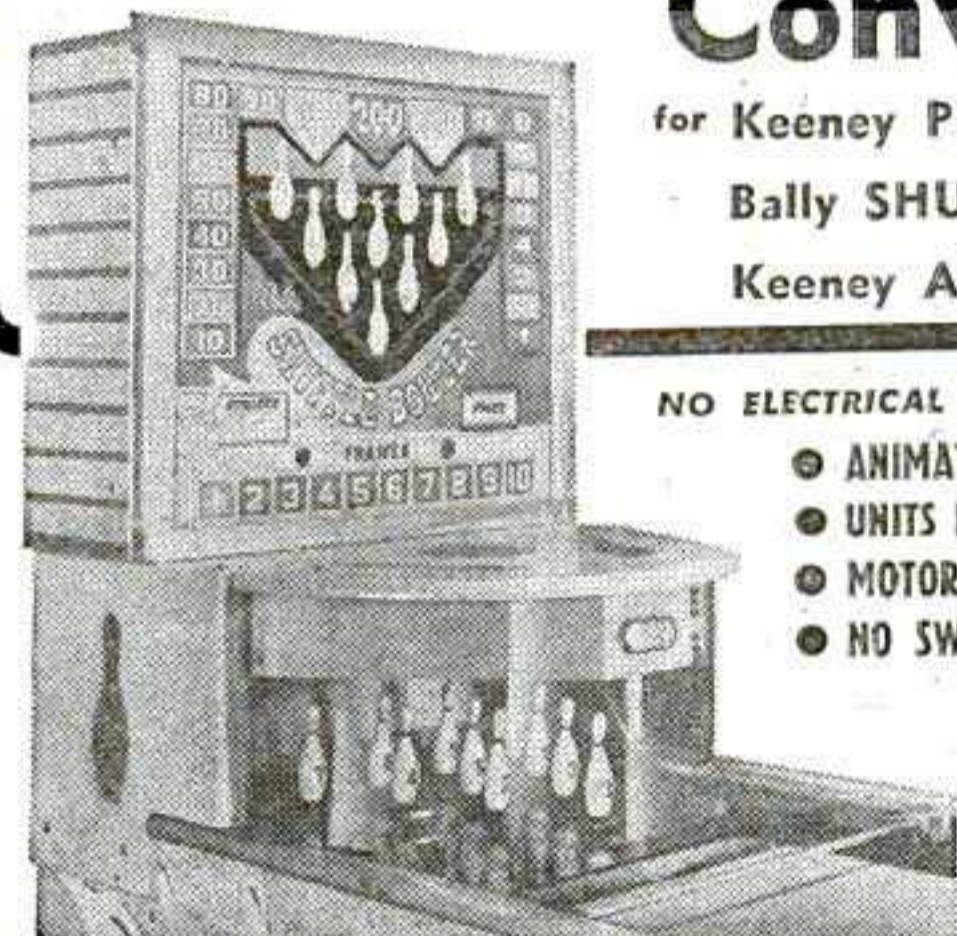
ROY MCGINNIS CORP.
2011 MARYLAND AVE.
BALTIMORE, MD.

Allied's New **Whiz Bowl Conversion**
for Keeney PIN BOY
Bally SHUFFLE BOWLER
Keeney ABC BOWLER

NO ELECTRICAL ADJUSTMENT NECESSARY

- ANIMATED UPRIGHT PLASTIC PINS
- UNITS MADE TO MATCH CABINETS
- MOTOR DRIVEN
- NO SWITCHES ADDED

Unit Price **\$79.50** Lots of 3 **\$74.50**
A few territories still available



ALLIED COIN MACHINE CO.
828 MILWAUKEE AVE. • MO 6-2110 • CHICAGO 22, ILL.

BE SURE TO VISIT the
HOTEL NEW YORKER NEW YORK CITY
This Wednesday and Thursday **SEPT. 6 and 7**
for the **PREMIER SHOWING** of the
two sensational money makers

JEWEL CANDY MART
EVERFRESH POP CORN VENDOR

ED RAVREBY, NAT JONES, KURT NAGEL and other
Vend-O-Mart Executives will be there to welcome you.

VEND-O-MART 294 Columbus Ave., Boston 16, Mass.
Commonwealth 6-4013

FOR SALE

TWO OF THE BEST ROUTES IN TENNESSEE. ONE LOCATED IN KNOXVILLE AND ONE IN TULLAHOMA.

Route in Knoxville consists of—
50 Late Model Jukes
100 Pin Tables, etc.
2 Pick-Up Trucks, Chevrolet and Ford

ROUTE IN TULLAHOMA—

14 Jukes
14 Consoles
8 Slots
All on Location

MACHINES FOR SALE

10 Chi. Coin Bowling Alleys (light-up pins) \$125.00
4 Chi. Coin Ski Balls 125.00
2 Williams Quarter Backs 99.50
4 Reserve Bells 179.50

PINBALLS—\$29.50 EACH

Monterreys
Wisconsins
Catalina
Bermudas
Melodies
Sallys
Trinidads
Triple Action

Contact Fred Burks

F. & W. AMUSE. CO.

Tullahoma 9119 Cookeville 125

American Sees Hike in Demand

(Continued from page 120) with obtaining boards that will last for many years without replacement or costly servicing."

The Buccaneer was scheduled for its initial public showing today (2) at the New York State Fair in Syracuse. Following another showing at a fair in Reading, Pa., next Sunday (10), it will be available at all American distributor outlets.

In production since June, a sufficient number of the cushion boards have been turned out to meet the initial demand, according to Jordan. No price has been announced. A national advertising program has been mapped and is slated to begin later this month.

Jordan said the Buccaneer was originally intended for home, club and steamship use, but pre-testing pointed up a "sharp demand" among smaller tavern locations which cannot accommodate larger models.

To be stressed in promotion are the unit's small size and collapsibility. The legs can be folded and the entire table stored on its side in a space only nine inches wide. The board weighs about 180 pounds and two people are able to dismantle or install it easily, it was said.

Otherwise, most of the features of the larger, 12-foot rebound are retained, including laminated playing surface. The same materials are utilized in manufacturing the rebound head, gutters and trimmings, Jordan stated.

Production of the new Sparkler weights has been set at a high rate, Jordan disclosed, altho he asserted the demand still exceeds the supply. The weights have been designated standard issue with all new boards. They feature a high plastic top, in red or blue, to make identification easier for player and spectator. Knurled sides are said to provide a more positive grip for players.

Acme Offers Plastic Shuffle-Bowl Shields

NEW YORK, Sept. 2.—Acme Sales Company, long-time supplier of plastic parts for phonograph exteriors, is now offering game operators replacement shields for the protection of disappearing pin assemblies in shuffle-bowl units.

Sam Sacks, president, said the curved shields, fabricated of a clear plastic, are "non-breakable." They are available in all standard sizes, he added, with special discounts offered to quantity buyers.

DETROIT KING PIN

(Continued from page 120) location has served the coin machine industry continuously for 22 years.

The Detroit King-Pin organization is under the management of Joe T. Auton, who is assisted by Arnold McKeown. They are specializing in the distribution of shuffleboards and shuffleboard accessories at the present time, and are also Michigan distributors for the Ristaurat phonograph.

Mills Checks Plant

CHICAGO, Sept. 2. — With plant personnel concluding a two-week mass vacation this week-end, the Mills Industries headquarters here were closed Thursday night (31) to allow for a complete check of all production facilities by the maintenance department.

All office workers at Mills and Bell-o-Matic were given Friday (1) off, thus extending the holiday week-end to four days. All departments will resume Tuesday (5).

WESTERN NEW YORK OPERATORS THIS IS IT!

NEW

10c PER PLAYER
4 PLAYERS: 40c

TAKES IN UP TO 4 COINS PER GAME

Keeney's
LEAGUE
BOWLER

★
DISAPPEARING
PINS



ALL ELECTRICAL COMPONENTS IN BACKGLASS AND ON HINGED BACK DOOR

9 1/2 FT. LONG 2 FT. WIDE

BILOTTA Distributing Co.
Exclusive WURLITZER Distributor
224 N. MAIN ST. NEWARK (Wayne County) N. Y.
98 FULLER ROAD ALBANY, N. Y.

★
DISAPPEARING
PIN
CONVERSIONS
★

For . . .

**BALLY—KEENEY
UNIVERSAL—WILLIAMS
UNITED—CHICAGO COIN**

ONLY \$49.50

1/3 With Order, Balance C.O.D.

