

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 20, 1949



Altho Al Morgan has been one of Chicago's hottest attractions for over a year, it wasn't until a month ago that he hit the national jackpot when his recording of "Jealous Heart" skyrocketed into the best-seller class. Since then his disk has spawned a revival of the Acuff-Rose tune, London Records has signed him for two years and also bought the "Heart" master from Universal, Stromberg Carlson and Tele-Tronics, Inc., picked up his option for another 13 weeks on WGN-TV, and he has been featured at the Chicago Theater, Chicago. His dynamic pianistics and song stylings are nightly packing Helsing's Vodvil Lounge on Chicago's Northside in his fifth return engagement, and his manager, Frank J. (Tweet) Hogan, already has him set for another return in 1950.

*Capture*

**TOP RECORD SALES!!!**



Al "Cactus" NEVINS  
Guitar

**BIG REWARD**  
for Dealers, Ops and Disk Jocks Everywhere  
**THE THREE SUNS**  
HAVE TAKEN TO THE HILLS!!!



MORTY "Trigger" NEVINS  
Accordion

... with a pairing of top country tunes on

**RCA VICTOR RECORDS**

**GIVE ME SOME SUGAR,  
SUGAR BABY** COUPLED WITH  
**SOFT LIPS**

RCA VICTOR 20-3536 (78 rpm)  
RCA VICTOR 47-3025 (45 rpm)



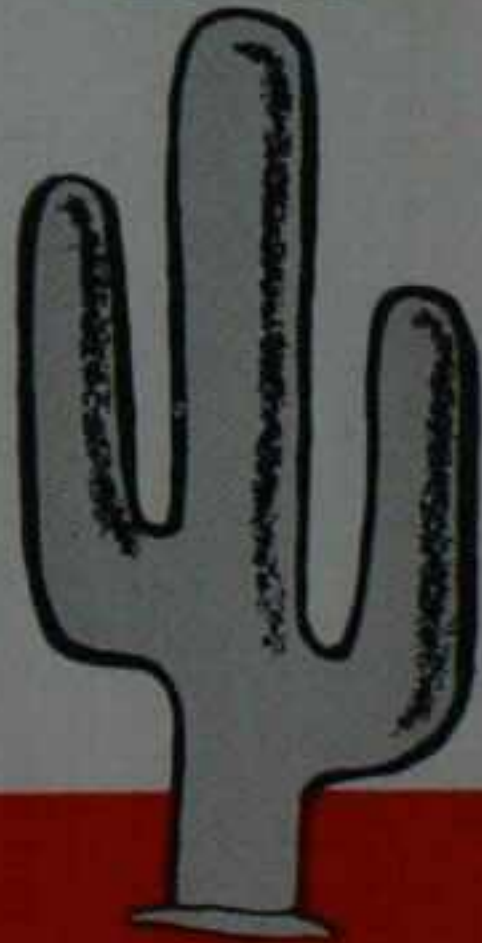
ARTIE "Two Gun" DUNN  
Organ

*Extra!!!*

VOCAL DUET BY

**ELTON BRITT**  
AND  
**ROSALIE ALLEN**

Favorite Country and Western  
Song Favorites Across the Nation



PERSONAL MANAGEMENT: HERB KESSLER

DIRECTION: MUSIC CORPORATION OF AMERICA

## BOOKS' RADIO-TV GOLD MINE

### State Dept. Backs UNESCO World-Wide Copyright Plan; Governments May Huddle

Proponents of Treaty Greatly Cheered

WASHINGTON, Aug. 13.—The State Department this week gave its official blessing for the first time to a move by a committee of international copyright experts to bring

about a global copyright pact (*The Billboard*, August 13). A high State Department official told *The Billboard* this week that his agency is definitely planning to state its position at the mid-September conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Florence, Italy.

The State Department's action is held likely to serve as an important catalyst in the pact-making. For, once the State Department formally goes on record thru official channels at UNESCO, the United States Government is certain to find itself in a leadership role which could expedite negotiations and might speed up the timetable for the pact-making. A big push by the State Department is seen urgently needed, since, as Dr. Luther Evans, Librarian of Congress, has already pointed out, steps taken up to now have been unofficial in nature, representing the work of a committee of copyright experts.

**International Confab**

If the upcoming UNESCO conference reaches agreement on a general program for an international copyright pact, the State Department would propose calling an intergovern-

(See STATE DEPT. on page 15)

### Al Shean Dies; Rose to Fame With Gallagher

NEW YORK, Aug. 13.—Al Shean, 81, vaude, stage and screen star, succumbed to a heart ailment yesterday in his suite at the Ansonia Hotel here.

Shean was probably most widely known as a member of the team of (Ed) Gallagher and Shean, which toured the vaude circuits in the '20s and had a run of 67 weeks as feature of the Ziegfeld Follies of 1937. Their topical ditty, *Mr. Gallagher and Mr. Shean*, was a household favorite for years.

Shean, whose real name was Dornum, was the son of a German magician and came to the United States at the age of eight. Starting as an

(See AL SHEAN DIES on page 14)

### 1-Hour Operas By City Center Signed for Tele

NEW YORK, Aug. 13.—The New York City Center took the first step toward presenting its opera, ballet and dramatic productions to the TV public when it signed an agreement this week giving Popular Artists Corporation the right to put its opera company on video this fall in one-hour programs of excerpts. Once the operas are peddled the City Center will next endeavor to show its ballet company on TV, and when a dramatic

(See 1-HOUR OPERAS on page 9)

### 500G a Year For Rights To Beam Serials

Plenty Complications, Tho

NEW YORK, Aug. 13.—Book publishers and authors are currently raking in more than \$500,000 per year by granting live network rights to serialize best sellers of today and yesterday on the air, according to a survey completed this week by *The Billboard*. In addition to this half-million (a conservative estimate), the publishers' cash take is boosted considerably by a vast number of one-shot deals, plus deals with transcription firms and local outlets. These figures constitute a refutation of the literary boys' long-standing alibi that radio is at least partially responsible for the drop in take of the book trade.

The prime price determining factor on these deals is the author's personal drawing power. For instance, a 10-year-old Somerset Maugham best seller rates more money than a current sales topper written by a comparatively new name. Radio and TV rights to serialize a book are invariably sold on a week-to-week basis, since the publishing houses and authors pull more dough that way. The author gets the biggest share on subsidiary rights.

**Graduated Dough**

Royalty set-ups differ, of course, but practically all are graduated according to the length of time the show is on the air, with corresponding raises adjudged by the program's position and audience pull. Half-hour sustaining shows pay from \$150 a week, while sponsored programs naturally shell out more, approximately double the sustaining fee. Top weekly price for an hour-long radio series is \$1,000. TV draws less, from \$75 to \$100 for a half hour show.

Hour-long one-shot deals on radio and TV bring from \$300 to \$1,200 and half-hour one-timers get about half that figure, with average price for the latter set at \$250. Add to this the adapter's fee (\$250 up) and script costs assume a major importance on a book-serialized show's budget.

**TV Situation Different**

Books have long been a favorite script source for radio, but the situation is somewhat different on TV. The big book money comes from the movie rights, and these rights covering a seven-year period usually in-

(See Books Hit AM-TV on page 7)

### ABC, NBC Set Big Budget for Fall Promotion

NEW YORK, Aug. 13.—Both the American Broadcasting Company (ABC) and the National Broadcasting Company (NBC) this week revealed their fall promotion plans. ABC expects to spend about \$1,000,000 for promotion, \$800,000 of which will go into radio and \$200,000 to TV. NBC also will spend a substantial amount, and will include national magazines to make the campaign one of the costliest in its history in line with its pledge to affiliates.

The ABC campaign will consist of six weeks of block promotions on its Friday night programs and Sunday night programs. The thinking here is that these are the nights on which

(See ABC (\$1,000,000) on page 6)

## TV's 1949 Take Tripling 1948's

### U. S. Estimate Shows Income About 28 Mil

But Ad Budgets Lag

WASHINGTON, Aug. 13.—TV's income for 1949 will be about \$28,000,000, or nearly three times the \$10,000,000 taken in last year, the Commerce Department estimated this week in a special report on video's potentialities as an advertising medium. The rapid increase in TV plugs is having an adverse effect on advertising revenues of other media, according to the Commerce Department, but the long-range prospect is that TV will stimulate larger advertising budgets.

"TV," the agency report stated, "will create new desires and needs and together with all other advertising media will help industry move a far greater volume of goods than ever before; as a result, advertising

(See TV TAKE IN '49 on page 11)

### Return of Vaude Packs K.C. House; May Go Weekly

KANSAS CITY, Mo., Aug. 13.—Vaude came back to Kansas City with a bang Wednesday (10). Crowds milled in the street outside the RKO Missouri for an hour before the scheduled morning opening of the theater. All 2,625 seats were filled for the first show, and Manager Lawrence Lehman had to hire additional ushers and cashiers to handle the crowds. Special police were on duty thruout the day.

Over 8,000 persons brought a \$4,943 gross for the day, which Lehman described as excellent. The eight-act show, with the pic, *The Judge Steps Out*, will close Tuesday night.

Present policy calls for vaude only one week a month, but Lehman said that if the demand is great enough house will use vaude each week. Next stagershow is scheduled for September 28.

### AGVA Action Is Sought in Contract Mess

Actors Vs. Agents

NEW YORK, Aug. 13.—So many performers are complaining about their deals with agents, and their inability to get releases, that American Guild of Variety Artists (AGVA) may be forced to move to amend Rule B, which deals with agents and actors.

Under Rule B every franchised agent who signs an act to an exclusive agency contract guarantees to give the act four weeks' work out of 90 days. This rule was promulgated five years ago in agreement with Artists Representative Association (ARA), the agents' body. Deal, however, expires the end of this year and new talks are scheduled to start. ARA officials and members are all for continuation of this rule. AGVA is officially on the fence. Members, however, who've been hit hard by the

(See Actor-Agent Pact on page 39)

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# Showbiz Soc. Security Nearer

## House Group Would Include Self-Employed

### Radio Time Salesmen, Too

WASHINGTON, Aug. 13. — New social security legislation slated to be enacted by Congress next session appears more certain than ever to include the now exempt "self-employed" entertainers as the result of action taken by the House Ways and Means Committee this week. Clearing the way for the new legislation, the committee strongly recommended a program to broaden social security regulations governing entertainment folk.

The committee voted this week to continue social security exemptions for self-employed doctors, lawyers, editors, accountants, publishers, osteopaths, farmers and engineers other than industrial engineers. Specifically rejected for exclusion were authors, commission salesmen and domestic workers. No vote was taken on self-employed entertainers, but unless they are later given specific exemption, such workers will be automatically blanketed in under social security.

#### Break for Radio Salesmen

Commission salesmen—a classification which presumably includes many radio time salesmen — were given a special exemption last year by the Gearhart amendment. However, this amendment is out of the new social security bill.

Self-employed workers who will be covered by social security for the first time by enactment of the new bill will pay 2 1/4 per cent of the first \$3,600 of their annual wages. Their payment will be higher since there is no matching employer contribution.

Entertainers who fluctuate between being self-employed and working for an employer will have 1 1/2 per cent deducted from their wages by the employer and will pay 2 1/2 per cent on income which is earned in a self-employed job. Interpretation of when an entertainer is self-employed and when he is working for someone else will continue to be left up to the Social Security Administration (SSA). The usual criterion is whether or not an entertainer sets his own hours of work, chooses his own songs or act without supervision from the location, and fixes his own rehearsal time. If he has control over these functions, then he is considered self-employed.

#### Bigger Benefits

The House Ways and Means Committee, which has been working on the mammoth 143-page bill for more than three months, also has voted to increase social security benefits in line with the higher projected tax rates. The increase varies according to marital status, number of dependents, and wages earned, but in general it amounts to about 30 per cent over present benefits.

Decisions reached so far by the committee are subjected to reconsideration when the committee prepares its report to Congress, but votes already taken are expected to stand. The committee bill is also subject to revision on the House floor, in the Senate Finance Committee, and on the Senate floor.

As forecast, administration leaders have decided to await 1950 before pressing for enactment of amendments to the Social Security act. However, taxes on entertainers now

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**SOME ENCHANTED EVENING**
- No. 1 Sheet Music Seller  
**SOME ENCHANTED EVENING**
- No. 1 Most Played on Disk Jockey Shows  
**SOME ENCHANTED EVENING**, P. Como, M. Ayres Ork., V 20-3402; 47-2896
- No. 1 Disk via Dealer Sales  
**SOME ENCHANTED EVENING**, P. Como, M. Ayres Ork., V 20-3402; 47-2896
- No. 1 Disk in the Nation's Juke Boxes  
**SOME ENCHANTED EVENING**, P. Como, M. Ayres Ork., V 20-3402; 47-2896
- No. 1 Most Played Juke Box Country and Western Record  
**LOVESICK BLUES**, H. Williams and His Drifting Cowboys, MGM 10552
- No. 1 Best Selling Retail Country and Western Record  
**I'M THROWING RICE AT THE GIRL I LOVE**, E. Arnold, V 21-0083; 48-0080
- No. 1 Most Played Juke Box Blues and Rhythm Record  
**TROUBLE BLUES**, C. Brown, Aladdin 3024
- No. 1 Best Selling Retail Blues and Rhythm Record  
**TROUBLE BLUES**, C. Brown, Aladdin 3024
- No. 1 Sheet Music Seller in England  
**WEDDING OF LILI MARLENE**

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

## Showbiz Construction Falls But Valuation Is on Rise

WASHINGTON, Aug. 13.—Tho the rate of new showbiz construction is off from last year, the valuation of new theaters, niteries, and amusement parks and buildings is on the increase, according to a report issued this week by the Bureau of Labor Statis-

tics (BLS).

Latest tabulated figures are for May, and they show that 241 amusement buildings were in the blueprint stage, with a total estimated cost of \$12,365,000. In May, 1948, 330 new amusement buildings were started at estimated cost of \$9,545,000.

Average cost of new amusement construction in May of this year was \$51,308 per project, compared with \$28,924 a year ago. Since the cost of construction materials is down, the implication is that larger amusement buildings were started this May.

In comparison with other type of non-residential construction the amount of money invested in new amusement construction in May was high. It topped new construction investment for such other buildings as commercial and private garages lumped together, office and bank buildings, service stations, and hotels. The valuation of new amusement construction was exceeded by expenditures for schools, public buildings, churches and factories.

## Jim Crow Wins In Hyattsville

WASHINGTON, Aug. 13.—The National Repertory Theater, Inc. (NRT), this week dropped its project to open a legit playhouse in near-by Hyattsville, Md., because of the refusal of the Hyattsville town council to okay a building permit for the non-segregation theater. The NRT, headed by Dean Goodman, has been futilely awaiting council action since January on the corporation's request for a building permit. With the council stalling on the issue, the NRT announced it was finally forced to drop its option on the Arcade Theater in Hyattsville, which it had hoped to remodel for legit productions on a non-Jim Crow policy.

The NRT announced that there was "no worthwhile purpose in continuing to pay monthly rental on the arcade" as long as the Hyattsville council continued to show no inclination to act.

## Crosley TV Net In Film Campaign

CINCINNATI, Aug. 13.—The three-station Crosley TV network in Ohio will be used the night before the opening of the Sam Goldwyn film, *Roseanna McCoy*, at the RKO Albee Theater, to plug its run. Picture also will open the same week in about 60 other cities in this area.

A half-hour hoedown show with WLW folk artists will be presented on WLW-T; WLW-D, Dayton, and WLW-C, Columbus.

covered and their employers—along with all other covered industries—are slated to advance to 1 1/2 per cent January 1. This advance is automatic under the original act unless negated by congressional action. In each of the last five years Congress has passed a resolution to halt the automatic increase, but it is not disposed to do so this year.

## Video Mfrs. Star in "Dept. Of Confusion"

### Prices, Gadgets Worry 'Em

By Joe Martin

NEW YORK, Aug. 13.—The plight of a television manufacturer is still a hectic one. It appears that even the more experienced producers of electronic consumer goods are having a difficult time these days in deciding what price to place on a new TV receiver, what new gadget to add to the receiver, how to convince the dealer that he is being protected and even what size picture tube will be standard. All this was again borne out this week in a series of manufacturer announcements on these questions.

Such a major manufacturer as Philco found itself in a position where it was necessary to reduce prices on sets within three weeks after the new line had been introduced. Philco's reductions were on eight of its new models—all with the new built-in antenna. The price reduction was made effective June 25, when the sets were first shown. Despite the promotion possibilities of a line of receivers that did not always require an outdoor antenna, Philco announced reductions of from \$20 to \$70.

#### Stromberg-Carlson Cuts

Stromberg-Carlson also announced price cuts on some of its sets and came up with a protection program that guarantees prices from August 1 to November 1, with credit rebates to be given in the event of reductions. C. J. Hunt, general sales manager of the company, in announcing the new policy, stated that the bottom of prices had been reached and that the dealer could now "buy with confidence."

To add to the confusion over future prices, most video tube manufacturers cut the cost of 12 1/2-inch picture tubes (See TV, *Thy Name's* on page 14)

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The Billboard also publishes Vend, the monthly magazine of automatic merchandising.

Turnover, the monthly magazine for adio, television, record and phonograph dealers.

## DuMont Profits Increased 120%

NEW YORK, Aug. 13.—Reflecting the accelerating pace of TV's development, the Allen B. DuMont Laboratories, Inc., reports a 120 per cent increase in its net income for the 24 weeks ending June 19, 1949. The company made \$1,779,587 during that time, compared with \$807,246 in the corresponding 1948 period.

The sales for the company have increased 87 per cent and the working capital is up 75 per cent over the same date the year before.

## Atlantic City Biz Turned Up in June

ATLANTIC CITY, Aug. 13.—Tax collections on local amusements and liquor sales for June, 1949, amounted to \$114,200, a slight increase over the \$112,208 for the corresponding month last year.

Resort operators were heartened by the upturn as an index of business, in view of the fact that local tax collections for the first six months of this year totaled \$538,758, a drop of about 7 per cent from the \$571,384 in the corresponding period of 1948.

# "INDUSTRY IS ON TRIAL"--FLY

## B. & B. Acquires 2d Run Rights To TV Film Series

NEW YORK, Aug. 13.—General Television Enterprises this week agreed to give an option for second run of its series of 15-minute films to Benton & Bowles, in line with its plan to sell TV films to stations the same way moving pictures are sold to theaters. The importance of this plan is that it makes more likely the production of video films at a profit, something which TV film producers up to now haven't been too successful in achieving.

The primary or first-run rights to the 26-film series titled *Strange Adventure* goes on the Procter & Gamble *Fireside Theater* over the National Broadcasting Company (NBC) TV network Tuesday, September 6, 9-9:30 p.m. They will be shown in 24 cities of the Eastern and Midwestern NBC network. Benton & Bowles, if it wishes, can show same films again 30 days after they first are broadcast.

Each 15-minute film cost \$5,000 to produce. For primary rights the cost is about 60 per cent of the picture; for secondary run rights the sponsor pays 40 per cent of the cost. From then on the producer is off the nut and he can sell his film for lesser amounts to regional networks, to independent stations and perhaps back again to major networks after a year has elapsed and the TV audience has increased enough so that the films will be new to many televiewers.

## Candy Company Buys Di Maggio

NEW YORK, Aug. 13.—M. & M., Ltd., a candy company, this week bought *The Joe Di Maggio Show* for sponsorship over the Columbia Broadcasting System (CBS) Saturday mornings 10-10:30. Joe Di Maggio, naturally, will star and have Jack Barry as his co-emcee.

Kids in the studio audience will toss questions at the Yankee Clipper. The program will dramatize the life of its weekly sports guest, and an award will be made to a boy for outstanding service to his community. Producers are Jack Barry and Dan Ehrenreich, with script by Mike Oppenheim. Lynn Baker, Inc., is the advertising agency for the sponsor.

## Welk's ABC Program Renewed for 13 Wks.

CHICAGO, Aug. 13.—Lawrence Welk's program on the American Broadcasting Company (9:30 to 10 p.m. Wednesdays) this week was renewed for 13 weeks by the Miller Brewing Company, effective August 31.

With renewal, company is planning to expand stations used for the program, which initially was bought as a summer test airtel. Whereas program now uses about 35 stations, its new series is expected to be aired on at least 100 outlets.

The show will originate in Hollywood, beginning with the renewal date, and will remain there for about seven weeks while Welk plays dance dates. Later, the program will tour the West Coast and then head back East on a national junket.

Agency on the account is Klau-Van Pietersom-Dunlap & Associates, Milwaukee.

## Many Hopeful Of Regaining Jobs at CBS

NEW YORK, Aug. 13.—Most of the 200 or so employees discharged by Columbia Broadcasting System (CBS) in its recent economy axings were hopeful this week of getting back their jobs come autumn. Trade reports are that the web soon will attempt to restore as many as possible.

Among those said to be near the top of the rehiring list is Robert Lewis Shayon, who headed up production of CBS's lauded series, *You Are There*. The web is known to have some prospective bankrollers interested in reviving the series this fall, and if a deal is set, Shayon doubtless will be brought back to run the program.

One returnee this week was Stan Mirkin, who formerly headed the CBS reference department. Mirkin will do research for Ed Murrow.

## KLAC-TV Bows Its Cinemascope

HOLLYWOOD, Aug. 13.—KLAC-TV's cinemascope tele recording system was officially launched as a commercial venture this week with the filming of Jerry Colonna's *Footlight Parade* and the first in a new series of Arch Oboler's *Man, Run* video mystery plays. Both productions were done behind closed doors at KLAC-TV studios here and will be trade-previewed as soon as processing is completed.

Employing KLAC's highly touted lighting and processing innovations, sample shows used two separate techniques. Colonna show, directed by Leroy Prinz and featuring Robert Alda, Virginia O'Brien and the Florida Sextette, was done in the usual tele manner, filming cinemascope during a continuous half-hour run. Corrections in details were made by re-shooting several episodes and editing completed print.

In the case of Oboler's show, however, motion pic technique of shooting scenes piece by piece was employed. Using an original Oboler script tagged *Nightmare*, seg starred film actress Martha Scott, with Charles Lamkin and Ramsey Hill. Total of 16 hours of rehearsal and shooting time was needed for the half-hour seg, as each individual take was rehearsed and shot separately. Altho necessarily more costly than continuous kine filming, the end results were reported to be "perfect," since no scene was shot until polished.

Both the Colonna and Oboler packages will be put on the national sales block to bankrollers as soon as distribution details are completed. Terms of the deal give KLAC-TV exclusive Los Angeles release but carry no sales or distribution restrictions for producers.

## It's an Ill Blow---

WASHINGTON, Aug. 13.—When a series of gas explosions in the downtown area here this week tossed manhole covers around like tiddly-winks, George Weigal, WWDC salesman, was among those blown off his feet. Weigal was blown thru the open door of a drug-store and deposited right by the phone. He called the station, and the news was on the air in exactly two minutes.

## No Tape for Hope

HOLLYWOOD, Aug. 13.—Bob Hope came out second best in his argument with Lever Bros. over the comic's demand for taped airters next season. Hope lost a 2 to 1 decision at the hearing held here this week before the American Arbitration Association (AAA), with the three-man panel ruling that Hope's contract with Lever Bros. specifically requires only live airings (*The Billboard*, August 13).

In making his demand for taped shows, Hope had agreed to assume all additional production costs resulting from switch to Ampex recorders. Sponsor had offered a compromise deal under which Hope would have been allowed to tape a prescribed number of shows but the gagster wanted an all-or-nothing ruling.

AAA hearing panel consisted of Morris Stoller, of William Morris Agency (who voted in favor of Hope), and Eugene Breitenbach and Fred Pride, latter two ruling for Lever firm. Decision is binding on all parties, so it will be strictly live shows during the five remaining years of Hope's contract.

## Gillett Named Veepee at Y&R

NEW YORK, Aug. 13.—Roland Gillett this week was named a veepee at Young & Rubicam (Y&R), and becomes No. 2 radio-TV man to Everard Meade at the agency. Gillett joined Y&R a few weeks ago, moving over from the Columbia Broadcasting System.

Rod Erickson, program supervisor in the Y&R tele department, also was promoted this week. Erickson was named operations supervisor, the post formerly held by Frederic Wile, who recently, along with Sylvester (Pat) Weaver, left to join the National Broadcasting Company.

## WBIK Is Ruled Off Air by November

WASHINGTON, Aug. 13.—Evangelist J. Harold Smith must take his WBIK, Knoxville, off the air by mid-November under a decision of the Federal Communications Commission (FCC) this week denying the station a license and also denying Smith's bid for an FM permit.

The commission charged Smith with "concealment of business interests," "misrepresenting" his connection with a Mexican station, and with using his religious paper in connection with WBIK "to solicit funds for his religious work." The FCC said that Smith has a "lack of the requisite qualifications of a licensee."

The decision upheld one of the last official actions of former Commissioner Clifford Durr, who issued the initial decision proposing to deny Smith's applications.

## Diefenbach Named Gen. Mgr. of WGKV

CHARLESTON, W. Va., Aug. 13.—Henry W. Diefenbach, this week was named general manager of WGKV, Charleston, W. Va., succeeding John S. Phillips. He has been sales exec at WCHS, Charleston, for the past 10 years.

WGKV is affiliated with the National Broadcasting Company.

## "Blue Book Is Dead Duck"—FCC Ex-Chief

### Webs Must Take Lead

By Sam Chase

NEW YORK, Aug. 13.—The radio industry is on trial in the current trend toward letting down the bars on standards of programs and sponsors now being permitted to come on the air. This is the view of James Lawrence Fly, former chairman of the Federal Communications Commission (FCC) and currently associated with the legal firm of Fly, Fitts & Shuebruk. Fly told *The Billboard* this week that, except for the question of future station grants, the problems inherent in the situation are pretty well outside the powers of the FCC. As for the Blue Book, and any possible application to present practices, Fly said that the "Blue Book has long since become a dead duck."

The various moves toward a slackening of criteria, said Fly, have not come about thru any breakdown of ethical concepts or conscious desire to lower pubserv values, but rather indicates a yielding on a qualitative level in response to economic pressures. This is exemplified by web's consideration of accepting liquor sponsorship, increase in number and flagrancy of giveaway shows, acceptance of borderline sponsors and products, commercialization of religious programs, rate cutting, time brokers, per-inquiry deals, discount pacts and similar practices (*The Billboard*, July 16).

### 3 Basic Causes

Three basic causes have given rise to the now common "sell-on-any-basis" attitude. These, said Fly, are headed by the large number of "impractical grants" made by the FCC. The multiplicity of economically unfeasible grants has caused the current deterioration to set in first on a local level, because there are not enough advertising dollars to support the number of stations licensed by (*See Blue Book Dead on page 12*)

## Lapse of Memory

NORFOLK, Aug. 13.—Mark Scott, sports director at WLOW, is proud of his statistical memory. He knows all the major leaguers' batting averages, can tell you instantly how many games each team has won and lost, and what the pitchers' records are. But when it comes to his automobile license number, that's something else.

Scott was preparing to broadcast a Piedmont League game the other night when the p.a. system announced that the driver of a red Oldsmobile convertible in the parking lot had left his lights burning. The license number was read off, too.

"How absent-minded can some guys get?" Scott asked his partner, Erik Paige. Then he sat down and started the play-by-play. Five innings later he turned the mike over to Paige and sauntered out to the grandstand roof. He looked over at the parking lot, where he had left his red Oldsmobile convertible. The two headlights glaring back at him were his own.

# ABC (\$1,000,000) and NBC Reveal Their Fall Bally Plans

(Continued from page 3)

the network gets its best ratings, so that they should be sold to the hilt to keep the ABC position.

Early in September the Thursday night line-up will be plugged via full page ads in *Life* and *Look* magazines. Sunday evening shows will get the play via full pages in the *Saturday Evening Post* and *Look*. This will be followed up by ads in the leading newspapers of New York, Chicago, Detroit, Los Angeles and San Francisco; cities where the net owns sta-

tions. Not later than September 15, a kit with mats, car cards, air material, etc., will go out to the 270 ABC affiliates. This naturally will be followed by intensive plugging on the network.

The NBC promotion plan is similar in practically all respects. The network is also setting up a special broadcast promotion division to handle the especially intensive radio phase of its campaign. Twenty-one full pages of ads will be taken in major publications. In addition, there will be many visits of NBC stars, such as Bob Hope and Dennis Day, to cities in the East and on the West Coast, telling the NBC story.

## CBS To Resume Boxing Matches

NEW YORK, Aug. 13.—For the first time since way back when Ted Husling was handling the sportscasting for the Columbia Broadcasting System (CBS), the web has decided to broadcast a fight; in this case, the Ray Robinson-Steve Belloise welter-weight title bout from the Yankee Stadium August 24. Ballantine Beer & Ale will sponsor. This is the beginning of a series and is the first outdoor fight for which CBS has gained radio rights under its arrangement with the International Boxing Corporation and the National Broadcasting Company (NBC).

Since it is now late in the season and not many outdoor boxing events are lined up, CBS is looking ahead to next year. It will be very active in filling gaps in its summer schedule of bouts in 1950, since costs are low and they are very easy to market. The Belloise-Robinson set-to will not be telecast. During the indoor season CBS-TV will telecast the bouts from the St. Nicholas Arena for the same sponsor.

## Buddy Rogers Audition Cut

NEW YORK, Aug. 13.—Buddy Rogers yesterday (12) was reported to have cut an audition transcription for a five-a-week 30-minute daytime radio show for the American Broadcasting Company (ABC). If the waxing turns out to the satisfaction of all parties, rumor has it that Rogers may ink a long-term combination AM-TV pact with ABC. Packager Mal Boyd, in from Hollywood with Rogers, has been pushing the video show, but also airing a Roger radio stanza is regarded as good promotion as well as bringing in additional revenue.

Question of whether Rogers will stay East was regarded as virtually settled this week as his frau, Mary Pickford, arrived here with the intention of closing her mansion, Pickfair, and handling her film biz from New York should Roger's broadcasting deals mature. Rogers owns a sizable hunk of the packages in which he is featured. He is skedded to make a personal appearance in a Miami theater from August 31 thru September 7 in preparation for similar dates being set up for him here.

**GLOSSY PROFESSIONAL 8x10 PHOTOS**  
IN QUANTITY  
Fan mail glossy photos and post cards  
Top-notch quality Extremely low prices  
Satisfied customers coast to coast. Our 14th year of honorable courteous, quality service We make reproductions as good or better than your original Send today for full price list samples, etc.

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Box 1941 Bridgeport 1, Conn

## Thawed Out

NEW YORK, Aug. 13.—Itinerant actors and agents who generally sprawl all about the air-conditioned third floor of the RCA Building, this week were startled out of their accustomed lethargy. Two of the most sought-after veepees of the American Broadcasting Company (ABC) were seen holding court among them, on opposite benches. J. Donald Wilson, AM program boss, and Bud Barry, video chief, neither the easiest man to get to ordinarily, were making industry-shaking decisions in full view of all.

Neither exec has air-cooling in his office, and both, independently, had decided to emerge among the more comfortable hoi polloi.

## Asya Zucker on WFDR Sales

NEW YORK, Aug. 13.—Mrs. Asya Zucker this week joined the sales staff of WFDR, local FM outlet of the International Ladies' Garment Workers' Union. Mrs. Zucker formerly was with WEVD and WLIB, local indies.