MIKE MUNYER

577 10th Ave. (at 42nd), N. Y. 18, N. Y.
BRyant 9-6677

WANTED

USED MILLS SLOT MACHINES

Highest cash prices paid—and also on Bally, Consoles, Clover Bells, Spot Bells, Multi-Bells, Triple Bells.

Send your list in at once.

Frank Swartz Sales Co.

515-A Fourth Ave., S. Nashville 10, Tenn.

CHAMPIONS.....	\$345.00
CITATIONS.....	195.00
Stands	
Mills QT Stands.....	\$ 18.50
Mills Single Stands.....	22.50
Mills Single Cabinet.....	110.00
Mills Double Cabinet.....	160.00
Mills Jack in Box.....	53.50

United Amusement Co.

3410 Main St. Kansas City 2, Mo.

For Immediate Delivery

KEENEY'S NEW SENSATIONAL
LEAGUE BOWLER

1, 2, 3, or 4 Players
Automatic 20-30 Rebound Scoring

PHILADELPHIA COIN MACH. EXCH.

844 N. Broad St. Phila. 30, Pa.
Phone: STEvenson 2-2576

Keeney's
LEAGUE
BOWLER

SENSATIONAL!

10c PER PLAYER
4 PLAYERS: 40c

THIS IS IT!

1 COIN EVERY 45 SECONDS • HANDLES
1 • 2 • 3 OR 4 PLAYERS • RECEIVES
4 COINS IN 3 MINUTES

FOUR SCORING
SECTIONS ON
SCOREBOARD
INVITE UP TO
4 PLAYERS
EACH GAME!

Act Today!



ALL ELECTRICAL COMPONENTS IN BACKGLASS AND ON HINGED BACK DOOR

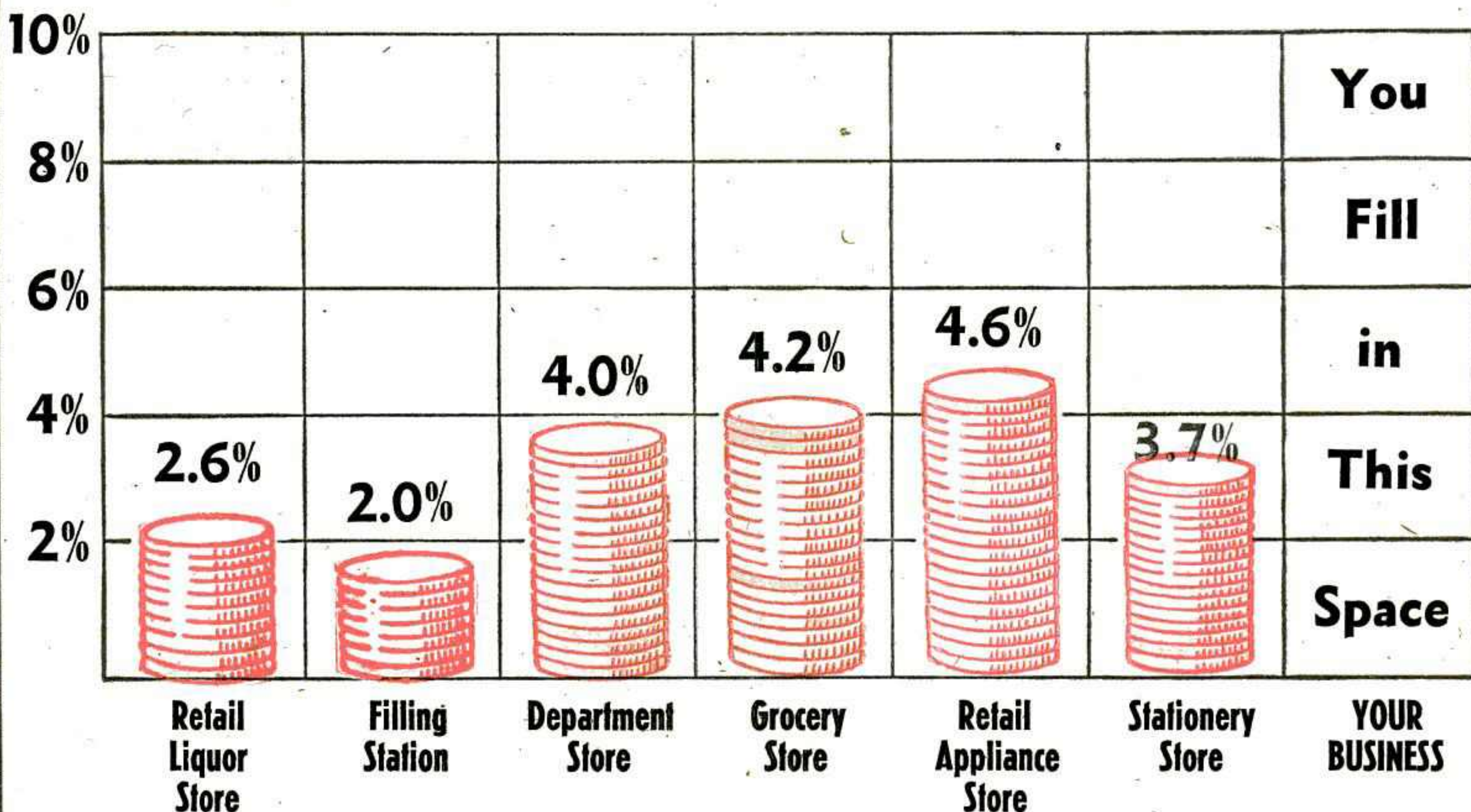
9 1/2 FT. LONG 2 FT. WIDE

OLIVE NOVELTY CO.

2625 LUCAS AVENUE
ST. LOUIS 3, MISSOURI

HOW DOES YOUR NET COMPARE?

Taken from Dun & Bradstreet Operating Ratio Report



Stack up your Net Profit alongside these other American business averages and see for yourself how well you are doing. Remember, "Net Profit" means how much you made after paying all expenses including your own salary.

Isn't the coin machine business just about the best in the world for you? Where else can a small investment grow so quickly when backed up by good old American "push."

It's as basic as ice cream and the hot dog, too. . . . Americans have been having fun playing coin machines for years and years. In fact, you'd have to go back into the 1890s to find the first coin machine ads in The Billboard.

That's why—no matter what happens—you can count on the coin machine industry to keep rolling along, providing fun and amusement for the American public and a good steady living for you, Mr. Operator.

BUT . . . like all businesses, the richest rewards go to those who make the most of their opportunities . . .

DON'T MISS YOUR CHANCE TO START THE FALL OFF RIGHT!

Plan to get your copy of The Billboard's Big Fall Coin Machine Special.

As an operator, you will definitely be interested in the valuable lists and articles, new equipment announcements and used machine bargains.

As a distributor or manufacturer you will want to advertise your used or new equipment in one of the largest issues of the year.

The Billboard

FALL COIN MACHINE SPECIAL

Dated OCTOBER 7.

Distributed OCTOBER 3

Advertising Deadline: SEPTEMBER 28

It's the Issue of the Year that you can't afford to miss!

**BIG PROFITS
LOW COST!**



METEOR: Coin Operated — FRUIT REELS, 1¢ or 5¢ play. Also available in non-coin model in 1¢ or 5¢ play. (Non-coin TAX FREE.) Size 8 1/2" x 9 1/2" x 8".

COMET: Non-coin operated — CIGARETTE REELS, 1¢ or 5¢ play. TAX FREE. Also available in coin-operated model, 1¢ or 5¢ play. Size 8 1/2" x 9 1/2" x 8".

CIGGY: FRUIT or CIGARETTE REELS, 1¢, 5¢ or 10¢ play. Ball gum vander, 75-25% coin divider. Size 6" x 6 1/2" x 8".

MITE: CIGARETTE or FRUIT REELS, 1¢, 5¢ or 10¢ play. Ball gum vander, 75-25% coin divider. Size 5" x 5 1/2" x 6 1/2".

KING: 5 REEL POKER PLAY, 1¢, 5¢ or 10¢ play. Ball Gum Vender, 75-25% coin divider. Size 5" x 5 1/2" x 6 1/2".

SPECIFY TYPE REELS AND COIN PLAY DESIRED.

WRITE FOR QUANTITY PRICES.