## WLW-T Boosts Operating Time; Adds Five Shows

CINCINNATI, Aug. 13.—To combat the opposition engendered by the 12 noon starting time introduced by WCPO-TV, which bowed officially July 26, WLW-T here has added five shows which represent two additional hours of live afternoon programing to move its daily telecast program schedule from 3:45 to 1:45 p.m. WLW-T is expected to go to a noon opening sked within another month.

Women's shows dominate WLW-T's new schedule, with two segs slanted for the fem video audience. Following a 15-minute *Personality Parade*, featuring photos of radio and tele stars, the first of the women's programs features Rita Hackett, who continues with her once-a-week *Club '49* on Wednesday evenings. The half-hour show, beginning at 2, finds her as the editor of a magazine, *Now!*, subtitled *For the Modern Woman*, in which she is assisted by Honor Nichols, formerly in charge of WLW-T's make-up department.

*Tea Time*, 2:30 to 3 p.m., is a new Special Broadcast Services program emceed by Dorothy (Skippy) Knop, who ties in the promotion of civic events with chatter and musical interludes. John Chester Smith, tenor, and Ann Ryan, soprano, are guest singers on alternate programs.

The 3 to 3:30 segment is slanted for the youngsters, with fairy tales read by Jana Hoffman and illustrated by artist Rudy Prihoda. Children watching the show, *TV Wonderland*, are invited to send in their interpretations of the characters in the stories for prizes.

Period from 3:30 to 4 is given to *Haystack Hoedown*, an extension of a similar show, *Curtain Time*, which previously opened the day's schedule at 3:45. At 4 o'clock the regular schedule is picked up with a 15-minute domestic show, *The Merrymans* followed by *Magic Telekitchen* at 4:15 and *Junior Jamboree* at 5.

A new show, altho not part of the revised afternoon schedule, is *Paul's Place*, which had its debut last week. The show has comic Paul Hodges in a lunchroom setting and is seen Monday, Tuesday, Wednesday and Friday from 6:30 to 6:45 p.m.

## CBS's "Spin To Win" Seeks Regular Sked

NEW YORK, Aug. 13.—*Spin To Win*, the Columbia Broadcasting System (CBS) giveaway sustainer which features Warren Hull as disk jockey, has made the grade and program execs at the web are casting about to find a place for it on the CBS fall schedule. The show is now on five days a week 7 to 7:40 p.m., but has to vacate after next week because of the return of *Beulah* and Jack Smith August 29.

The program has already achieved a good rating and the web is confident it can find a sponsor because of the cheap production cost. However, it will probably be on once a week for an hour instead of the current heavy schedule.

## ABC Earnings Cut By Tele Outlays

NEW YORK, Aug. 13.—The American Broadcasting Company (ABC) this week reported a loss of \$46,141 for the six months ending June 30, 1949, as compared with an estimated net income of \$846,475 for the same period last year. The web claims the loss is due to the costs of TV development.

However, ABC achieved a 7 per cent increase in sales during the first six months of 1949 as compared with 1948.

## Nielsen's Top-Rated Shows

CHICAGO, Aug. 13.—Five of the top 10 shows on the latest national Nielsen ratings are mysteries, indicating a decided trend toward escapist drama for hot-weather listening. No. 1 show is *Big Story*, the first time that stanza has topped the list. The period covered, July 3-9, showed the lowest radio listening of the year, mainly because of the torrid temperatures and the holiday week-end.

Evening shows proved to have a 15 per cent smaller audience than the average on previous weeks reported. Daytime strip shows were down 10 per cent on the average. Independence Day listening found 17 per cent of radio homes using their sets between 6 and 11 p.m., as against 21 per cent in 1948. With 24 regular evening shows affected by summer hiatus, a number of previously lower-rated shows crashed the Top 20 in this report.

The Nielsen ratings are based on listeners who stay with a program longer than five minutes. Number of homes is indicated in millions. The figure is obtained by applying the Nielsen rating (% column) to 39,275,000—estimate of total U. S. radio homes.

### NATIONAL NIELSEN RATING

Current Rank	Previous Rank	Program	Current Rating—Homes (add 000)	%
<b>EVENING, ONCE-A-WEEK</b>				
1	25	BIG STORY	4,477	11.4
2	5	MR. KEEN	4,300	11.1
3	7	MR. DISTRICT ATTORNEY	4,320	11.0
4	6	CRIME PHOTOGRAPHER	4,242	10.8
5	22	THIS IS YOUR F.B.I.	3,456	8.8
6	50	CURTAIN TIME	3,456	8.8
7	3	WALTER WINCHELL	3,378	8.6
8	19	DR. CHRISTIAN	3,338	8.5
9		HENRY MORGAN SHOW	3,338	8.5
10	21	MR. CHAMELEON	3,299	8.4
11	13	FIRST NIGHTER	3,200	8.3
12	20	FAT MAN	3,221	8.2
13	39	GENE AUTRY SHOW	3,142	8.0
14	30	MYSTERY THEATER	2,985	7.6
15	8	OUR MISS BROOKS	2,906	7.4
16	24	A LIFE IN YOUR HAND	2,838	7.2
17	29	YOUR HIT PARADE	2,710	6.9
18	34	STOP THE MUSIC (4TH QTR.)	2,631	6.7
19	47	VAUGHN MONROE	2,631	6.7
20	35	PHILIP MORRIS-HORACE HEIDT	2,631	6.7
<b>EVENING, MULTI-WEEKLY</b>				
1	3	COUNTER-SPY	2,357	6.0
2	1	LONE RANGER	2,109	5.4
3	8	SUPPER CLUB	1,689	4.3
<b>WEEKDAY</b>				
1	1	ARTHUR GODFREY (LIGG. & MYERS)	3,456	8.8
2	2	PEPPER YOUNG'S FAMILY	3,063	7.8
3	3	RIGHT TO HAPPINESS	2,946	7.5
4	7	ARTHUR GODFREY (NABISCO)	2,710	6.9
5	21	ROSEMARY	2,671	6.8
6	4	YOUNG WIDDER BROWN	2,631	6.7
7	5	BACKSTAGE WIFE	2,592	6.6
8	14	WENDY WARREN	2,514	6.4
9	9	OUR GAL, SUNDAY	2,435	6.2
10	12	GUIDING LIGHT	2,394	6.1
11	11	MA PERKINS (CBS)	2,357	6.0
12	24	AUNT JENNY	2,337	6.0
13	20	PERRY MASON	2,337	6.0
14	8	STELLA DALLAS	2,337	6.0
15	23	MA PERKINS (NBC)	2,317	5.9
<b>DAY, SATURDAY</b>				
1	2	GRAND CENTRAL STATION	3,558	9.0
2	1	ARMSTRONG THEATER	3,059	8.4
3	5	STARS OVER HOLLYWOOD	3,181	8.1
<b>DAY, SUNDAY</b>				
1	1	HOUSE OF MYSTERY	1,924	4.9
2	8	SYMPHONETTE	1,257	3.2
3	12	RADIO BIBLE CLASS	855	2.1

# BOOKS HIT AM-TV JACKPOT

## Can't Bar Liquor Ads on Air, FCC's Retort to Sen. Johnson

WASHINGTON, Aug. 13.—Sen. Edwin C. Johnson (D. Colo.), who recently called upon the Federal Communications Commission (FCC) to issue rules taboos liquor advertising on the air, was told by the FCC today that the Commission lacks statutory authority for such action. The FCC said the Communications Act does not delegate specific power to the FCC to censor advertising. It added, however, that if Congress should authorize such power by an amendment to the law, the FCC would set up rules and regulations under the act.

Meanwhile, the Treasury Department, which received a letter identical to the one Johnson had sent to FCC, was preparing a reply indicating that the Alcoholic Tax Unit (ATU) of the Treasury was taking the issue under surveillance. The ATU has already indicated that it plans to keep vigil against hard liquor advertising on radio (*The Billboard*, August 6), explaining that the Alcoholic Administration Act of 1935 gives it this authority.

Johnson, who has threatened to press for passage of his bill outlawing liquor advertising on the air if the FCC and Treasury fail to act, has been pressing his drive in what is seen as an effort to doom hopes of some distillers to negotiate for advertising of hard liquors on the air. Johnson's crusade to prevent advertising of hard liquors came at a time when distillers were reported sounding out major networks and agencies on ad contracts.

Network chiefs in New York indicated that the prospect of accepting such advertising is less likely now. One exec said that "indirect pressure" had been exerted by other sponsors doing business with his net-

## FM Association Raps Set Manufacturers For Slow Production

WASHINGTON, Aug. 13.—Deploring the slow pace of FM set production, the FM Association (FMA) yesterday issued a blast against "a public-be-damned" attitude by some of the manufacturers. Declaring that "over three-fourths of the population of the United States is within the primary range of one or more FM stations," the FMA asserted, "a few manufacturers are doing a profitable business in trying to supply the public need for FM receivers, but the great majority appear to be serving interests alien to the public."

The FMA blast was signed by Edward L. Sellers, FMA executive director, who asserted that "within the short space of four postwar years, FM is covering almost as much of the country's 48 States as AM, which had its beginning nearly 30 years ago" and that FM "is doing its job" with about a third of the number of AM outlets.

Sellers declared that "manufacturers' refusal to recognize demands of the public for FM receivers was shown as early as 1947" when Radio Manufacturers' Association (RMA) members estimated that FM set output would reach 2,000,000 that year but fell 50 per cent short of that and requested FMA to drop its campaign slogan, "Don't buy a radio without FM." Sellers urged that FM-ers now "aggressively" follow a slogan "Don't buy half a radio—be sure your next set, whether it be TV or AM, has FM."

work. Altho no outspoken comments along these lines were made, several bankrollers were said to have mentioned casually that they would prefer to see the airlines free of hard liquor plugs.

One web, the American Broadcasting Company (ABC), was reported to have run into some objections by affiliates at recent regional meetings, to the prospect of liquor firms buying time on the web. Some stations are said to have indicated they would refuse to carry any such programs.

## Defense Chief Favors TV Films

WASHINGTON, Aug. 13.—Hailing movies produced for television as "vitaly important, far-reaching means of sustaining broad understanding of the national military establishment," Secretary of Defense Louis Johnson has issued instructions to military installations to co-operate with commercial TV movie producers.

"In A Guide for Obtaining National Military Establishment Co-Operation in the Production of Motion Pictures for Television, copies of which have been distributed to commanding officers thruout the service, the office of the secretary of defense has authorized "full co-operation" of military officials to TV producers where the completed movie will serve the armed services for informational or recruiting purposes. Co-operation on a more limited scale has been authorized where the TV movies are in the "best interests" of the military establishment and the "public good" even tho the film may not be used for training or informational purposes.

The guide specifies that TV movie producers should submit their requests to the office of public information in the field installations, appending story outlines, etc. If the project is okayed, the military authorities can lend such aid as serving as consultants, making available informational material, planning logistical help, and making available movie footage from official film depositories. The military services have been instructed to bear none of the expenses, however, and script reviews are required.

## Meighan, on Coast, Hunts 'a Thornburgh'

NEW YORK, Aug. 13.—Howard Meighan, Columbia Broadcasting System (CBS) executive veepee, flew to the Coast this week to look over the web's Western operation. Meighan's chore is to see if he can come up with some recommendations for Donald Thornburgh's successor. Thornburgh left his post as chief of the CBS Western division to succeed Leon Levy as head of WCAU, Philadelphia.

There has been speculation that Meighan may take the post, but that seems extremely unlikely in view of his financial ties in the East. It also has been rumored that Jess Willard, former National Association of Broadcasters executive, would like the job, but the network probably will pick from within its ranks. Arthur Hull Hayes, who heads the CBS San Francisco affiliate, KQW, is already on the Coast and many expect him to take over. However, others think the job will fall to Harry Ackerman, CBS program chief in Hollywood.

## Tobey, or Not—

WASHINGTON, Aug. 13.—When the McFarland bill came up on the Senate consent calendar this week, the puckish Sen. Charles Tobey (R., N. H.), a strong supporter of the measure, startled his colleagues by objecting to its consideration. Tobey then explained that he just wanted to make sure "My friend, the senator from Arizona (Ernest McFarland), was awake and on the job."

## Moore Ankles "Ladies"; Seg Set for N. Y.

CHICAGO, Aug. 13.—*Ladies Be Seated*, American Broadcasting Company (ABC) show which has been aired for years here on commercial and sustaining basis, undoubtedly will originate in New York within a few weeks. Tentative decision to move the show follows exit of Tom Moore, who emceed the show for the past two years. Recently, his company, Tom Moore Productions, took over packaging of the show.

Moore and his company are withdrawing from the show as a result of a hassle with New York ABC execs. Latter wanted to reduce dough paid Moore by about \$200 per week, in line with its general economy drive.

With Moore out of the picture, ABC had decided not to try to locate another emcee here, feeling that better talent is available in the East.

When show shifts to the East it will be heard at a new time, 3:30 to 4 p.m., Monday thru Friday. Quaker, which used to sponsor a portion of *Ladies*, is moving the Peter Donald show into the 3 to 3:30 slot formerly occupied by the fem quiz program.

## Philip Morris Drops Tex and Jinx Show

NEW YORK, Aug. 13.—Philip Morris cigarettes this week decided to cancel *Preview*, the *Tex and Jinx* TV show, after the August 29 telecast. Program is now on the Columbia Broadcasting System (CBS) TV network Monday evenings 9-9:30. *Preview* has been on TV several months.

Sponsor is retaining the time, but hasn't made a decision on replacement. However, the tobacco company is giving serious consideration to a revue called *The Little Show*. This package, jointly owned by CBS and Dwight Deere Wiman, the Broadway producer of the revue, is based on the successful legit shows of 20 years ago.

A closed circuit showing is to be held for Philip Morris in the next several weeks. Tom Weatherly is collecting material for the program and Howard Hoyt is representing Wiman.

## Fatima Program Going for Guests

NEW YORK, Aug. 13.—Fatima cigarettes has decided to revise the format of its *Tales of Fatima* show, on the Columbia Broadcasting System (CBS) Saturday evenings 9:30-10, starting with its August 27 broadcast. Basil Rathbone, instead of starring in each program, will become the permanent emcee and a guest star will be used each week.

The first star will be John Garfield. *Tales of Fatima* has been on CBS since early this year.

## 500G a Year For Rights to Beam Serials

### Plenty of Complications

(Continued from page 3)

clude the purchase of film TV rights. The author technically retains the radio and live TV rights. However, since the movies consider the kinescope process the same as film the author's live TV rights aren't worth much, and he can exercise his radio rights only several months after the picture has been released.

In line with this, the Philco TV show, which will televise *Book of the Month* dramatizations, recently upped its royalty ante from \$500 to about \$750 and may go even higher on these one-shot deals. However, even with this price hike, Philco has failed to make deals on several best selling literary plums, notably *Cheaper by the Dozen* by Ernestine Gilbraith and Frank Carey. The authors' agent, Annie Laurie Williams, is turning down all one-shot TV offers, with an eye towards serializing the book a la Kathryn Forbes' *Mama* on the Columbia Broadcasting System (CBS) tele web.

To date, *Mama* adapted from the book *Mama's Bank Account* and the play and film *I Remember Mama*, is the only serialized book dramatization on TV.

### Okay on Radio

However, the literary lights are well represented on radio. And at least two-thirds of the books dramatized are mysteries and adventure stories. Many, of course, feature characters taken from novels, altho the plot situations are originated by radio scripters i.e. *Perry Mason*, *Sam Spade*, *David Harum*, etc.