OUR SERVICE DEPARTMENT

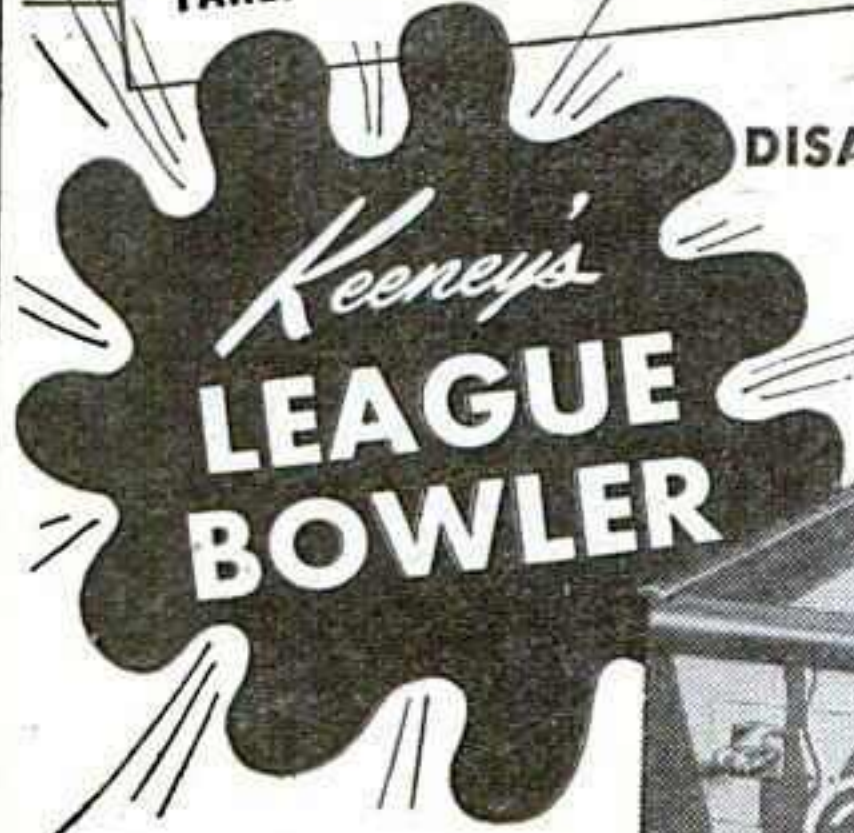
is now equipped to handle repairs on most all Daval Counter Games. WE ALSO STOCK PARTS

COMET INDUSTRIES, Inc.
2845 W. Fullerton Ave., Chicago 47, Illinois
(Tel.: Dickens 2-2424)

MICHIGAN OPERATORS THIS IS IT!

NEW
10c PER PLAYER
4 PLAYERS: 40c

TAKES IN UP TO 4 COINS PER GAME



DISAPPEARING PINS



ALL ELECTRICAL COMPONENTS IN BACKGLASS AND ON HINGED BACK DOOR

WE HAVE IT..

Act Today!

9 1/2 FT. LONG 2 FT. WIDE

MILLER-NEWMARK DIST. CO.

42 Fairbanks St., N. W.
Grand Rapids 2, Mich.
Phone: 9-8632

5743 Grand River Ave.
Detroit 8, Mich.
Phone: TYler 8-2230

FOR SALE

2 EXHIBIT DALE GUNS
\$70.00 each

1 C.C. BOWLING ALLEY
Clean—\$145.00

1 BOWLETTE (GOTTLIEB)
\$130.00

1 BALLY CLOVER BELL
\$625.00

All above games are guaranteed to be in perfect working condition, and exceptional clean.

1/3 Deposit, balance C.O.D.

CHARLES MAYNARD

Box 348 Frankfort, Ky.

13 CAILLE-O-SCOPES

In very good condition and original finish. Top Signs, Extra Pictures, \$500 for lot plus crating. 1/2 deposit.

PLAYLAND AMUSEMENT CO.
1147 So. Division Ave., Grand Rapids, Mich.
Telephone 7-1566

3 DIGGERS 3

1 Exhibit M.M.; 1 Exhibit Rot. Pusher; 1 Exhibit Rot. Claw: \$475 plus crating. 1/2 Deposit, Balance C.O.D.

PLAYLAND AMUSEMENT CO.
1147 S. Division Ave., Grand Rapids, Mich.
Phone: 7-1566

GIVE TO THE RUNYON CANCER FUND

READY FOR LOCATION

GOTTLIEB BOWLETTE	\$99.50
GENCO BOWLING LEAGUE	59.50
WILLIAMS DELUXE BOWLER	219.50
UNITED DOUBLE SHUFFLE ALLEY	189.50
UNITED SHUFFLE ALLEY	89.50
WILLIAMS TWIN SHUFFLE	79.50
EXHIBIT SHUFFLE BOWL ATTACHMENT	49.50

WRITE FOR LIST OF ALL TYPES OF MACHINES

Terms: 1/3 Deposit, Balance C.O.D.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.

1000 Broadway, Cincinnati, Ohio
603 Linden Ave., Dayton 3, Ohio

3011 E. Maumee Ave., Ft. Wayne 4, Ind.

325 N. Illinois St., Indianapolis 4, Ind.

JUST ARRIVING

KEENEY'S LEAGUE BOWLER

One, Two, Three or Four Players

1 BALL GAMES	Gold Cup	\$90.00	Favorite	\$47.50
	Jockey Special ..	72.50	Hot Tip	39.50
	Victory Special ..	25.00		

CONSOLES

Reserve Bell—Bally—	Mills Duplex, 5¢/25¢, P.O.	\$195.00
F.P. & P.O.	Baker's Pacers, P.O.,	242.50
Wild Bell—Keeney—	Mills 4 Bells, "25 is," 1941	50.00
F.P. & P.O., 5¢/5¢	Mills 3 Bells, 1941	69.50
Gold Nugget, 5¢/5¢,	Exhibit Glass Top Claw	252.50
F.P. & P.O.	Exhibit Rotary Merch-	
Mills Duplex, 5¢/5¢, P.O.	diser with Claw	165.00

NOW DELIVERING NEW EQUIPMENT

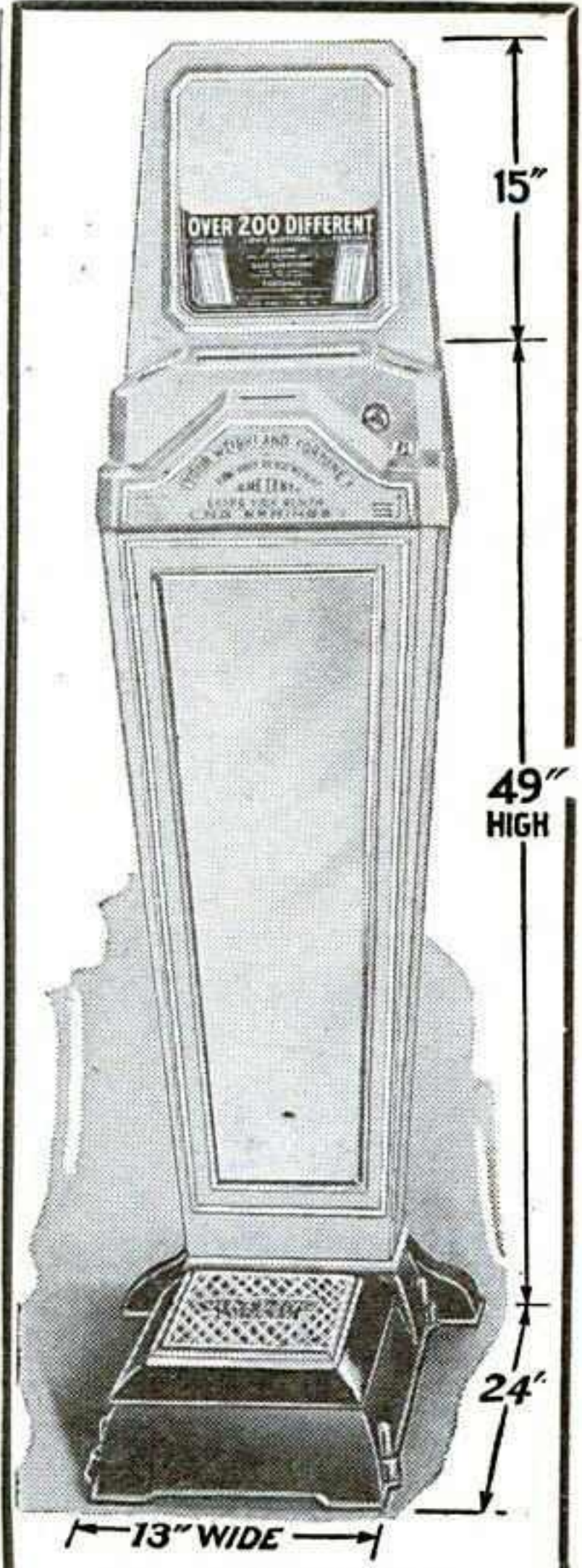
Bally Turf King—Universal Winner—Keeney Duck Pins—Keeney Double Bowler—Keeney Bowling Champ—Rockettes—Canasta.
NEW MILLS VESTPOCKETS\$65.00
Keeney's Electric Cigarette Vender—Mills Wild Deuce—Mills "21" Bell—Mills Blue Bell—Mills Black Beauty—Mills Bonus Bell—New Regal Cabinets for all Mills Bell Machines—Downey-Johnson Coin Counter.