CBS leads the book program list with a roster of shows including *Mr. and Mrs. North*, a mystery drama by the Lockridges; *Sam Spade* tough guy detective series by Dashiell Hammett, who has several other book characters on the air; *David Harum*, *Flashgun Casey* stories, *Perry Mason*, Earle Stanley Gardner's detective hero; *The Green Lama*, from Richard Foster's (See *Books a Gold Mine* on page 12)

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## New Reactions in "Feud," West Vs. East, on Video

NEW YORK, Aug. 13.—A lively reaction has been aroused by the Hollywood vs. New York television future stories run in *The Billboard* last week. The debate is continued here, with each coast again heard from. Representing the California point of view is indie packager, Al Simon, who currently has two video shows on the air in Hollywood. The New York side is taken by Charles C. (Bud) Barry, veepee in charge of television for the American Broadcasting Company (ABC). What they have to say represents their own, not *The Billboard's*, thinking.

By Al Simon

HOLLYWOOD, Aug. 13.—I think your story on New York's opinion of West Coast video requires enlightenment, especially since the entire piece was based on a false premise that has been too easily accepted by Gotham; namely, that the quality of Hollywood TV is so low while New York soars so high. Yet, in the same story, you admit that Eastern agency officials show a remarkable lack of knowledge of West Coast production—a fact which hardly qualifies them to speak with authority on the subject.

No one can say with certainty where video will reign in the future, and certainly no one should venture a definite opinion on the subject until the two centers can produce products with similar budgets. In the end the sponsor will decide.

Certainly no star expects to receive the same compensation locally as he would on a network. The important thing to remember is whether an actor gets paid \$25 for his services in Hollywood or \$1,500 in New York he doesn't change the quality of his work. And whether a show sells for five figures in New York and only \$100 in L. A.—if it is the same show—it is going to succeed or fail strictly on its merits, not on its price.

### Quality Question

The people in West Coast video well realize the financial shortcomings, but they feel it is an investment in experience that will pay rich rewards in the future. We here are working with equal zeal in an effort to improve quality, despite low financial return.

On the national picture things are happening fast in Hollywood. A Warner Bros. lighting expert has designed a television lighting system that should have New York electrical wizards envious. By pushing buttons on a single board he can change intensity values over every foot of sound stage without once moving a light. The system was used on the new Arch Oboler show, a program cinemascoped by KLAC-TV. Until Easterners get a real look at Hollywood shows designed for national consumption, New York tele execs better hold their tongues.

Despite the lack of current Hollywood kinescope originations, in a test this week in which East and West kine offerings were run side by side, Hollywood kine made the product coming out of New York look sick and, while Gotham has offered us some wonderful stuff, some of the shows that are considered among the top 10 in the East, have the set owners out here shaking their heads and saying, "Did you see that stinker from New York last night." This from viewers who are used to watching Hollywood-originated products.

This is not intended as a brief for

## Provost Joining Baltimore WBAL

NEW YORK, Aug. 13.—DeLancy L. (Tony) Provost, veteran program director of WNBC, resigned this week to take over the newly created job of commercial manager for WBAL and WBAL-TV, Baltimore. Provost had been associated with many of the top names and shows developed here by the key o-and-o station of the National Broadcasting Company.

The switch is effective September 6.

By Charles C. Barry

NEW YORK, Aug. 13.—"To be or not to be, that is—" or maybe I'm quoting something and I just thought I made it up. Anyway, that's the way I see the current television question concerning Hollywood vs. New York and kinescope vs. live. To be entertainment or not to be entertainment, that is the question and, it seems to me, the only question.

Someone has said that it costs, say \$500 to put a given show on kinescope in Hollywood and \$5,000 to put the same show on live in New York. Granting this for the sake of argument, I still say, which was the better show? And I'll have to say in addition that, at the present moment, the live show probably has it all over the kinescope. This is not overlooking the fact that the kinescope is quite likely to be so improved within a short space of time that it will soon reach the same perfectionist level that the live show has today. Then, and only then, do I believe that there will be competition on an even level between the two mediums.

### Straddle Denied

I am not straddling the fence in this issue. I am, however, pulling an old soap box over so that I can climb up on it as soon as the science boys put out a kinescope that equals the current movie film. Then we'll see a leveling off.

On the other angle, that is, Hollywood vs. New York, what is sauce for the television goose at 8 p.m. PST may not be sauce for the television gander at 5 p.m. EST, which is why the Hollywoodites will have trouble originating live programs on the Coast, assuming that the coaxial cable is just around the corner. Hope, Crosby, Groucho on the screen at 5 in Manhattan? Uh huh. But when they start flying kinescopes East on stratocruisers to show the same evening, or even when the inventors send the pictures to New York immediately by wire, then maybe the live show will have to look to its laurels.

Yes, as of this writing, New York and the live show has the edge. But it won't be long now. Keep your film primed, boys, and fire when you see the white paper of those contracts.

West Coast video by claiming it has any superiority. But, if a survey of the dual situation is to be made, we must do so with fairness and foresight. Radio men learned how easily the balance of power can shift—and once given those same resources as New York and a few Coast kinescoped shows to show what can be done—that balance of power can change overnight. And I mean overnight.

## TV Sells TV

DETROIT, Aug. 13.—The facilities of video itself were used to give a sneak preview of the new Philco receivers in a three-day open-house for dealers and the public. Showing combined displays at the Fort Shelby Hotel, with a daily three-hour variety show on WJBK-TV.

Program opened with a half-hour comedy featuring the station's star team, Joe Gentile and Ralph Binge, and included a daily feature film and short subjects.

## Natl. Dairy Buys Piece of "Kukla"

NEW YORK, Aug. 13.—National Dairy Products Corporation this week signed to take over two of the five weekly airings of *Kukla, Fran and Ollie*, top-rated puppet show on the National Broadcasting Company (NBC) tele web. The Tuesday and Thursday segs will be used to plug Sealtest products, while Radio Corporation of America (RCA) will continue to bankroll the other three shows. N. W. Ayer set the deal for Sealtest.

The move makes it virtually certain that Sealtest will not return to evening network radio this fall. It is understood, however, that the sponsor is considering adding another daytime radio show to its current Dorothy Dix stanza on the American Broadcasting Company (ABC). Last year it aired the Dorothy Lamour show on NBC.

## WLS Setting Stage For Dance Contest

CHICAGO, Aug. 13.—In line with continually increasing national interest in folk dancing, WLS, local American Broadcasting Company affiliate, this week announced that it was planning to conduct a national square dance contest in 1950. Station just completed co-promoting a local square dance contest in co-operation with *The Chicago Sun-Times*.

In announcing the new promotion, Glen Snyder, vice-president and general manager of WLS, said the station "would co-operate with all interested organizations in arranging local, regional and State square dance exhibitions, from which the outstanding sets would be chosen to compete in a national finals here."

## Educators May Get Some TV Channels

WASHINGTON, Aug. 13.—Federal Communications Commission (FCC) is willing to consider reservation of some TV channels for educational telecasting, the agency said in a letter this week to the Association for Education by Radio (AER) inviting the group to testify at the allocations hearings starting September 26.

The FCC letter was in reply to one received from AER President George Jennings, who urged the setting aside of space for schools and colleges. Jennings disclosed that the Chicago public schools have set aside \$20,000 "for the purchase of miniature captive TV equipment as a starting point toward having a channel and a station of their own."

## WMCA Peddling Jackie Robinson

NEW YORK, Aug. 13.—With Jackie Robinson burning up the National League, WMCA, local indie, is making a very strong effort to sell the Negro baseball star to sponsors for next fall. Indications are that Robinson's sensational achievements in the baseball world will make the chances of getting bankrollers even better than last year.

Robinson was on for Guild Wines two of his five days a week last year, but the wine company has not decided whether it will sponsor him in 1949. Robinson will probably start early in November.

## PALEN TO YANKEE WEB

AKRON, Aug. 13.—Ed Palen, who recently resigned as program director of WAKR, has been named program co-ordinator for the Yankee Network. Palen will work with managers and program directors of all the Yankee Network stations.

## Coy's Return Will Bring FCC Decish On Giveaway Segs

WASHINGTON, Aug. 13.—The inside word at the Federal Communications Commission (FCC) is that the commission will sit tight on its months-old executive decision on giveaways (*The Billboard*, May 21) until Chairman Wayne Coy returns from Europe late this month, and then prepare a final draft of its ruling. As reported here last May, the FCC reached its executive decision in the long-pending giveaway docket prior to Coy's departure for conference abroad, but the date for announcing the verdict has been held uncertain.

The executive decision is unchanged from the form it was in last May. It sticks broadly to the general terms of the ruling proposed more than a year ago, with the FCC leaving to the Department of Justice the burden of prosecuting for lotteries and with the FCC retaining jurisdiction over the right to revoke or refuse renewal of licenses of any stations convicted of violating the lottery laws.

The commission is still sticking to its plan to explain that the regulations are to be used as a guide and that each case will be viewed individually. Few observers are expecting a drastic crackdown on giveaways, altho the intent of the wording of the final ruling will be to discourage any programs flagrantly operating as "games of chance." It is anticipated that any attempt by the FCC to crack down on a particular program would be challenged in court with the effect of holding in suspension the entire ruling.

## FCC Would Relent On FM Coverage

WASHINGTON, Aug. 13.—FM radio got a prod of encouragement from the Federal Communications Commission (FCC) this week in a proposal by the Commission to relax the FCC's requirements for minimum coverage areas for FM broadcasting. In a notice of proposed rule-making, the FCC had given leeway for FM stations to cut down their coverage areas where economically necessary.

Idea behind the proposal is that FMers are having tough going and FCC has explained its proposed rule on the ground that FM equipment is costly and scarce so that the rules for coverage territory should be less stringent.

## Murray Carpenter Resigns From WPOR

PORTLAND, Me., Aug. 13.—Murray Carpenter, president and general manager of WPOR, local American Broadcasting Company (ABC) affiliate, this week resigned both his positions. The resignation resulted from a difference with the board of directors of the outlet as to the station's future operating policies.

Carpenter has not decided whether he will dispose of his 20 per cent interest in the station.

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# ABC PRO GRID TOUCHDOWN?

## Lambs Officials To Be Examined In TV Show Suit

NEW YORK, Aug. 13.—New York Supreme Court Justice Ernest L. Hammer this week granted a motion by Edward K. Downes permitting examination of Lambs Club officials Bert Lytell and Walter N. Greaza in connection with Downes's \$100,000 damage action for wrongful appropriation of a radio-tele show idea. Downes, a former Lambs member himself, said he offered to disclose his program idea and that it was accepted, but that the Lambs later produced its own video show without consulting him.

Justice Hammer's order granting Downes's motion also ordered the defendants to produce the Lambs books and records.

## "The O'Neills" Revived for TV

NEW YORK, Aug. 13.—The O'Neills, a soap-opera fave of the '30s, this week was being resurrected as a video show, to bow on DuMont later this month. The series, produced by Wolf Associates, Inc., who also aired the original version, will air Tuesdays, 9-9:30, starting August 30. Jack Rubin will direct, as he did in the AM show. Director for the web will be Frank Bunetta.

Among those set for the TV show are Vera Allen as Mom, Janice Gilbert as Peggy and Jane West as Mrs. Bailey. Latter two played in the original opus, which had a long career, beginning in 1933, on the Columbia Broadcasting System and the National Broadcasting Company. The O'Neills replaces another Wolf package, Talent Jackpot, which is being dropped.

## KNBH Sets 7-Day Sked, 6 New Shows

HOLLYWOOD, Aug. 13.—KNBH, National Broadcasting Company (NBC) tele station for Hollywood, will go to a full seven-day operation beginning October 2, it was announced this week. Expansion from present five-a-day sked was prompted by the outlet's inability to program all New York kine originations in Eastern release time, plus the fact that heavy kine sked left KNBH little salable local time.

In anticipation of hypoed sked, the station will unveil six new local shows within next 10 days, adding to several new airers launched during past several weeks. Included in new batch of live local stanzas will be a new five-a-day kiddie show, Adventures of Cyclone Malone, to be bankrolled by Curries Ice Cream Company. Other shows are Lights, Camera, Action; Through the Eyes of Religion, The Key to Your Home, The Children Read and Table Talk.

## "Who Said That" Dropped by Crosley

NEW YORK, Aug. 13.—Crosley division of Avco Manufacturing, Inc., this week was reported to have decided against picking up its option on the Who Said That video show. The program, which airs at 9 p.m. Saturdays on the National Broadcasting Company (NBC), was due to be axed today (13).

Crosley had a three-day option on the renewal, ending tonight.

## 1-Hour Operas By City Center Signed for Tele

(Continued from page 3)  
stock company is recruited in January that, too, will be put on TV if sponsors appear.

The New York City Center Opera Company rates as one of the best, and indicative of the interest evidenced is the fact that two sponsors already are considering the program. The show will feature the standard opera repertory as well as the works of Gian-Carlo Menotti, whose short opera, Medium, scored such a hit on Broadway.

From N. Y. and Chi  
The broadcasts will originate from the New York City Center, minus audiences, except when the troupe is in Chicago, where its shows will air via coaxial cable from the Chicago Opera House. Each production will be especially designed for TV and utilize a rear projection method that is expected to cut the sponsor's scenic bills.

Among the singing and dancing stars that will be seen are Ann Ayars, Marie Powers, Maggie Teyte,

## Informal Favored In Sportscasting

MIAMI, Aug. 13.—Television viewers favor the informal type of commentary for sportscasts, according to Bob Venn, general manager of WTVJ here, who polled 50 video stations across the country. The question was asked because the TV station is about to launch an intensive policy of sports coverage.

The conclusions were that listeners were at first critical of the informal method. However, they soon approved as they grew acquainted with the telecaster. Venn found that small area sports such as boxing and wrestling require less description, that sports such as baseball and football which cover large areas require more description and that the necessary amount of close description varies in inverse proportion to the skill developed by the camera crew.

Virginia McWatters, Norman Cordon, Frederick Jagel, Maria Tallchief and Francisco Moncion. A special arrangement has been made with the entertainment unions to get their permission for the telecasts. Popular Artists is run by Seymour Kaplan, Mort Singer and Paul Kapp.