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WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS

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LARGE CASH BOX HOLDS \$85.00 IN PENNIES

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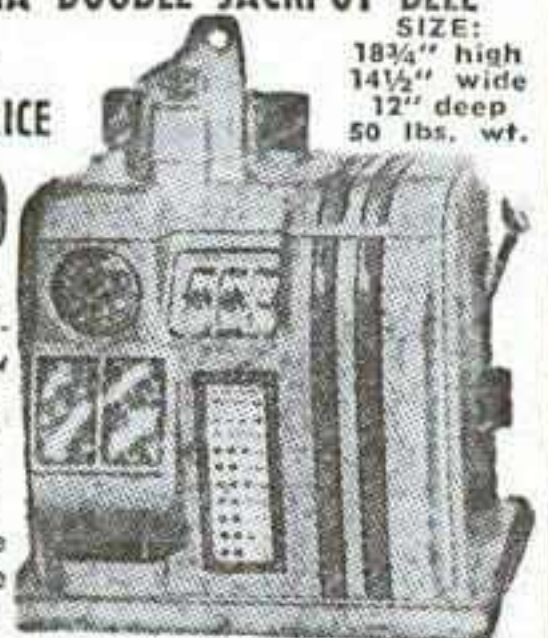
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COLUMBIA DOUBLE JACKPOT BELL

SPECIAL SELLOUT PRICE

\$69.50

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance.



SIZE: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 deposit with order, balance C. O. D. F. O. B. Chicago.

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LEAGUE BOWLER

SENSATIONAL!
10c PER PLAYER
4 PLAYERS: 40c
THIS IS IT!

1 COIN EVERY 45 SECONDS • HANDLES
1 • 2 • 3 OR 4 PLAYERS • RECEIVES
4 COINS IN 3 MINUTES

FOUR SCORING
SECTIONS ON
SCOREBOARD
INVITE UP TO
4 PLAYERS
EACH GAME!

Act Today!

9½ FT. LONG
2 FT. WIDE

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MACHINE EXCHANGE, INC.**
2021-2025 PROSPECT AVE • CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-4715



M.S. GISSER, SALES MANAGER

Trade Directory

Purchases

Allied Coin Machine Company, Chicago, purchased the good will and part of the inventory of Nation-Wide. Latter firm will be converted to war work.

Wilcox-Gay Corporation, Charlotte, Mich., bought 100 per cent stock control of Majestic Radio & Television, Inc.

Distributors

Juice Bar Corporation, N. Y., appointed the Juice Bar Sales Company, a division of Telecoin, Inc., New York, as national distributor of its vender.

Paul A. Laymon, Inc., Los Angeles, named Wurlitzer distributor for Southern California and Clar and Lincoln counties, Nevada.

Ristaucrat Distributors of New York, recently formed firm in New York City, appointed by Ristaucrat, Inc., Appleton, Wis., distributor, for its 45 r.p.m. juke box, in New England, New York and New Jersey.

New Firms

Request, record manufacturers, Minneapolis.

Price Increases

Eastern Electric increased price of its cigarette venders \$10. Eight-column unit now lists for \$208.50, 10-column unit, \$227.50.

H. C. Evans & Company, Chicago, topped list price of Constellation music machine from \$695 to \$745.

SuperVend Sales Corporation, Chicago, increased list on its cup vender from \$980 to \$1,080.

New Products

Automatic Donut Corporation, Los Angeles, doughnut vender.

Bill-Boyd Sales Company, New York, 40-selection music hideaway unit.

Double Bantam, hot-cold drink vender, by Rudd-Melikian Company, Inc., Philadelphia.

Dual Unit, hot-cold drink vender, by Rudd-Melikian Company, Inc., Philadelphia.

NATD Sets L. A. Confab & Expo

NEW YORK, Sept. 2.—The National Association of Tobacco Distributors has scheduled a three-day Western conference on industry problems, beginning October 26, at the Biltmore Hotel, Los Angeles.

In addition to business sessions on the tax situation, fair trading and management techniques, the confab will feature a manufacturer and supplier exposition. Altho the list of exhibitors has not yet been released, it is expected that they will include several in the vending field.

Molien-Clark Nuptials

BUFFALO, Sept. 2.—A merger of interest to members of the industry in these parts took place recently, only this one was of the heart, not of business. The groom, Joseph Molien, is a record distributor on coin row, and heads the Niagara-Midland Corporation, which has handled many labels in the past few years, presently concentrating on London Records. The bride, Anita Clark, spent several years as office manager for Vincent McCabe, Redd Distributing Company, Wurlitzer Distributors and, after that firm closed its Buffalo branch, worked her way up again from secretary for Ben Kulick's Mills Amusement Company, music operating firm, to office manager of Kulick's entire enterprises, which includes distributor set-up of all Admiral, Bendix and other appliances.

Playland, five-ball game, by Exhibit Supply Company, Chicago.

Rockettes, five-ball game, by D. Gottlieb & Company, Chicago.

Conversion kit for cigarette venders, by Vending Machine Repair Service, Newark, N. J.

Personnel

Carl H. Boyle was named special representative in charge of cup vending sales by the Dr. Pepper Company, Dallas.

Joe Caldron elected president of the Trans-World Trading Corporation, coin machine exporting firm, Chicago. Jack Howard, executive of Minneapolis Securities, resigned from that firm to become vice-president of Trans-World Trading in charge of the West Coast headquarters, Los Angeles.

Harry W. Chesley Jr., elected vice-president in charge of national sales by the Pepsi-Cola Company, New York.

Louis J. Costar, Wildwood, N. J., arcade owner, was elected president of the Boardwalk Merchants Association in that city.

Arthur Silverman was appointed to a top managerial post at Indevco, Inc., New York. Firm manufactures the Koffee King vender.

New Loop Season Gets Under Way

(Continued from page 120)

then trucked back to their own areas for the start of the fall season.

From these and other operators it was learned that in practically all areas the number of loops will be increased this year. Promotional programs, including newspaper and radio tie-ins, too, will play a greater role in building the sport.

Premium Biz Good

Meanwhile, premiums are expected to be one of the most important promotions used by ops in attracting players. Reports from Chicago distribs indicate this business is showing steady improvement almost on a daily basis. Coven Distributing, one of the coin machine firms which pioneered sales of premiums to operators of shuffleboards and shuffle games, is already lining up their seasonal items for operators thruout the territory. Others who will offer premium lines for sale to operators are Empire Coin, Purveyor, First Distributors and Coin Machine Service.

Prize money to be offered in local, State and national league and tournament play will also be increased this year, an added incentive to attract players into organized leagues.

By the week starting September 14, most organized leagues are expected to have either started their play or to have scheduled their first-half schedules.

Good Time Jazz Sets Reps

LOS ANGELES, Sept. 2. — Good Time Jazz, diskery located here, has added 13 new distributors, thus giving the firm coast-to-coast coverage on its releases. New reps include Sunland Music, Los Angeles; Melody Sales, San Francisco; Evergreen, Seattle; Oklahoma Record Supply, Oklahoma City; Gramophone, Dallas; William B. Allen Supply, New Orleans; One Stop Record Service, St. Louis; Frumkin Sales, Chicago; Cadet Distributing, Detroit; Benart Distributing, Cleveland; Scott-Crosse, Philadelphia; Tempo Distributing, New York, and ABC distributing, Boston. Firm released its first sides in July, 1949, featuring the Firehouse Five. Others recording on the label include Turk Murphy's Jazz Band; Burt Bales, George Lewis, Armand Hug, and Benny Strickler sides which were cut before his death in 1946.

BIGGER PROFITS
FROM YOUR
BALLY SHUFFLE-BOWLERS

10 FRAMES 10
OFFICIAL BOWLING SCORING



NEW CONVERSION
WITH REALISTIC
UPRIGHT PINS
THAT DISAPPEAR
AS ROLL-OVERS ARE HIT
PINS AUTOMATICALLY SET
EXACTLY AS ON
BALLY SPEED-BOWLER
INSTALLED ON LOCATION
IN A FEW MINUTES...
IT'S FAST!

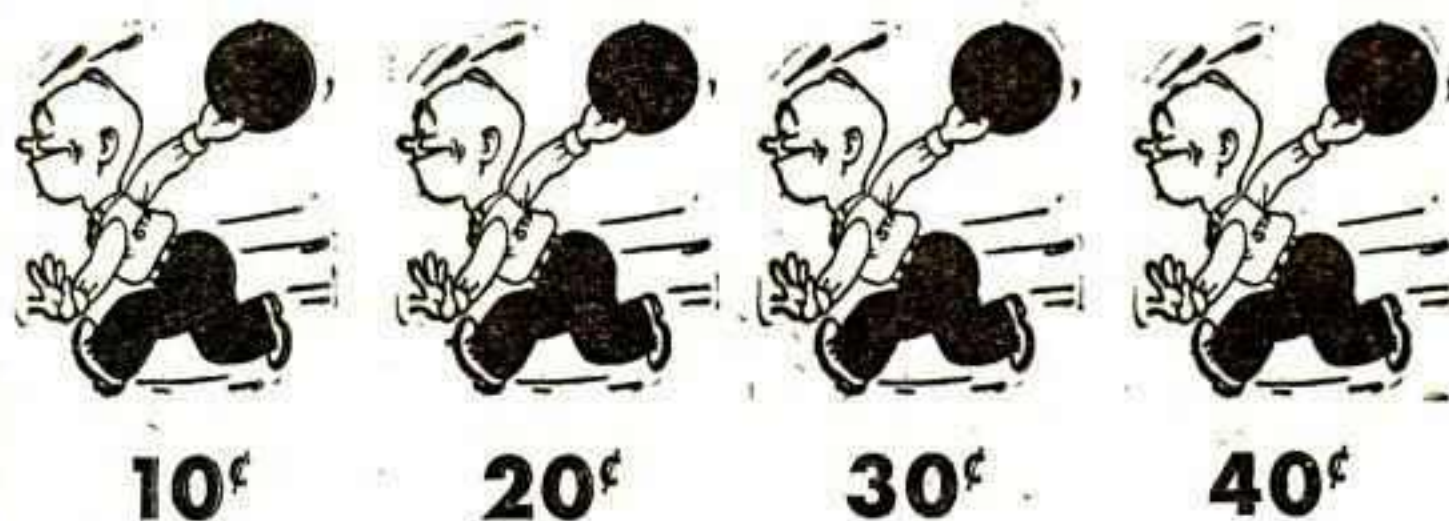
New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes. Write at once for complete details and prices.

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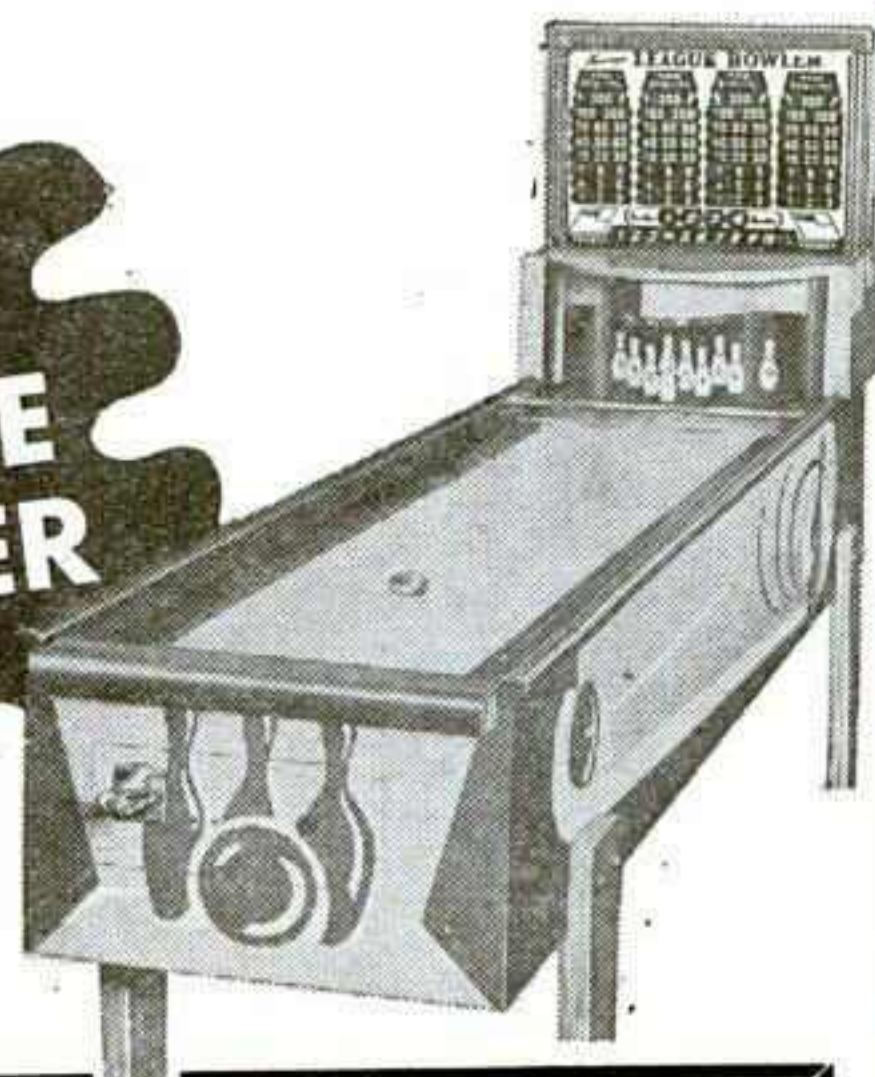
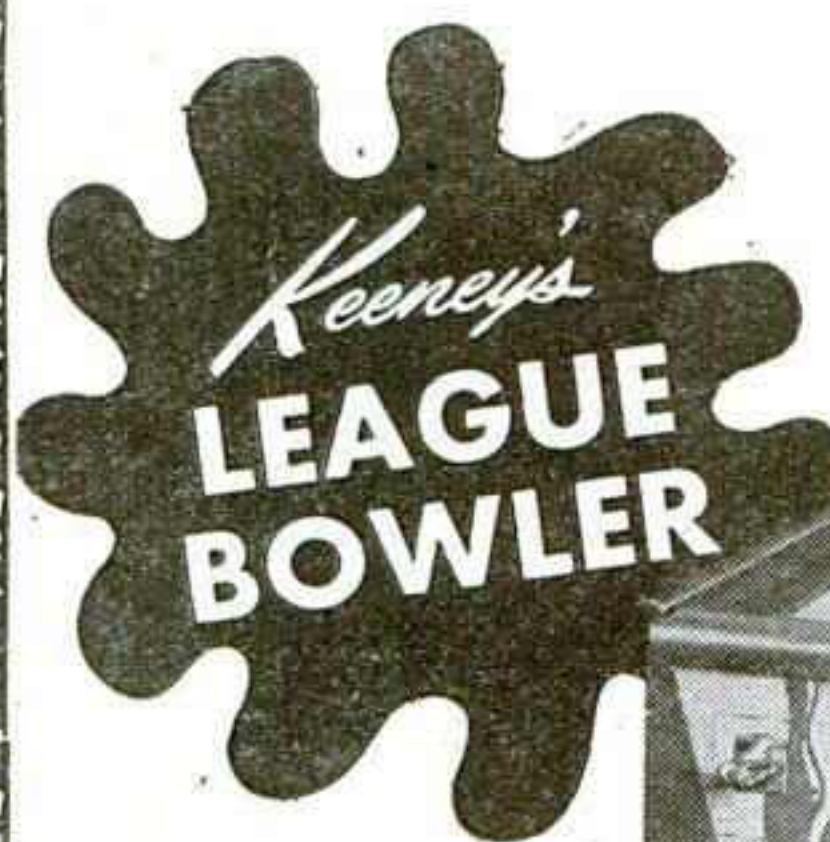
Calendar for Coinmen

- September 7—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel Hamilton, Washington.
- September 7 — Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
- September 7 — Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
- September 7, 14, 21, 28—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
- September 11—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
- September 12, 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
- September 13, 27—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
- September 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
- September 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
- September 19—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- September 19 — Amusement Machine Operators of Greater Baltimore (AMOGB), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- September 20—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.
- September 25—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
- September 26—National Automatic Merchandising Association (NAMA), Region II (New York), annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.
- September 26—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
- September 26—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
- September 28—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- September 28 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
- October 2—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
- October 4—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
- October 25-27—Sixth Annual Popcorn Industries Convention and Exposition, Stevens Hotel, Chicago.
- October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
- October 30-November 2—American Bottlers of Carbonated Beverages (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco.
- November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago.