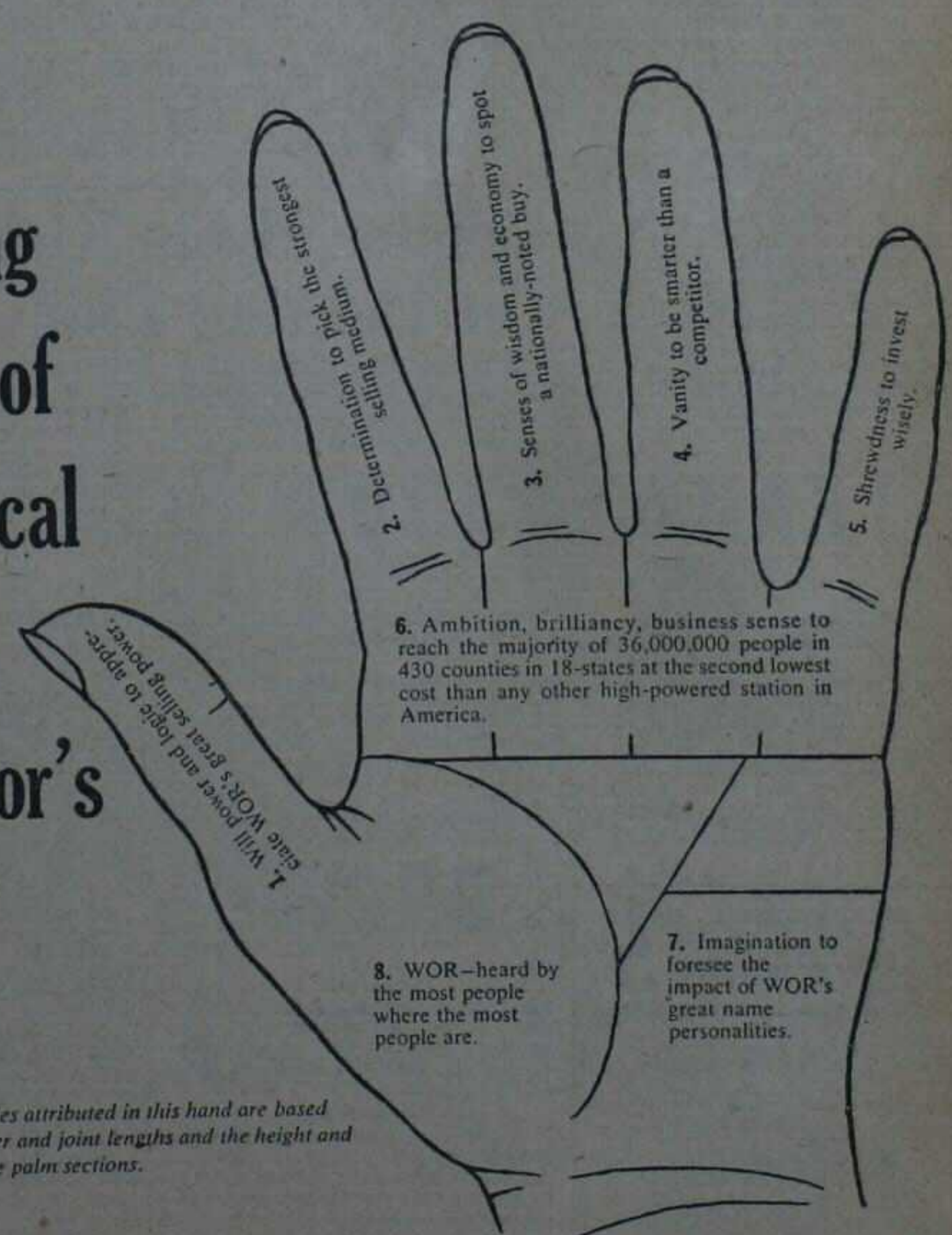
## Web in Deal To Air NFL Games Via TV

### No Competish With Gate

NEW YORK, Aug. 13.—Pro football, which apparently had turned a cold shoulder to television for the coming season, seems to have changed its mind, and a deal was in the works this week for the American Broadcasting Company (ABC) to air over its interconnected stations the top weekly games of the National Football League (NFL). The deal is unique in that the web has guaranteed to protect the league and its members from any attendance drop from the telecasting. This is being done by eliminating showing of the game scanned from any TV city in which an NFL game is being played simultaneously.

The current plans call for ABC to pick up 14 different NFL contests between September 25 and December 11. Total bundle for the entire package, (See ABC May Televis on page 12)

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sponsor's  
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\*the qualities attributed in this hand are based on the finger and joint lengths and the height and width of the palm sections.

# Free-for-All for TV Channels

## Fight Looms At Hearing on Allocations

### FCC Blueprint Opposed

WASHINGTON, Aug. 13.—A free-for-all contest between the "ins" and "outs" in television is shaping up for the Federal Communications Commission's (FCC) September 26 hearing on the FCC's TV allocations blueprint, and the Commission is embarrassedly finding itself bogged down deeper and deeper in the middle.

More than 100 letters and briefs vigorously protesting the FCC's blueprint for dual TV allocations have piled up at the Commission six weeks in advance of the hearing's opening. Significantly these protests don't represent the industry's top brass. Most of the biggest guns in the industry are withholding fire. The communications have come from every part of the nation and scores more are expected to be filed before the deadline. Nevertheless, bigtimers like Radio Corporation of America's (RCA) subsidiary, National Broadcasting Company, and DuMont Laboratories, along with a number of widely known engineers and lawyers, were showing no tendency to rush into the fray, pointing out that they are giving the plan further study.

### Big Cannons on Color

This is not interpreted here to mean that RCA, DuMont and others won't be criticizing various parts of the plan, but any cannonading from those sources is likely to be largely on the subject of color TV and is not at all likely to jibe with protests which have been coming in so far. The briefs filed up to today were almost unanimously aimed against the FCC's scheme to put TV on a dual downstairs-upstairs basis, with many of the briefs arguing that all video should move upstairs.

Controversies are developing over the FCC's proposal to mix ultra-high-frequency (UHF) and very-high-frequency (VHF) channels in a number of cities, while scores of side-fights are cropping up over proposed channel assignments. Among those protesting the FCC's proposal to put both UHF and VHF in a number of cities was American Broadcasting Company. The web claimed that such a step is "impractical" because the VHF stations would have an initial advantage difficult to overcome. WLOW, Norfolk, echoed this view claiming that in dual TV cities, VHF would have a virtual monopoly, since equipment and receivers for UHF will be slow in coming.

## Briefs Protest TV Allocations

WASHINGTON, Aug. 13.—A number of dramatic briefs were filed this week with the Federal Communications Commission (FCC), protesting the FCC's TV allocations plans (see accompanying story). These included the following:

Commercial Measurement Laboratory, New York, recommended that FCC wipe out the VHF band entirely and limit TV to UHF, compensating for the loss of the dozen lower band channels by opening an additional 12 in the upper band. VHF, the laboratory claimed, "is subject to man-made interference," while the upper band is free of such interference. The brief asserted the firm's belief that eventually all TV will be in the upper band and that the time has come "to abandon the UHF-VHF compromise."

The Albany Amateur Radio Association also urged the FCC to give up the lower band. The FCC Bar Association went on record at a meeting Monday (8) with an over-all protest, writing a brief challenging the authority of the commission to issue the table of allocations. The bar group claims that authority under the Communications Act does not extend as far as making definite city assignments in advance of bids showing where the demand is.

The Toledo Blade cited a threat of monopoly, voicing belief that no one "will spend \$75 or \$100 to buy a converter if a VHF station is available." The Blade claimed that few UHF stations would be interested in coming into a city where VHF "is already entrenched."

### O'Fallon Urges Passing Up Color

Eugene O'Fallon, Denver telecaster, urged FCC to leave out the question of color in its TV hearings. Consideration of color, said O'Fallon, "is certain to delay the progress of the hearing." His idea is for FCC to set aside a block of channels for color and take up the question after the allocations are decided.

Scores of letters are on hand in FCC files complaining that the allocations table gives insufficient channels to their respective cities. The Chamber of Commerce of Independence, Kan., backed by its Congress, demanded to know why no channel was made available for the town. FCC replied that it was impossible for every city to get a channel because of the interference problem, but that a block of 10 community channels was left in the allocations table to give towns without a channel a chance to get in on TV.

A number of letters commented that it seemed foolish for FCC to assign channels to towns of 300 and 400 population where they would never be used. KPRS, Olathe, Kan., called such assignments "idealistic" and asked: "How can a town of 300 support a television station?"

Archer Taylor, consulting engineer, said that the minimum power requirements of FCC are "not practicable" for Montana because of the added expense for extra coverage that would have no value because of the sparse population. Minimum power should be waived for all of the Mountain States, Taylor said.

## Senator Myers Kicks to FCC On Deleting Philly Channel

PHILADELPHIA, Aug. 13.—Protest has been lodged with the Federal Communications Commission (FCC) by U. S. Sen. Francis J. Myers of Pennsylvania, against the proposal to delete a television channel originally assigned to Philadelphia. Writing Paul W. Porter, FCC vice-chairman, Senator Myers declared after comparing the local allocation with smaller cities in Pennsylvania, "how this proposed allocation squares with the equitable distribution provision of Section 307-B of the Federal Communications Act is beyond my understanding."

Under the proposed TV allocations, Philadelphia would be reduced to only three normal TV channels, which are already in operation here. Myers pointed out that New York, Chicago and Los Angeles will all have seven channels. The local Senator also discussed the matter with Senators Edwin C. Johnson and Ernest McFarland, authorities in the Senate on the Communications Act, and said both agreed that substantial error has been made.

Senator Myers also has called on the local Chamber of Commerce to make its opposition known at public hearings which will be conducted shortly by the FCC on its proposed pattern for television channels.

### Political Angle

The FCC originally figured on four channels for Philadelphia. However, there is a strong contest between the two applicants for the one channel—forces being Mutual's WIP owned by the Gimbel store, and indie Station V.1BG, which has strong Democratic

backing since Jack Kelly, local Dem bigwig, is one of the station owners. Moreover, WIBG is linked with The Philadelphia Daily News, Republican paper, in its TV application. Cutting out the fourth channel would relieve the FCC of a hot potato in trying to choose between the WIP and the WIBG-Daily News forces.

## Standard Oil Bows TV Show Sept. 29

CHICAGO, Aug. 13.—The Standard Oil Company of Indiana, one of the Midwest's biggest advertisers, this week announced it would get into television with a new show featuring Wayne King, starting September 29. The oil company months ago appropriated \$200,000 for TV time but until now has not been able to find the right show.

Standard's first TV venture will be aired on a Midwest network of the National Broadcasting Company. Thursdays 9:30 to 10 p.m. Stations carrying will be WNBQ, Chicago; WFBM-TV, Indianapolis; WWF-TV, Detroit; KSD-TV, St. Louis, and KSTP-TV, Minneapolis-St. Paul. Negotiations are now being conducted for a time period on WTMJ-TV, Milwaukee.

Show will originate here and, in addition to King and his orchestra, will feature the Don Large chorus and vocalists Nancy Evans and Harry Hall.

McCann-Erickson, Chicago, is the agency on the account.

## FCC Revamp Bill Passes Senate, But House May Not Act

WASHINGTON, Aug. 13.—The McFarland Bill to overhaul the Communications Act of 1934 is given only an outside chance of getting House action this session, despite the speedy approval of the measure by the Senate this week. The bill, which sets up "cease and desist" procedure in the Federal Communications Commission (FCC) and which would establish numerous other drastic procedural changes (The Billboard, July 30) went thru the Senate, as foretold, without a hitch.

On the House side, however, the story is likely to be a little different. With congressional leaders now considering the possibility of reducing the work of both houses to three-day weeks for the rest of the session, it is considered doubtful that complex new legislation, such as the McFarland Bill, would stand a chance of getting House floor action before the 1950 term. The earliest action which the bill will get on the House side will be deliberation by a subcommittee of the House Interstate and Foreign Commerce Committee. This could occur as early as next week. However, the subcommittee would be required to report the bill to the full committee. Even if the full committee should act favorably, the bill would have to wait its turn on a very busy calendar.

### House in No Hurry

There is no disposition of the House side at present to give the measure priority, altho Sen. Ernest W. McFarland (D., Ariz.), author of the measure and chairman of a subcommittee on the Communications Act, has indicated that he would like to see early action in the House.

The bill authorizes substantial salary increases for commissioners, provides personal legal assistants for the commissioners, prohibits commissioners from taking private positions in the communications field within the tenure of their appointment to FCC, and recasts the Commission on a "functional" basis.

## FCC Getting Plans Of Telegraph Firms On TV Networking

WASHINGTON, Aug. 13.—American Telephone & Telegraph Company (AT&T) and Western Union are slated to file with the Federal Communications Commission (FCC) Monday (15) complete information regarding their plans for extending TV networking in the lower band, as well as for handling networking of ultra-high-frequency (UHF) TV.

Meanwhile, the FCC this week granted permission to AT&T to proceed with construction of micro-wave links to supplement coaxial cable facilities on the Pittsburgh-Chicago, Albany-Syracuse, Madison-Milwaukee, Richmond-Norfolk and Chicago-Des Moines routes. Total amount to be spent by the carrier on the four micro-wave hook-up is \$17,800,000. Okayed were two channels each way between Pittsburgh and Chicago, two from Chicago to Des Moines and one the other way, one from Madison to Milwaukee, one from Richmond to Norfolk, and two from Albany to Syracuse. The latter route also will include branches from the relay station at Rotterdam, N. Y., to Schenectady and from the Deerfield relay station to Utica.

Data to be filed with FCC by the two carriers are expected to include revised estimated dates for completion of proposed links between the Midwest and the Pacific Coast, thru Omaha and Salt Lake City, the Southern transcontinental link from New York to Los Angeles via Dallas and Phoenix, and extension of the Southeast Coast hook-up, now running from New York to Richmond, to Augusta, Jacksonville and Miami.

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# TV TAKE IN '49 UP 300%

## TV's for Free

HARTFORD, Conn., Aug. 13.—The New England area, which has had such theater giveaways as dishes, silverware, etc., is soon to have its initial giveaway of television sets.

Tom Carey, head of Carey Theatrical Promotions, Hartford theater promotion outfit, says that starting in September, some 40 New England movie theaters will give away television sets, under a deal set by Carey with local merchants and business men in the various regional towns and cities. Working under a set-up similar to giveaway of dishes, the Carey promotion promises to get additional patrons into New England's movie houses.

## 3-Way Squabble May Test TV Pkg. Ownership

HOLLYWOOD, Aug. 13.—A three-way hassle involving tele packager Al Burton, teen-age emcee Eddie Leroy and Don Lee television Station W6XAO cropped up this week as a forerunner of a legal battle which may test tele packager's ownership of video material and control of original routines created for use by specific performers. Heading for a showdown as result of beef between Burton and Don Lee, fracas boiled over this week when Burton pulled his Varsity Varieties from W6XAO after an 18-week run. At the same time, Don Lee spokesman said the show had been kicked off the air for "failure to meet program standards."

Basis of squabble was exit of emcee Eddie Leroy, who was fired, and/or left because of inability to get along with Burton. With Leroy out, Don Lee refused to carry show, contending that contract with Burton called for Leroy's appearance and arguing that no Leroy—no contract.

While admitting contractual clauses, Burton accused Don Lee of deliberately inciting Leroy to "be difficult" in order to promote break with packager and subsequently build a new Don Lee house show starring Leroy. Burton accused Don Lee of revealing confidential contract figures to Leroy, incited him to be discontented with his deal, and otherwise creating ill will. When break occurred, Burton charged, Don Lee sided with Leroy and promised him greater rewards on his own.

Arguing that he had both a legal and moral right to all material created for Leroy as well as ownership of the title and format of the show, Burton served written warning on Don Lee late Friday that any new show created and starring Leroy would result in immediate legal action should similarity in routines or atmosphere of the show be evident.

Beef marks one of the first such fights since Coast tele went into high gear and is viewed with interest by sideliners. Tradesters see outcome as a guidepost to rights of tele packagers, stations and individual artists, especially on points governing legal and moral rights of packagers who create shows for station use and later cancel out. Package owners in particular, hold that shows originally created by them remain exclusive property of creator and seek a ruling which would prevent raiding of talent or ideas. In this instance, Don Lee is insisting that no raiding is involved and that the show was cancelled on purely programing grounds.

Interesting sidelight in the fracas is extreme youth of the principals involved. Leroy, whom Burton claims to have discovered, is 17 years old. Burton, writer-producer of the package, is all of 21. In addition to Varsity Varieties, Burton scripts and produces Teleten Reporter over KLAC-TV, a teen-age weekly stanza now in its 48th week on the air.

## Minter and Wright Promoted by KTLA

HOLLYWOOD, Aug. 13.—Two promotions at Paramount's KTLA saw Director Gordon Minter moving up as station's senior director, replacing Phil Booth, who resigned to become KECA-TV program director, and the upping of Gordon Wright to production co-ordinator.

Formerly production supervisor, Wright will now be responsible for making production personnel assignments and scheduling shows.

## Fairbanks Plans Sales Push for New Film Process

HOLLYWOOD, Aug. 13.—Jerry Fairbanks will launch an intensive sales campaign to push his newly evolved continuous filming technique designed to replace the kinescope process, and named Nat Winecoff as head of the Coast sales drive. Winecoff, who heads Fairbanks Music, and the firm's local tele and commercial film departments, will canvass ad agencies to consider the continuous filming technique before deciding on kinescope.