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TAKES UP TO 4 DIMES PER GAME



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Joe Kline & Wally Fink

Dickens 2-0500
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Chicago 22, Ill.

Acme NON-BREAKABLE "EXTRA-DUTY" PLASTIC CURVED SHUFFLE ALLEY SHIELDS

CONSTANT REPLACEMENTS UNNECESSARY

ONCE YOU HAVE INSTALLED A NON-BREAKABLE ACME "EXTRA DUTY" SHUFFLE ALLEY SHIELD.

- EXTRA STRONG
- BENDS EASILY
- CRACK RESISTANT
- NON-INFLAMMABLE

AVAILABLE FOR ALL ALLEYS AT FOLLOWING LOW PRICES:

BALLY	\$4.50 EA.	CHICAGO COIN	\$3.50 EA.	Shields up to 7" wide,
KEENEY	4.50 EA.	UNITED	3.50 EA.	\$3.50 ea. Over 7" wide,
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IMPORTANT:
Specify FULL NAME of Alley when ordering.

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We Need Your
MILLS and JENNINGS SLOTS
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ONE-BALLS YOU'LL WANT!

Satisfaction Guaranteed

Bally Entry, P. O., Perfect	\$ 50.00
Jockey Special, F. P.	115.00
Gold Cups	150.00
Citations	250.00
Champions	365.00

SHUFFLE GAMES

Genco Bowling League—8' & 10', with Life-Up Feature ..	\$ 60.00
United Shuffle Alley	75.00
Bally Shuffle Bowlers—Fly-away Pins	199.50
Bally Speed Bowlers—8' & 9½'—A BEST BUY!	250.00
New Keeney Bowling Games—Write 8' & 9½' Double Bowlers	

ORDER NOW!
BALLY TURF KING
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All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

5-BALLS!

Cleaned and Reconditioned Ready for Location

Trinidad	\$ 50.00	Tampico	\$100.00
Shanghai	40.00	Moon Glow ..	70.00
Ali Baba	50.00	Yanks	50.00
Cinderella	35.00	Wisconsin ...	40.00
Screwball ...	50.00	Thrill	40.00
Summertime ..	45.00	Select-a-Card ..	160.00
Merry Widow ..	50.00	Jack & Jill ..	60.00
Lady Robin'h'd ..	40.00	Bank-a-Ball ..	170.00
Mardi Gras ..	50.00	Banjo	45.00
Pinch Hitter ..	100.00	Golden Gloves ..	130.00
Buffalo Bill ..	165.00	Utah	140.00
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RE-ENGINEERED PHONOS

WURLITZERS

1015	\$275.00
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Baby Face.....	\$ 75.00
Band Leader.....	95.00
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Carolina.....	65.00
Catalina.....	35.00
Cover Girl.....	37.50
Gold Mine.....	39.50
Gondola.....	85.00
Grand Award.....	65.00
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Sensational New,
Different
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FREE PLAY FEATURE

- Automatic Score Totalizer
- 5 Simulated Baseballs
- Real Baseball Play
- 1c Play, Only \$27.50
- 10 or more \$25.00



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Boomerang.....	\$ 35.00
Chi Coin Hockey.....	85.00
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Keeney Air Raider.....	100.00
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Mutoscope Card Vendor, New.....	65.00
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Exhibit Punching Bag with Timer.....	165.00
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Telequiz.....	135.00
25¢ Recordio.....	175.00

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United Regular Alley.....	\$ 95.00
United Super Alley.....	150.00
United Express.....	250.00
United Shuffle Skill.....	45.00
Keeney Pin Boy.....	110.00
Keeney ABC Bowler.....	150.00
Keeney Line Up.....	50.00
Keeney Lucky Strike.....	250.00
Universal Twin Bowler.....	135.00
Bally Shuffle Bowler.....	110.00
California 12 Ft. Shuffle Pins.....	95.00
Chi Coin Bowling Alley.....	135.00
Chi Coin Rebound.....	50.00
Chi Coin Baseball.....	165.00
Genco Bowling League.....	100.00
Genco Glider.....	45.00
Exhibit's 5 player Bowl-A-Matic, F.S.....	225.00
Gottlieb Bowlette.....	95.00
Williams Flying Discs.....	65.00
California Shuffle Pool, F.S.....	150.00
Belgian Pool Tables.....	85.00
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Super Bonus Bell, 5¢.....	\$150.00
Mills Duo Bell.....	225.00
Bally Draw Bell.....	150.00
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35 Kleenex Vendors, \$500.00 for all

EXPORT MUSIC

One lot of 125 pieces of music consisting of Seeburg, Wurlitzers, and Rock-Olas, all pre-war, as is, but all complete, \$50.00 each. Sold as a lot only.

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Keeney's Electric Cigarette Vendor and Penny Inserts, Bowling Champ, and Double Bowler, and League Bowler, Universal's Winner, United's Express Rebound and Conversions, Chi Coin's Trophy Bowl, Exhibit's Playland, Evans' Winterbook.

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SHIP YOUR COMPLETE GAMES
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GET ON OUR MAILING LIST FOR FUTURE NASCO CONVERSIONS

IT PAYS "TO GET ACQUAINTED" with ALBENA
ALBENA ALWAYS GIVES YOU MORE FOR YOUR MONEY

<p>BETTER "JUKE BOXES"</p> <p>Every machine has a remodeled and modernized cabinet. The entire chassis as well as all working parts completely overhauled. EVERY MACHINE A BEAUTY.</p> <p>Seeburg Lo Tones, Vogues Classics, Colonels, Etc... Fall Special Only \$80.00 ea.</p> <p>Wurlitzer 500-600..... \$80.00 ea.</p> <p>Wurlitzer 700-800..... 120.00 ea.</p> <p>These machines can be placed on locations that demand post war machines. These machines can and will answer the purpose. You pocket the savings.</p> <p>JUKE BOX TUBES</p> <table border="1"> <tr><td>6C4.....</td><td>.20</td><td>70L7.....</td><td>.85</td></tr> <tr><td>6J5.....</td><td>.45</td><td>6X5.....</td><td>.50</td></tr> <tr><td>30.....</td><td>.45</td><td>3Z3.....</td><td>.60</td></tr> <tr><td>6SL7-6SN7.....</td><td>.60</td><td>6L6.....</td><td>.90</td></tr> </table> <p>Etc. All Standard Makes.</p>	6C4.....	.20	70L7.....	.85	6J5.....	.45	6X5.....	.50	30.....	.45	3Z3.....	.60	6SL7-6SN7.....	.60	6L6.....	.90	<p>PARTS</p> <p>We have practically most parts for most makes and models of coin operated PHONOGRAPHS.</p> <p>Volume Control Keys, 100..... \$.50</p> <p>METALLIC CLOTH, 39" wide in all the latest designs for practically all makes and models of coin-operated phonographs. Re-decorate your machines for very little cost. Reg. \$4.00 per yd. Our price per yd..... \$1.50</p> <p>Wurlitzer-Seeburg—Rock-Ola Amplifiers with Tubes, Ea..... \$10.00</p> <p>Wurlitzer—Rock-Ola—Seeburg Speakers, Ea..... \$5.50</p> <p>Wurlitzer, Seeburg, Rock-Ola Motors (Used), A-1 condition, ea..... \$7.00</p> <p>SEND FOR FREE CATALOG 50% DEPOSIT REQUIRED WITH ALL ORDERS</p>
6C4.....	.20	70L7.....	.85														
6J5.....	.45	6X5.....	.50														
30.....	.45	3Z3.....	.60														
6SL7-6SN7.....	.60	6L6.....	.90														

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Five Ball Free Play—All Original Flipper Games!

Genco Black Gold.....	\$69.50	Chi-Coin Thrill.....	\$34.50
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Genco Screwball.....	39.50	United Aquacade.....	74.50
Genco Mercury.....	159.50	United Baby Face.....	59.50
Genco One-Two-Three.....	54.50	United Blue Skies.....	39.50
Genco South Pacific.....	134.50	United Carolina.....	54.50
Genco Three Feathers.....	94.50	United Ramona.....	44.50
Genco Triple Action.....	29.50	United Summertime.....	39.50
Gottlieb Barnacle Bill.....	39.50	United Serenade.....	44.50
Gottlieb Buccaneer.....	54.50	United Utah.....	119.50
Gottlieb Humpty Dumpty.....	39.50	Bally Ballerina.....	34.50
Gottlieb Harvest Moon.....	75.00	Bally Melody.....	34.50
Gottlieb Jack & Jill.....	45.00	Williams Gizmo.....	39.50
Gottlieb Buffalo Bill.....	149.50	Williams Dew-Wa-Ditty.....	39.50
Exhibit Morocco.....	42.50	Williams Yanks.....	34.50
Exhibit Playtime.....	99.50	Williams Saratoga.....	59.50
Chi-Coin Bermuda.....	29.50	Williams Dallas.....	75.00

One Ball—Free Play

Victory Special.....	\$25.00	Citations.....	\$200.00
Special Entry.....	45.00	Photo-Finish.....	300.00
Champions.....	350.00	Gold Cup.....	110.00

Shuffle Games

United Shuffle Alley.....	\$69.50	Chi-Coin Bowling Alley (with Plastic Pins).....	\$140.00
Genco Bowling League, 10 ft... ..	89.50	Genco Glider.....	50.00
Chi-Coin Bowling Alley.....	125.00	Genco Baseball Shuffle.....	125.00
Bally Shuffle Bowler.....	95.00	Calif. Shuffle Pins, 12 ft... ..	50.00

One-Third deposit required on all orders. Always mention method of shipment preferred. Wire! Write! Phone!

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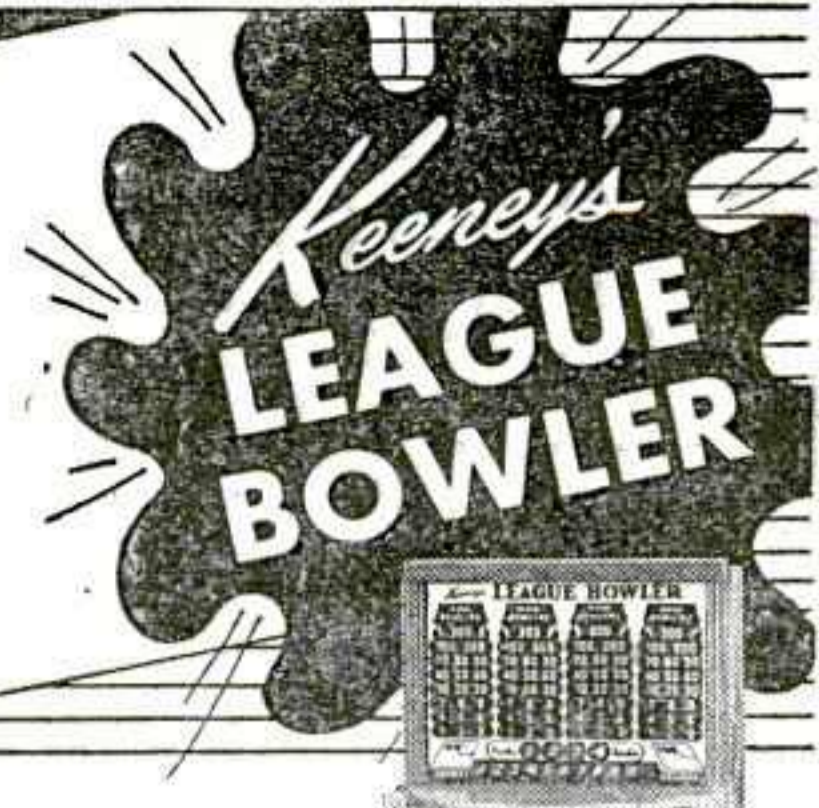
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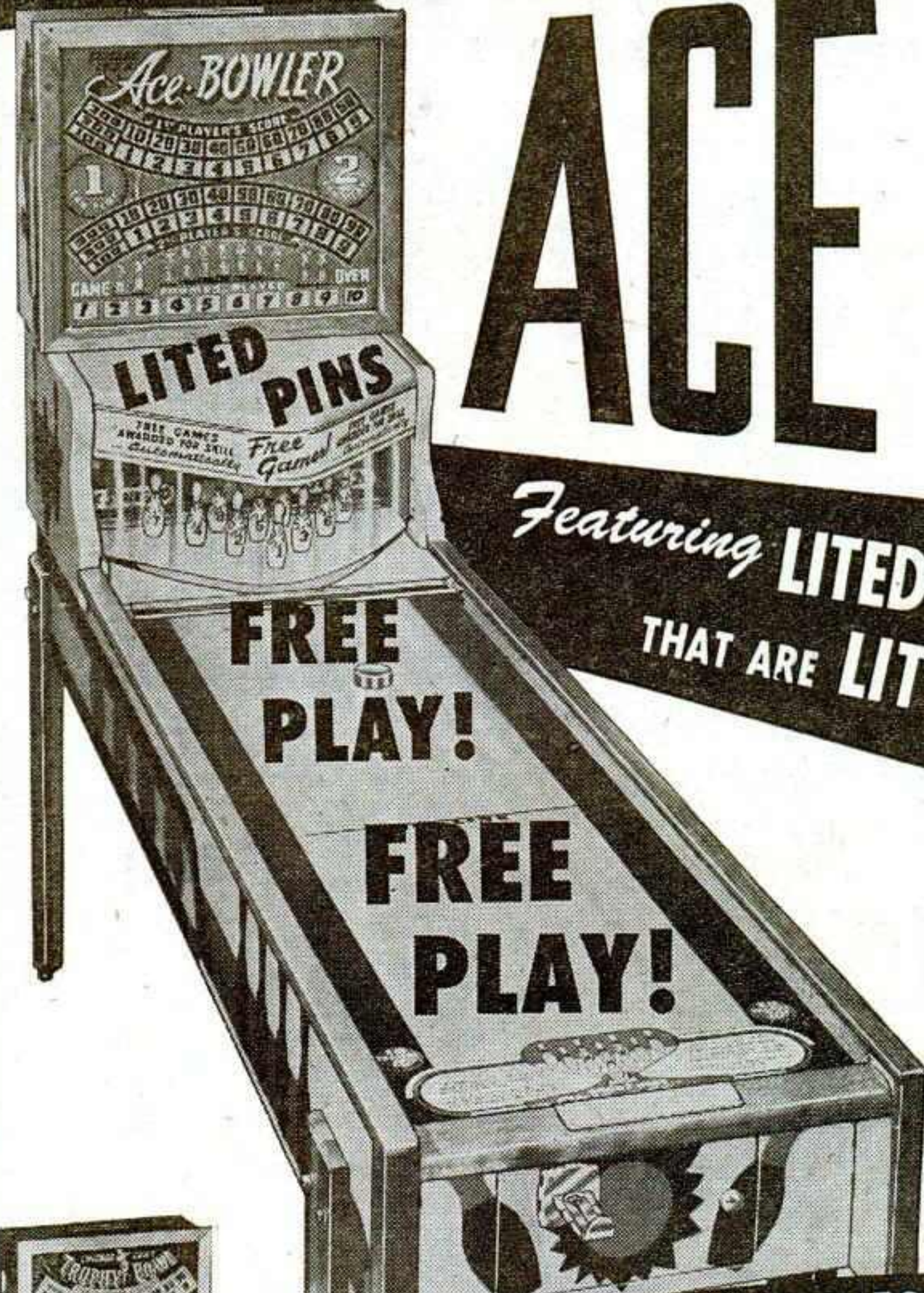
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THAT ARE LIT WHEN DOWN—GO OUT WHEN UP!



FREE PLAY!