Continuous filming process, developed by Fairbanks after more than two years research, combines regular motion picture technique with tele camera cutting. A show is filmed as it would be scanned for video, sans stops between takes and with director ordering cameras into action via ear phones, virtually editing the film while it is being shot. Fairbanks feels his filming technique offers tele shows all the advantages of kine in distributing show to various stations, but none of its shortcomings. Since shows are shot directly on film, final product offers clarity in picture detail and sound quality not possible in kinescoping, Fairbanks said. Furthermore, new technique makes filming of shows considerably cheaper than present movie methods.

Altho no cost structure has been developed, estimates are that continuous filming process would cost sponsor about \$1,000 more than kine on big budget shows requiring a number of sets, while shows that can be mass-produced (i.e. a series of segs at a time) or where camera work is static, cost would be about the same if not less than kinescope. According to Fairbanks, new equipment had to be developed and is currently pending patenting before continuous filming process could be evolved.

## U. S. Estimate Shows Income About 28 Mil

### But Ad Budgets Lag

(Continued from page 3) budgets should increase all along the line."

### Ad Budgets Lag

It was pointed out that altho advertising expenditures reached an all-time peak of around \$4,800,000,000 last year, ad budgets have failed to rise as fast as national income. Between 1935 and 1939, ad spending ranged between 2.8 per cent and 3 per cent of the total national income. In both 1947 and 1948, the ratio fell to 2.1 per cent. If advertisers were to spend the same percentage of the national income this year as they did in 1947 and 1948, total ad expenditures would amount to approximately \$6,000,000,000 for 1949, the department estimated.

The Commerce Department predicted that television will cause a realignment in the basic advertising set-up of many large firms. TV may have to be included in both the sales and advertising budgets, the department said. The durable goods field would be expected to continue to keep TV in the advertising section, while consumer goods industries might profitably integrate control of TV in the sales department "to make for a unified and co-ordinated sales and merchandising effort." Possibilities for the use of TV to give a semi-personal demonstration in the home by means of a video screen make it likely that the sales technique on such items as appliances may be at least partially shifted from the salesman to TV, according to the department.

"Many advertisers will also review (See Video Take Up on page 12)

## "Front Page" Ready To Roll

NEW YORK, Aug. 13.—World Video, Inc., this week was reported close to a deal with the American Broadcasting Company (ABC) for airing of its tele series, *The Front Page*. The series, based on the old Ben Hecht-Charles MacArthur legit hit, has been in the building stage for some time by the package outfit.

The casting of the show hit several snags recently, particularly for the role of editor Walter Burns. Lee Tracy, who played reporter Hildy Johnson in the original, has tried out for the Burns role but proved unacceptable. Best bet at this point is radio newscaster John Daly, who currently is working on another World Video-ABC tele series, *Celebrity Time*. Daly is supposed to have impressed all hands at recent auditions.

## "Pot o' Gold" Offered for TV

NEW YORK, Aug. 13.—Several advertising agencies are considering sponsorship on TV of the old radio giveaway show, *Pot o' Gold*. The program would go on as an hour show and sell half-hour segments. In view of earlier talk about its lottery aspects, packagers claim that the government has definitely agreed to classify it as a non-lottery, in that there is no consideration given. That is, no tickets are bought to play *Pot o' Gold*. The revised format of the show also would include participation by the studio audience for a chance at the prizes.

The package is owned by Robert Brilmayer and Haydn R. Evans. Music Corporation of America is peddling the property.

## FCC Streamlining Expedites Processing of Transfer Bids

WASHINGTON, Aug. 13.—More streamlining went into effect at the Federal Communications Commission (FCC) this week as the agency adopted a rules change to expedite processing of transfer bids. The commission said that transfers involving less than a change in control could be filed on a new form far shorter than the present one.

The FCC added that the full Commission would no longer be required to act on minority changes of stock ownership.

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# TV SCRIPTERS SEEK CONTRACT

## Negotiations Planned With Webs, Agcys.

### Sales To Match Radio

By Leon Morse

NEW YORK, Aug. 13.—The National Television Committee (NTC) of the Authors' League this week disclosed to *The Billboard* that it plans to institute negotiations this fall for a TV script contract with agencies and networks. While video scripters in the East are not getting rich, any minimum basic agreement with TV employers will be especially welcome in Hollywood where almost none of the writers derive their basic earnings from the medium. Another issue to be raised at the negotiations is that of making screen credits for scripters mandatory.

Execs of the NTC are not disclosing what wage scales and conditions they will seek for their members at this date. However, it is known that they will ask for near-parity with those scales being paid free-lance radio writers under a new contract the Radio Writers' Guild (RWG) recently signed with the agencies. In line with the RWG pact, this would give TV scripters a minimum of \$150 for a 30-minute sustainer, \$250 for a half-hour commercial show, \$325 for an hour sustainer and \$500 for an hour commercial program.

### Temporary Minimums

Even if the NTC gets an agreement with the agencies and networks on these minimums, they will be in effect only for a year or two, with substantial hikes going to scripters as the medium increases its audiences. This would naturally put the potential earning power of TV scripters in the next several years much above that of their radio brothers.

Just as important as scales to video writers is the question of owning the rights to their material for other mediums. TV is close to theater and motion pictures as a medium and much of its material can be readily transformed to those fields. The NTC will dicker first for free-lance video scripters or staff TV scripters. Since most of the writing is now done by free-lance scripters, that probably will become the primary concern of the union.

### Program Credits

Altho most of the TV programs give visual credits to their writers, a few still don't. The *Colgate Theater*, for example, hasn't been crediting its writers. However, the William Esty Agency, which handles the program for the sponsor, is trying to convince Colgate that it will get better writers if, in addition to dough, they can have the prestige of getting credited for their chores.

There is no comparison between the number of Hollywood and Eastern TV scripters. About 150 are working in the medium here and 24 are writing for video on the Coast, all of whom augment their income with additional scripting in radio and films. In the East, 12 writers have made \$10,000 in the past year. That figure should jump by the end of 1949 with the increased amount of TV programming this fall.

NEW YORK, Aug. 13.—WOR-TV has leased the new Amsterdam Roof for a video theater. House will undergo extensive alterations before it is opened. The WOR-TV lease runs for three years.

## WCFM Status

NEW YORK, Aug. 13.—The imps that haunt typewriters and reporters were very busy in a recent story (*The Billboard*, July 30) published about WCFM, Washington. The FM station is trying to raise \$70,000, not \$180,000 as printed. Only preferred stock at \$10 per share is being offered to the public.

The station is not forming a radio network, but rather is participating in it. Already several of its regular commentators, such as Marquis Childs, John Carmody, Mrs. Raymond Clapper and Robert Nathan, are broadcast by wire and tape recordings to other stations in the FM group.

## Blue Book Dead, Says J. L. Fly

(Continued from page 5)

the FCC in many smaller markets. The same situation now is cropping up in television with the FCC allocating a large number UHF and VHF channels to small towns, including 143 with population under 2,000 (*The Billboard*, July 23).

Other contributing factors, said Fly, include the carrying of FM stations at a loss by AM broadcasters, and similar losses following heavy investment in TV. These FM and TV losses, he added, rest most heavily on the shoulders of the networks. However, altho the resultant moves are understandable, they cannot, said Fly, be passed without economic and criticism. The top firms, still making very good profits, do not have to yield to pressures, he said.

Fly pointed out that "it may well be that the more prosperous networks and larger affiliated stations do not have adequate economic reasons at this stage to justify contributions" to the growing slackening of standards and concomitant decline in public service. In this connection, the plans of the National Broadcasting Company (NBC) for its fall promotion call for slashing of pubserv announcements on sustaining shows and replacing them with promotional pitches for other NBC airters.

The over-all funds available for advertising remain more or less fixed, but Fly believes that TV is somewhat unrealistically drawing on funds heretofore allocated to AM, altho its chief competition lies in other visual media such as newspapers and magazines. However, he believes the general economic level remains high despite some sporadic tendencies on the part of some sponsors to diminish ad budgets. The competition for the advertising dollar, plus the excessive number of stations in many markets, has caused many outlets to fold and many others to be put on the block, with even many healthier stations becoming less fussy about what they air. Fly said that "on the local level, among smaller stations, a cruel cure" for overcrowding of markets is coming about, thru the foldings.

Some web affiliates have refused to go along with the lowering of standards suggested by their networks, Fly said. He also admitted that in some cases, affiliates have exerted pressure for such changes. In the coming testing of radio's intentions and actions, the real challenge of leadership falls upon the networks, said Fly, since they are not subject to the same degree of pressures exerted on weaker operators. Loss of standing of the radio industry will cause an impairment of its public force. Neither the nation nor the industry, he commented, can afford this.

## Video Take Up 300% in 1949

(Continued from page 11)

the position of advertising agencies," the Commerce Department added. "Because of the intimacy that television creates between consumers and advertisers, many advertisers will want to take a more active part in developing and presenting the commercials and programs."

Tho the TV commercial is generally successful, the report continued, "in many instances the commercial has failed to use fully the selling possibilities of the medium." Shortcomings in TV know-how were placed at the door of both sponsors and agencies. Their experience has been, in most cases, limited to evaluating the product in the terms of the printed or spoken word or in terms of the still picture, it was stated. Sponsors and agencies "need to evaluate the product in television terms to make an effective sales presentation," the Commerce Department declared, and it added that much progress had been made recently in that direction.

### TV Map of Nation

Included in the report was a large TV map of the country showing locations and coverage areas of operating and prospective stations, as well as present and prospective networking facilities. The map was prepared by the Coast and Geodetic Survey.

Also included are rate cards for operating stations, and an economic outline of the area which the various stations serve. The outlines contain such information as the number of automobiles, the number of dwellings, the population, the number of retail and wholesale firms, and the estimated amount of total sales for retail and wholesale business in the particular area.

The complete report may be obtained by writing to the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. The price of *Television as an Advertising Medium* is 60 cents.

## BOOKS A GOLD MINE

(Continued from page 7)

mystery novels; *Junior Miss*, from the Sally Benson book and play; *Corliss Archer*, the teen-aged heroine of *Kiss and Tell* and numerous short stories; *Phillip Marlowe*, Raymond Chandler's private eye; *Mama on CBS-TV*; and *My Favorite Husband*, adapted from *Mr. and Mrs. Cugat*.

Second on the book program parade is the Mutual Broadcasting System (MBS) with the following shows on the air: *The Falcon*, *Cisco Kid*, *Philo Vance*, *Nick Carter*, *Dumas's Count of Monte Cristo*, *Leslie Charteris's The Saint*, *Clarence Buddington Kelland's Scattergood Baines* and *Sherlock Holmes* skedded to return in the fall.

### "Tree Grows" on NBC

The National Broadcasting Company (NBC) recently introduced two new shows, adapted from best sellers, Betty Smith's *A Tree Grows in Brooklyn* and Rosemary Taylor's *Chicken Every Sunday*. NBC also broadcasts such long-time book serial favorites as *Stella Dallas* and *The Adventures of Frank Merriwell*. The American Broadcasting Company has the one lone entry, Dashiell Hammett's *The Fat Man* (Friday, 8-8:30 p.m. EDT).

Sometimes, royalty payments on books by deceased authors entails complicated dealing with several heirs. This fee-splitting usually entails a demand for more money, so agencies and networks generally try to steer clear of such legal entanglements.

## ABC May Televisify NFL Grid Games

(Continued from page 9)

including time and line charges, rights, technical and announcing crew, comes to \$186,723, including the usual 15 per cent agency commission. ABC estimates that even with skipping cities in which NFL games are being played, it will have an average of better than 1,000,000 video homes available per gridcast.

### After Sponsors

At week's end, the web was reported in hot negotiations with a couple of prospective bankrollers for the pigskin tilts. Harry Wismer and Jim Gibbons are slated to handle the commentary. The deal for the rights was set with league Commissioner Bert Bell, who had to get approval from the member clubs.

The number of cities to be covered range from a high of 22 for the Thanksgiving morning game between the Chicago Bears and Detroit Lions to a low of seven for two games. Latter are the September 26 contest between Washington and the Chicago Cardinals, and October 3 game featuring Philadelphia at Detroit.

Altho a number of pro grid clubs televised their home games in past seasons, it was previously regarded as certain that none would be aired this year. The NFL's rival, the All-America Football Conference, has voted to ban video from its parks and this policy, imposed upon all owners, has undergone no change, according to Commissioner O. O. Kessing.

## WXYZ-TV Installs 35MM. Equipment

DETROIT, Aug. 13.—WXYZ-TV, Detroit, owned by the American Broadcasting Company (ABC), this week became the first local station to install standard 35mm. film equipment, including an approved film vault for non-safety film. According to James G. Riddell, station manager, a number of prospective sponsors are planning to use films hitherto used as trailers in local film houses.

Other sponsors have switched their commercial from 16 to 35mm., making the additional equipment essential.

## NARBC PRELIMS

WASHINGTON, Aug. 13.—Gearing for the third North American Regional Broadcasting Conference (NARBC) which will begin in Montreal September 13, the government-industry NARBC preparatory committee will stage a session here August 29, it was announced this week by Acting Chairman Rosel Hyde, of the Federal Communications Commission (FCC). The committee was created a year and a half ago to aid in preparation of proposals of the United States and to advise the U. S. delegation for the regional NARBC conference.

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**Lost Child**

Reviewed Monday (1) 8-8:30 p.m. EDT. Style-Drama. Sustaining via WPIX, New York. Producers, Gerald Law, Chick Vincent. Director, Carl Eastman. Writer, Alfred Bester. Cast: Luise Rainer, Vinton Hayworth, Jackson Beck, Julian Noa.

In the hands of a less capable actress than Luise Rainer, WPIX's psychological drama, *Lost Child*, would have been a sad affair. The scripting was rough and the pacing uneven. However, by the sheer force of her own artistry, Miss Rainer imparted a third dimensional quality to the teleplay in her stock-written role of a grief-crazed mother who imagines her dead son is still alive.

The drama, which telegraphed its "surprise" ending from the beginning, might have made an effective 10-minute monolog, but it lacked sufficient substance for a half-hour show. The sweet-faced, two-time Academy Award winner spent most of that 30 minutes on the telephone (a la her Anna Held scene in *The Great Ziegfeld* pic) frantically calling one store after another to locate the supposedly lost child. As a ruse, her husband finally talked her into going down to the station to meet their son and the camera panned to a close up of the boy's boxing shorts (imprinted with the word "Goodby") for a schmaltzy finish.

**Star Creates Suspense**

Despite unimaginative dialog, the telegenic actress created and sustained a fair amount of suspense via her expressive face and subtle voice-shadings. She was supported by a competent cast. A bewildered cab driver, whose down-to-earth bluntness provided a striking contrast to Miss Rainer's near hysteria, was particularly outstanding.

Camera work was adequate, tho there were too many views of the set, sans actors, and a belated fade-out froze the cast in awkward attitudes. At the conclusion of each act, the announcer eagerly asked televiewers if they'd like a regular WPIX dramatic series. If Luise Rainer goes with the package, chances are the answer will be yes. *June Bundy.*

**The Ethel Merman Show**

Reviewed Sunday (7), 9:30-10 p.m. EDT. Sustaining via the National Broadcasting Company network. Producer-Director, Ken McGregor. Writers, Will Glickman, Joe Stein and Sid Resnick. Orchestra conductor, Milton Katims. Announcer, Ed Herlihy. Cast, Ethel Merman, Leon Janney and Allen Drake.

The National Broadcasting Company (NBC) will have to do better by Ethel Merman if it wants to turn her talent into dollar bills via sponsors. The program as it shapes up now is good for an occasional snicker but it never gets beyond that stage, so the prospect of Merman's going commercial by fall is not bright.