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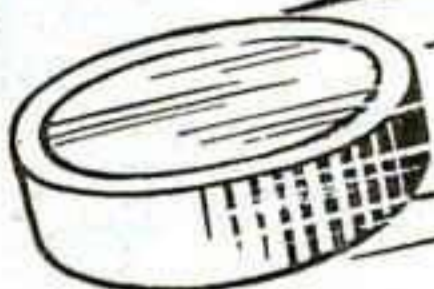
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1-2-3-OR

4

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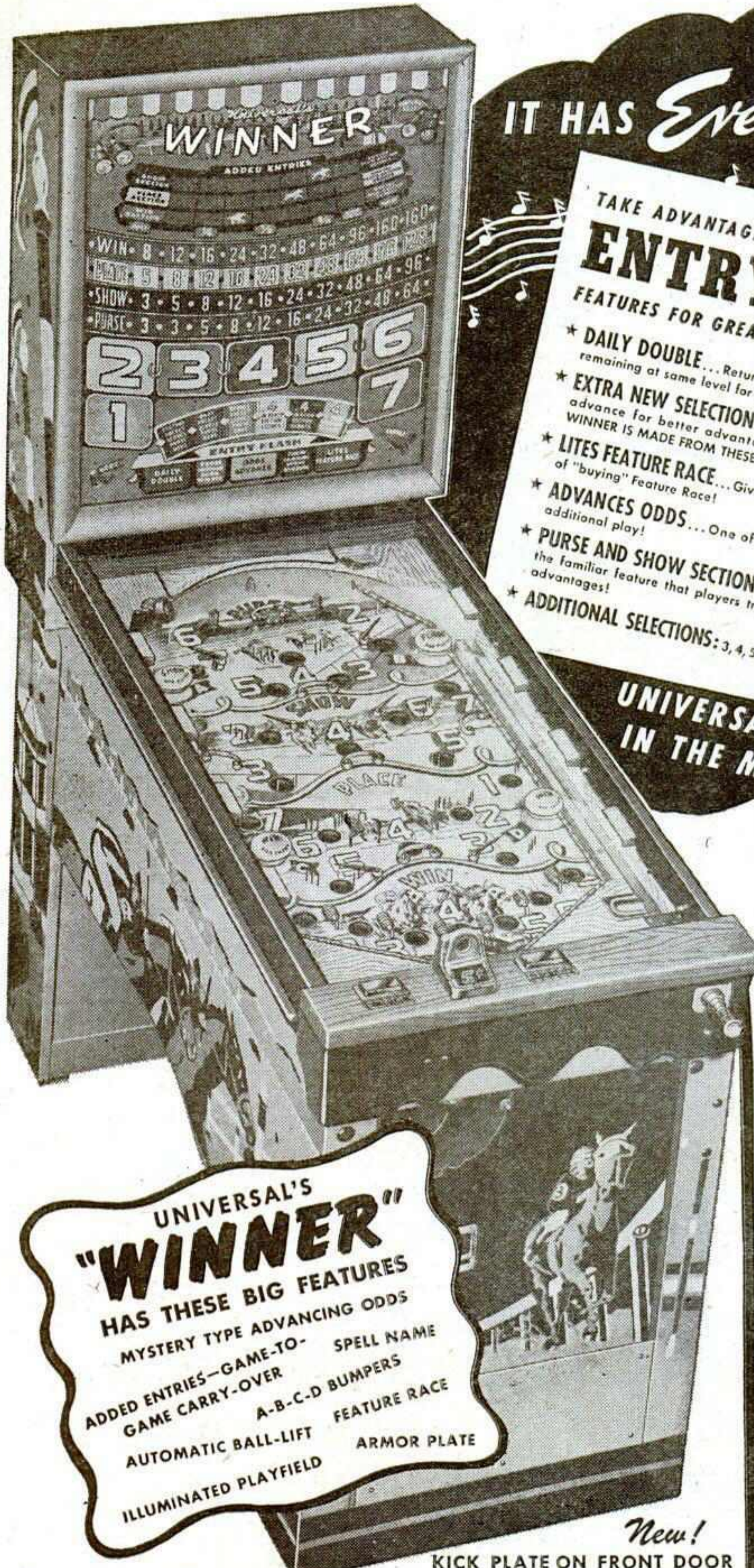
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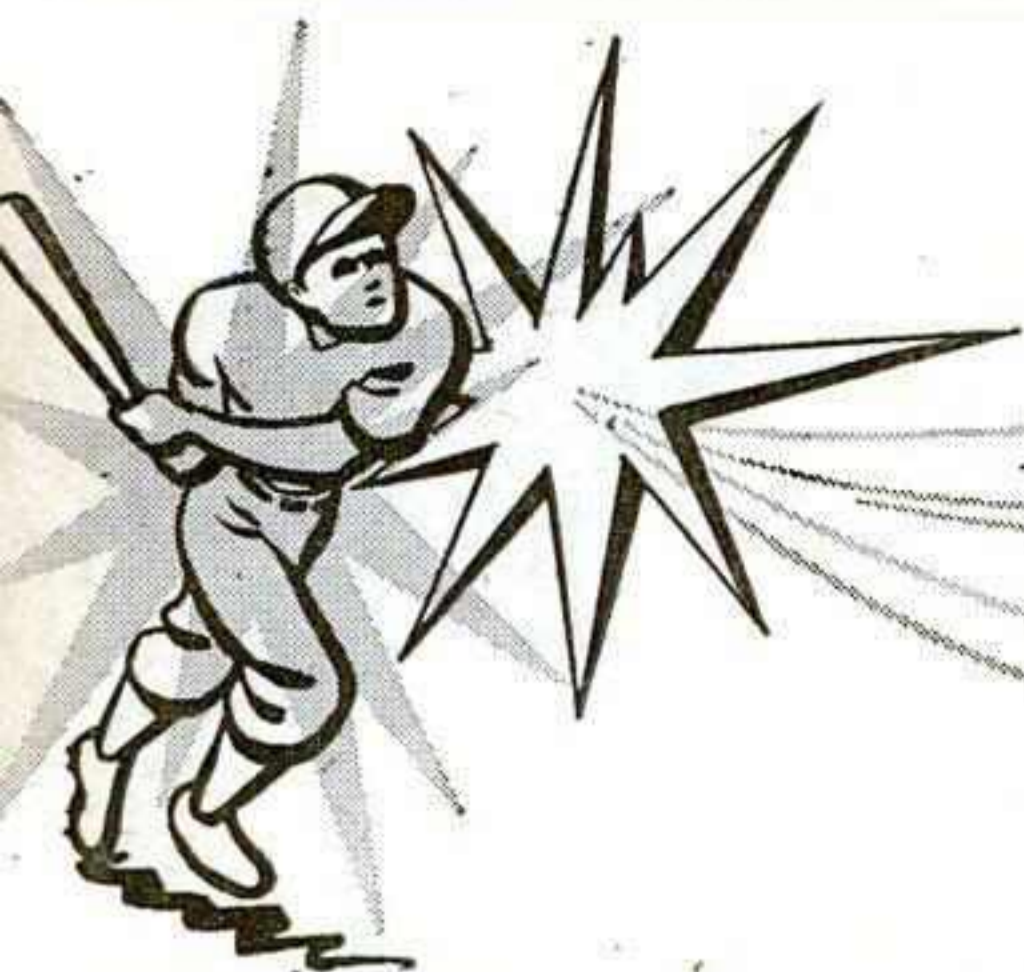
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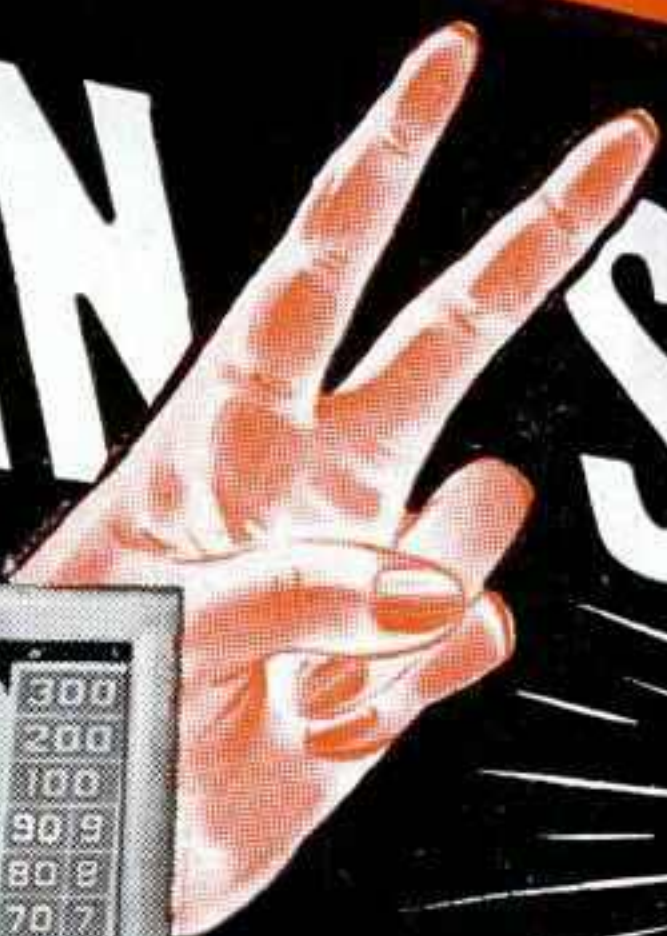
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