The basic trouble with this show is its conception. Ethel Merman, playing herself, sits in her penthouse while her arranger, Eddie McCoy, played by Leon Janney, brings around suckers who are interested in bank-rolling a legit show. The angel on this program proved to be a stuffy, idiotic character, one Homer Tubbs, whose main concern all during the program was his expectant sturgeon, Gertrude.

**Good Warbling**

Miss Merman sang *Heat Wave* and *I Get a Kick Out of You* in the same brashy strong style that floored pew-sitters from one coast to the other. But she isn't a gagman and the character of Eddie was just that of an unfunny guy and Homer was as comic as his sturgeon.

The scripters came up with two skits purportedly to be included in the show Homer was to bankroll which were weakies. One was a semi-satire on the far Western saloon type situation, complete with a char-



**Radio and Television Program Reviews**



Designates Television Review

**Dead of Night**

Reviewed Wednesday (3), 9-9:30 p.m. EST. Sustaining via the DuMont Television Network. Producer, Michael Sklar; DuMont producer, James L. Cad-digan; director, Lawrence Menkin; writer, Michael Sklar; camera director, Frank Bunetta; sets, Rudy Luchek. Cast: John Sylvester, Hope Miller, Haskel Coffin, Henry Norrell, Jack Sheehan.

The development of tele's ability to suggest rather than to cover fully is a necessary requirement in the continuing maturing of the medium. DuMont director, Lawrence Menkin, showed an understanding of this problem in his handling of *Dead of Night*, a mystery drama aired in the *Program Playhouse* tryout series. Where motion pictures can, by intermittent shooting, set up their shots as they please, live tele productions must work out new methods for a smooth continuous flow of action. This can be done, in many cases, only by suggestion rather than by literal coverage.

Such technique was used subtly and highly effectively in this show. For example, in the case of a would-be suicide by hanging, the cameras entered the scene by showing the lower half of the man's body swinging, then panned to the horror-filled face of the woman who came upon him. This rendered unnecessary the literal device of showing a man actually hanging on a rope, something a little difficult to rig for TV. Yet it was just as satisfactory in achieving a result. Similarly, a shot of one man choking another to death was done thru impression rather than by actually showing the fingers around the throat.

**Here's the Plot**

The program itself was as good as any whodunit now in tele, altho there was nothing particularly unusual in the plot. This concerned a man and wife who were warned by their eccentric landlord that the girl might perish at her husband's hands, and who does. When the lad prepares to wall her body into the brick wall, the old man came upon him and confessed that he, too, had slain his wife and walled her in the same place, where-upon friend husband did away with the landlord, too.

Another device used effectively at times was that of a narrator, played by Henry Norrell, shot against a dark background wearing a knowing leer and a cigarette. Some of the transitions from the narrator to the dramatics, however, were a mite too fast. John Sylvester did a workmanlike job as the young husband. Haskel Coffin as the landlord and Hope Miller as the wife were adequate. This show has commercial possibilities as a series, and DuMont might consider developing it in that direction. *Sam Chase.*

acter called Deadwood Gaffy and Klondike Ethel, our heroine. To say the least, the satire was crude. The other skit—and this was the pay-off—had as its climactic line the belief that a psychiatrist was needed for anyone who listened to it. It was a mumbo-jumbo about an English murder mystery, a dog and a mental doctor.

Just where the writers can take Miss Merman with the format they are using is not easy to see.

However, it may not be too late to retrace the trail and start over fresh. Miss Merman has the talent.

Leon Janney and Allen Drake were convincing in their parts, but they were fighting a losing battle. *Leon Morze.*

**Meredith Willson Show**

Reviewed Sunday (7), 8:30-9 p.m. EST. Sponsored by General Foods Corporation, Jello Division, thru Young & Rubicam. Producer, Bill Brown. Writer, Jay Franklin Jones. Cast, Meredith Willson and Ork, the Talking People. Guests, Alice Pearce and Edward Everett Horton.

The same easy-going type of show which marked his radio effort is that hallmark of the current four-week Meredith Willson video series. The quondam piccolo artist, corn-bred philosopher and homespun humorist has done a neat job in transposing his radio technique to tele, incorporating some fine visual qualities to the same general format used in AM.

For example, the tee-off number on the show caught was one featured by Willson on radio in the past: his deflating of grand opera. Four singers were brought out in full opera garb, and permitted to run thru a portion of the quartet from *Rigoletto*. Willson, noting that nobody could understand what they were bellowing about, had them sing the material together in English, then speak the lines. Emphasizing that in no form could the exact content be understood. Willson advised the audience just to relax at operas and enjoy the beautiful music without hunting for hidden meanings. The use of the four characters, in costume, using gestures and mugging, made this a genuinely funny number.

Guests Alice Pearce and Edward Everett Horton contributed some humorous moments, Miss Pearce with a few singing take-offs on the classics, and Horton with an imitation of acting in silent pix. They combined forces in a sketch with Willson which permitted the latter to tootle his flute a bit. Willson also rendered his now-familiar Iowa corn song.

In all, this is a most pleasant contribution to video programming. Direction and camera work were capable. Commercials, done via film, with Willson's voice behind, were impressive, too. It may well be worth General Foods' while to keep Willson on into the fall after his trial string of four tele shows runs out. *Sam Chase.*

**Ruthie on the Telephone**

Reviewed Sunday (7). Broadcast nightly except Wednesdays on CBS-TV, 7:55-8 p.m. Sponsored by Philip Morris & Company via Blaw Agency. Producer-writer, Goodman Ace. Director, Fred Rickey. Cast: Ruth Gilbert, Philip Reed.

Goodman Ace is tenacious, if nothing else. Sometime ago, when he was turning out one of Robert Q. Lewis's many radio efforts for CBS, he had a very funny little sequence on the show each week in which Lewis was harangued by a persistent gal for whom he had anything but affection. Altho Ace no longer is associated with the Lewis efforts, he has lifted this sequence, adapted it into a five-minute quickie, and sold it for six-a-week airing to Philip Morris.

The result, predicated on the opening gambit, still is funny and probably will prove more so as it is developed further. The initial outing used virtually intact some material from the radio days, and as such was pretty familiar. A split screen effect, accomplished by, of all things, use of mirrors, was the outstanding technical effect. This was employed on occasion to show both Ruthie and the object of her blandishments, ad agen-

**Hollywood Premiere Theater (Pardon My Pinky)**

Reviewed Wednesday (August 10), 9-9:30 p.m. Presented on KNBH-NBC, Hollywood, on sustaining basis. Style—Comedy-variety. Produced and written by Phil Shuken and Ed Tyler for William Morris Agency. Director for KNBH, John E. Gaunt; musical director, Harry Lubin. Cast: Pinky Lee, William Bakewell, Carol Richards, John Crawford, Mary Vallee, Gene Meredith and Winona Smith. Sets designed by Howard E. Johnson.

At long last someone in Hollywood has come up with a comedy tele package worthy of more than local release.

First in William Morris's series of showcase segs over KNBH, *Pardon My Pinky* rated top audience response. Starring pint-sized, lispng comedian Pinky Lee and featuring a strong supporting cast, stanza was heavy on laughs and solidly produced. Those who have been singing Lee's praises these many years had still another reason to hail his gagster's tele potential.

Story line woven into the script deals with Lee's attempt to land a role in a Broadway show. Fresh from a dramatic school, Lee lands in rehearsal hall where he is mistaken for a millionaire interested in backing a floundering revue. Treading lightly on plot, writers weave into the half-hour a generous sampling of Pinky's most familiar nitery-vaude routines. Altho Lee's standard gags have an over-familiar flavor because of his long run at Earl Carroll's Theater-Restaurant here, lookers unfamiliar with the gagster's work were easily won by his burly courtroom turn, xylophone horseplay and other Lee trademarked bits.

Supporting cast was sparked by Billy Bakewell, former movie star now turning to tele. Bakewell's over-emphasized interpretation of a Broadway producer was in good contrast to Lee's "quit picking on me" attitude. Thrush Carol Richards, exotic dancer Winona Smith, Mary Vallee and John Crawford (as the comic doorman) were all well cast.

NBC Director John E. Gaunt's deft megging chores gave seg plenty of pace and spirit, with Howard Johnson's settings contributing to authentic backstage atmosphere. Camera work was tops all the way.

Only pitfall facing producers on this seg is their ability to consistently supply Lee with the type of comedy he needs and can do best. Drawing exclusively on old routines did little to tax the ingenuity of scripters Phil Shuken and Ed Tyler. Sustaining a regular series, however, is an interesting challenge, and Lee is too good a tele property to handle in anything but top fashion. *Alan Fischler.*

cy man Richard, engaged in making telephone talk.

Best line in the show was the hoariest: Ruthie's pathetic plea to Richard, "Let's not fight this, Richard, it's bigger than the both of us." She also told of a date with another lad who took her to the museum where, when she expressed the wish that she could look like the statue of Venus, he began to break off both her arms.

As played by vet thesp Ruth Gilbert, Ruthie utilized in her pursuit of Richard, a rather typical Brooklynese delivery. Richard, being tagged an ad exec, offered opportunity to have signs plugging the sponsor's product on the walls behind him. Phil Red's portrayal was a mite uncertain on the first outing, but he should fit into the role of the scourful yet bewildered quarry.

Commercials, delivered fore and aft of the brief show, utilized a cold opening of Ruthie puffing on a cigarette, with the sponsor's inevitable use of Johnny winding things up by advising viewers they will be glad tomorrow they used the sponsor's product today. Johnny was framed by a card bearing a crest of two horses and the motto: "Veni, vidi, vici." With Ace's known air wise abilities, this briefie may yet earn the right to the same motto. *Sam Chase.*

# TV, THY NAME'S CONFUSION

## Philco Prunes Price in New Set's 4th Week

All Mfrs. in Same Boat

(Continued from page 4)

from \$28.95 to \$25 with similar cuts expected for 10-inch tubes. This would probably enable more set manufacturers to announce further price reductions.

Zenith, this past week, also showed distributors and dealers a new line of video receivers featuring the glare-ban "black" picture tube, a new three-speed record changer, and a plug-in jack for the company's projected phonevision.

### Motorola's New Line

As expected, Motorola announced a new line of sets covering a wider range of prices than heretofore offered by the company. Trade observers were particularly interested in the 8½-inch picture tube. The introduction of this size tube now made a total of eight picture tube sizes available to the public—not including the various "square-inch" screen-sizes being tossed about in ads and promotion pieces.

With some set producers offering extended discounts to dealers in an attempt to open up new markets for their merchandise, other manufacturers were tightening-up on the number of "franchises" to be given out. The industry is closely watching out. Pilot Philco moves in this direction. Pilot Radio, in the meantime, announced a change in policy and will from now on franchise dealers on an exclusive territory basis.

Starrett Television also announced a price-protection policy and offered dealers free delivery. Scott Radio Laboratories decided to defer the introduction of their new line because of the "chaotic" price and profit situation.

In all, the long-awaited "settling down" of the television receiver situation had finally arrived—to a state of utter confusion.

## Gotta Have Permit For TV Insurance

WASHINGTON, Aug. 13.—District of Columbia authorities are preparing to crack down on TV set sellers who peddle TV tube insurance without having an insurance license, it was announced this week. The Insurance Commission announced that none of the city's set retailers had a license for insurance selling.

It was emphasized that the ban on insurance does not apply to retailers who simply issue a guarantee on TV parts.

## Constructive Topic

NEW YORK, Aug. 13.—Trade editors were a little more than usually confused this week by a release from the Radio Manufacturers' Association (RMA) which announced the radio fall meeting of the RMA and the Institute of Radio Engineers (IRE). The press release stated, "Kenneth W. Jarvis, well-known speaker, will address the gathering on 'The Engineering Aspects of Sin.'"

## How They're Selling Them

A NATIONWIDE spot check of radio, television and record advertising revealed a drop in factory co-operative ads and a small increase in dealer copy on video sets. Price was still the big factor in most ads. Philco broke a national factory-copy campaign with full-page ads in metropolitan papers and there was a scattering of co-operative ads on Westinghouse and Philharmonic.

STREETCAR ADVERTISING IS UTILIZED by a store to plug RCA Victor portable radios. The transit ad makes use of the traffic light device to say, "Go, with RCA portables—Stop, at Macy's." Photos of various sets are displayed.—Lacy's, Washington.

"PHONOGRAPH RECORD SALE STARTS Monday at 9 a.m. Out they go at fantastically low prices." Thousands of disks are offered at two for 25 cents, 10 cents each in dozen lots or three for 25 cents in lots of 50 or more. Ad notes that disks are "slightly used" but in excellent condition . . . not a thing in the world wrong with them.—Consolidated, Salt Lake City.

"TELEVISION SLEIGHT-OF-HAND" headlines a half-page ad to introduce Slightmaster's "Sight Mirror" sets. Over half the ad space is devoted to decorator-sketches of rooms utilizing the built-in-to-a-wall-mirror set. No prices listed.—Abraham & Strauss, Brooklyn.

"FREE TELEVISION SETS!" LATEST twist on TV merchandising offers a Caphart video set free with purchase of a Caphart radio-phonograph combination. The "gimmick" lies in a very small "only one" alongside the description of the four radio-phonos combinations available on the deal.—Consolidated Appliances, Birmingham.

"TREMENDOUS AUGUST TELEVISION Sale" is the headline that leads into an arrow pointing at "up to 60 per cent off!" Small type notes "floor models." Ad offers RCA, Emerson, Philco, G. E., Zenith and Motorola sets in any tube size. "Ten-day exchange privilege" also offered.—Berman Radio, Boston.

## L. A. Platt's Plans "TV Fair" Promotion

HOLLYWOOD, Aug. 13.—Platt's Radio Store, one of Los Angeles County's largest tele set retailers, will launch its own "Television Fair" in September to tie in sales promotion with introduction of new set models. Store op T. E. Crosson will work with several local tele stations which will supply video stars for personal appearances at the store during the four-day event, and at least one remote telecast from store location will be beamed during the promotion. While little direct selling is expected during the span of the tele exhibit, a similar promotion held last year accounted for healthy upsurge in sales beginning a week after exhibit closed.

A top local tele merchandiser, Crosson has been heavy buyer of newspaper space during the past year, allotting over \$200,000 for black and white ads and grossing well over \$2,500,000 in set sales. Store currently is averaging 15 full pages in five metropolitan dailies each week, in addition to promotional splurges in neighborhood throwaway sheets.

One of gimmicks recently employed with good results was "buy one set free—get second set for \$1.35." Dealer offered Philco table model receiver at regular price, tossing in a second smaller set for the \$1.35 additional charge.

## Radio Tube Sales Decline

WASHINGTON, Aug. 13.—Reflecting diminishing set sales, sales of radio tubes during the first half of 1949 were considerably below the volume for the same period last year, the Radio Manufacturers' Association said this week. Sales for the first six months of this year totaled 81,663,213 tubes as compared with 100,005,963 for the first half of 1948.

## DuMont Action Against Macy's Seen Shelved

NEW YORK, Aug. 13.—Trade-wise observers this week were wondering whether the A. B. DuMont Laboratories, Inc., motion for a restraining order against Macy's would ever be heard in court. This feeling was particularly strong at press time when it was reported that both parties would agree Monday (15) to postpone the hearing until Wednesday (17). The hearing already had been postponed a full week.

Whether or not DuMont's petition for an injunction to restrain Macy's from allegedly selling DuMont sets at cut prices would ever be heard in court, one thing was certain. The fracas would end with everyone being happy, observers pointed out. It works this way, they say: Macy's had a good "loss-leader" promotion, DuMont "unloaded" their old line of receivers and other DuMont dealers were free from price-cutting pressure. DuMont franchise-holders are now in a position where they can pooh-pooh customer requests for a discount by pointing out that DuMont would sue the dealer—as in the case of the Macy affair.

### Change in DuMont Line

It is also reported that DuMont was readying a change in its line of receivers in order to include record players that can handle all three speeds. The new models surprised many dealers by not having provision to play either 33½ or 78 r.p.m. disks. However, it is expected that the change will only come after DuMont has turned out sufficient of the present line to pay for the cost of tooling-up.

In line with the company's expansion plans, a large-scale promotion campaign for the fall selling season is being prepared. The campaign will center around the Chevrolet-sponsored football telecasts on the DuMont network and will include use of the automobile showrooms for viewing the games.

## NAMM Polls Exhibits On Future Shows

CHICAGO, Aug. 13.—Exhibitors at the recent National Association of Music Merchants' (NAMM) trade show in New York were being polled via a NAMM questionnaire this week in an attempt to ascertain their feelings about the location of future trade shows. At the close of the 1949 convention at New York's Manhattan Center and Hotel New Yorker, there was much talk about the "carnival atmosphere" of the exhibits in Manhattan Center, with many manufacturers openly stating that they would much prefer to restrict their future participation to use of hotel rooms.

The NAMM questionnaire, sent out by the association's secretary, William Gard, asks exhibitors whether they would prefer to hold the 1951 show in New York or Chicago (the 1950 show is already scheduled for Chicago) and whether the show should be held more often in New York or Chicago. For those who exhibited their wares in Manhattan Center this year, Gard asked whether they would prefer to use sample rooms in the Hotel New Yorker at future New York trade shows.

It is being assumed from the questionnaire that future shows at Chicago's Palmer House would remain as they were in previous years. The Palmer can accommodate all exhibitors in the same building, while the New Yorker does not have an exhibition hall.

## Industry News Of the Week

Ward Caldwell has been named general manager of Philco's Chicago distribution branch. He was formerly in charge of the Detroit distributorship. . . . A. C. Brousseau has been promoted to general sales manager of Admiral Corporation, Boston. . . . Irving B. Shurack has resigned as special factory sales representative for Emerson and will go into business for himself. . . . Justin L. Albers has been named a district merchandiser for Stromberg-Carlson. He succeeds T. R. Mathews, who has been advanced to Western distributor manager for the company. . . . Three Emerson field sales representatives have been promoted to regional sales managerships: Murray Gennis is Midwestern sales manager; Roger Brown, Southern sales manager, and David Hopkins, Western sales manager. . . . The Radio Manufacturers' Association (RMA) has named a 21-man traffic committee with Richard C. Colton, of RCA Victor, renamed chairman of the group. RMA also named a 33-man export committee headed by Chairman V. S. Nameyff, of Raytheon, and Vice-Chairman E. E. Loucks, of Zenith. . . . Paul Siebert has been named manager of the Radio Sales Company, Detroit, record department, handling MGM disks for Michigan. He succeeds David Burke Jr., who moves into the company's accounting department. . . . Bill Logan has been appointed sales manager of Kenrow, Inc., Motorola distributor in Georgia. . . . Philip Dechert has been appointed general counsel to the Philco Corporation.

Scott Radio purchased the Bissell-Weisert store in Chicago for the announced purpose of studying merchandising of radio and tele sets. . . . For the first time since the war Lear, Inc., showed a net operating profit. The company announced \$222,000 for the first six months of 1949. . . . Bell Television is installing 15-inch remote control TV sets in 11 Childs Restaurants in the New York area. . . . DuMont reported 120 per cent increase in net income and an 87 per cent increase in sales for the 24-week period ending June 19. . . . Admiral announced that TV receiver production has been upped to 13,500 sets a week from 10,000 a week. . . . Tele-Tone TV appointed Shaw Distributing Company in Charlotte, N. C., to handle the line in that area.

## Bronx Dealers' Outing Set

NEW YORK, Aug. 13.—The Bronx Radio and Appliance Dealers Association will hold its second annual outing and dinner September 30. Feature event will be a baseball game—dealers vs. distributors.

## AL SHEAN DIES

(Continued from page 2)

usher at the old Fourth Avenue Theater in New York, he joined the Manhattan Comedy Four when he was 16 and worked his way up thru vaude and burlesque to play leading roles in musical and legit Broadway hits. One of his biggest hits was in the role of a monk in *Father Malachy's Miracle* in 1937. He made his final stage appearance in a revival of *Music in the Air* at Louisville last year.

A son, Lawrence, of Seattle; a sister, Mrs. Hannah Shickler, of New York, and a grandson, Alan, survive. His wife, Johanna Davidson Shean, died in 1944. His nephews are the five Marx brothers.

Funeral services from the Riverside Memorial Chapel Monday (15), with burial in Mount Pleasant Cemetery, Pleasantville, N. Y.

# CLIPPING EUROPE'S LONGHAIR

## Burnette Winds Up 66-Day Jaunt With Sock Pasture Show

CHICAGO, Aug. 13. — Smiley Burnette, Western folk artist, this week completed a 66-day tour with a special show in Monroe, Wis., which drew over 3,000. Attendance was significant in view of the fact that it was held in a pasture, with little advance hyping and staging trimmings.

Burnette promoted the event himself, with the co-operation of the local American Legion Post. He said he did it as a test to see if he could meet with success comparable to attendance records achieved by folk parks.

During his tour Burnette played at parks, fairs, theaters and celebrations in Iowa, Minnesota, Wisconsin, Ohio, New York, Illinois, Indiana, Michigan and Pennsylvania.

## Sears Roebuck To Peddle Sig, Hi-Tone Labels

CHICAGO, Aug. 13.—Hi-Tone and Signature labels will be sold thru the Sears Roebuck catalog for the first time when the mail order company lists some albums of the two outfits in its upcoming Christmas book. In major markets Signature hardback seasonal albums will be listed. In smaller markets and rural regions, the Hi-Tone tunes will be merchandised in envelopes. The catalog will be released late in the fall.

Hi-Tone release will be HT-25, *Best Loved Christmas Music*, and HT-26, *Merry Christmas*. Signature albums will have the same tunes, a spokesman for Sears stated.

# State Dept. for Copy't Pact

## UNESCO Bid For a Global Treaty Backed

### U. S. May Call Parley

(Continued from page 3)

mental conference, a State Department official told *The Billboard*. The State Department, according to the official, is "keeping an open mind as to what specific arrangements should be worked out" for international copyright agreements on music, book publishing and other creative work. The immediate objective is to get universal accord on a general plan looking to developing the international agreement. The copyright pact resolution which was adopted by a group at the recent Paris conference of UNESCO merely represented the judgement of non-

(See State Dept. Backs on page 21)

## Brand-Names Consciousness Begins Early

### Student Survey Shows Trend

NEW YORK, Aug. 13.—Brand names strongly influence consumer purchases of records, record players, radios and musical instruments at early ages, according to a survey of buying habits made public this week by Brand Names Foundation, Inc. The survey, conducted during the past school semester by the Student Marketing Institute of New York among 1,800 students at 44 high schools and colleges, indicated that brand consciousness begins in the almost universal student hobby of record collecting and extends to almost all forms of musical equipment.

At 14 years of age, 79.1 per cent of students are record fans, according to the survey. By 20 years of age, 92.0 per cent of men and women interviewed purchase records. Of all the students (ages 12 to 26 years), 89.9 per cent said they were regular purchasers of records. Of these purchasers, 73.6 per cent indicated that they had marked preferences for one particular brand of recordings or for several specific brands.

Advertised makes of record players have the edge with the students, the survey indicating that 87.4 per cent of the boys and men and 83.2 per cent of the girls and women have strong brand preferences.

With regard to radios, 89.2 per cent of the male students and 86.0 per cent of the feminine students stated they would buy by asking for one brand, or would accept one of several brands.

About one-third of the students stated they were purchasers or users of musical instruments, altho Brand Names expresses doubt that this segment includes many of those who play pianos. The latter are considered family rather than personal property. Of the purchasers of in-

## Bon Bon Savitt

PHILADELPHIA, Aug. 13.—Altho he had a batch of waxed biscuits of his own to choose from, Bon Bon (George Tunnell), who started his own *Bon Bon Show* this week on WDAS for a daily ride, gave the nod to needling by the late Jan Savitt for his program theme. Bon Bon was originally a vocal-slinger for Savitt. And for his own show he perpetuates the musical memory of his old boss by using the original Savitt theme, *Quaker City Jazz*. In addition, a Jan Savitt recording is a must selection for each day's waxing program.

## Local 47 Okays Absorption of Music Cutters

HOLLYWOOD, Aug. 13.—Local 47, American Federation of Musicians (AFM), this week went on record favoring absorption of motion picture "music cutters" into AFM. Originally introduced at the recent AFM convention in San Francisco by Ray Menhennick, Local 47 delegate, proposal was put in form of a resolution at a meeting of the local board of directors, with the request that the international executive board give the situation immediate attention and study.

In trying to snare music cutters (film editors responsible for final print of completed motion pix), union here argued that cutters are in a key position to (1) bypass live musicians by using library material and (2) would be forced to resort to sound tracks in case of dispute between

(See 47 Okays Cutters on page 37)

struments, 79.9 per cent said they were inclined to buy one brand, or one of several.

## Mercury Gets VD Folk Ditty In Health Drive

NEW YORK, Aug. 13.—Mercury Records this week secured rights to press and distribute commercially a disk that is considerably off the beaten path on the record business—Tom Glazer's *The Ignorant Cowboy*, a folk ditty on the peril of syphilis.

The disk was cut by the Communication Materials Center of the Columbia University Press, and will be distributed by health departments throught the country with disk jockeys and ops as part of the VD campaigns being launched in some 300 communities. Song was co-authored by Glazer and Erik Barnouw, who is supervisor of the Communication Materials Center.

Mercury will enjoy the benefit of an intensive air campaign by the local public health outfits at no expense to the waxery. Stations figure to respond to the drive as a public service. Decision to make the disk-ing followed the success of two 15-minute transcribed radio shows on

## London Rex Out To Corner Classic Mart

### Will Cut 26 This Year

By Bill Simon

NEW YORK, Aug. 13.—London Records is apparently out to corner the market on European longhair talent. The British-based diskery, now in the classical record business in the U. S. as the result of the dissolution of its FFRR distribution deal with American Decca, last week landed the Vienna Philharmonic, and attained a virtual monopoly of the major Continental orchestras also. With the pacting of a new batch of vocal artists, the company has launched a new drive to gain major status in the vocal field as well.

The Vienna outfit, with conductors Knappertsbusch, Kleiber, and Kraus, is already scheduled to cut 26 sessions in the year. Other exclusive London orchestral properties include the London Philharmonic, the London Symphony, the Amsterdam Con-

(See London Records on page 37)

## Decca Gives Big Build-Up to New Al Jolson Film

NEW YORK, Aug. 13.—With his new Columbia flick, *Jolson Sings Again*, set for its world premiere at Loew's State Wednesday (17), Al Jolson last week put himself in the hands of a couple of Decca and Columbia Pictures promotion men and blanketed the area with personal appearances. It all started with the man's visit to a special preview for local deejays Tuesday night (9) staged by Decca's Eastern division promotion manager, Len Wolf, and Columbia's Harold Danziger and George Ettinger. Most of the area's leading spinners showed and posed for individual pictures with Jolson.

Another showing for more jocks and three showings for local disk dealers also were given later in the week.

### Lacy Escorts Jolson

Meanwhile, WINS jock, Jack Lacy, was designated to escort Jolson on a tour of 18 Loew's theaters in three days, Wednesday, Thursday and Friday. Jolson did at least two songs for each audience. The premiere, as well as the Decca album of songs from the film, is being plugged in the lobbies of 63 Loew's theaters in the area, with displays, trailers and actual records being played all this week.

With this drive as a model, Decca and Columbia Pictures plan to stage similar promotions throught the country as bookings of the film are set up. A contest is being worked out by the flickery for theater managers doing the best job, with Decca to provide the prizes. According to Decca's sales promotion director, Art Grobart, the *Jolson Sings Again* album is set for the diskery's biggest individual item promotion in its history.

the VD topic produced by the center. Shows, one starring Roy Acuff and the other Glazer, featured music and narrative in hillbilly style, and got wide play from the stations.

# RCA 45 PROMOTION SKED SET

Daily Papers,  
Display and  
Radio Are In

**\$14.95 Package the Crux**

NEW YORK, Aug. 13.—RCA Victor is set to kick off its 45-r.p.m. fall campaign approximately September 15 with a national advertising splurge, supplemented by other promotional activity. Big gun in the ad campaign will be a series of large ads covering 154 markets and placed in metropolitan dailies in key cities. This will be followed by a series of smaller ads in dailies. It's understood that the crux of the promotional drive will be the low-priced record and phono attachment package. The latter will sell for \$14.95 and will include—in addition to a 45-r.p.m. attachment, \$5 worth of RCA records, the selection to be made by the consumer.

The daily newspaper campaign, it was learned, will be supplemented by a heightened campaign in trade publications, plus additional dealer co-op tie-ins, radio time and use of other media. The initial impact, however, will be made by black and white space in dailies.

At press time it was learned that this schedule tentatively set at September 15 could vary one or two weeks either way, with the kick-off date perhaps brought up to early October.

#### Breakdown on Tee-Off

The tee-off ad, which will cover 154 markets, is blueprinted as follows: Ads of 1,000 lines will appear in 37 cities in a total of 67 newspapers; ads of 800 lines will appear in 51 cities in a total of 73 newspapers; and ads of 600 lines will appear in 66 cities in a total of 115 newspapers.

The follow-up ad campaign in daily newspapers calls for the following schedule:

Ads of 800 lines in 37 cities in a total of 67 newspapers; 400-line ads in 37 cities in 67 papers; 600-line ads in 51 cities in 73 papers; and 400-line ads in 51 cities in 73 papers. The newspaper ad campaign will carry on late into the year.

#### Radio, Sales Promotion

Tying in with the newspaper will be a spot radio campaign, scheduled (See RCA SETS ITS on page 36)

## Mindy Carson's 5-Yr. NBC Pact

NEW YORK, Aug. 13.—In an unusual deal, the National Broadcasting Company (NBC) has inked 22-year-old chirp Mindy Carson to a five-year contract calling for a combined build-up via radio, television and RCA Victor records. According to an NBC exec, "We've learned our lesson, and this time we want to throw all our resources behind an artist." For Miss Carson the paper could mean well over \$50,000 per annum, exclusive of records, provided the shows go commercial. Both radio and TV shows, which will not be simulcast, are set to preem on or about October 1.

Actually this will be the thrush's first time on the air with her own show, although she appeared with Paul Whiteman on his *Stairway to the Stars* series for eight months in 1947.

In another unusual arrangement, Miss Carson has signed a contract with the American Tobacco Company for still another radio show, but details have not been set on this, and

## Federal Case on ASCAP Decree In Lull Until After Labor Day

WASHINGTON, Aug. 13.—A hot-weather lull has overtaken negotiations between the Justice Department and the American Society of Composers, Authors and Publishers (ASCAP) on amending the government's consent decree, but officials here are looking for a resumption of heavy activity right after Labor Day.

With the Justice Department's Sigmund Timberg vacationing for the rest of the month, there has been no scheduling of conference. ASCAPers and Justice Department officials consider the lull a beneficial development. Even the virtually all of the previous conferences on the consent decree amendment have been on a friendly basis the current inactivity is viewed as giving ASCAP's counsel an opportunity to assimilate Society-wide opinion on the proposed new rating scale in which writer incomes would be figured on performance basis.

Hope continues to prevail here that an amendment may be finally agreed upon within a month or two after Labor Day, although some industry observers feel that a decision is still a longer way off. One thing is certain, according to Justice Department officials: The change-over in the attorney generalship will have not the slightest effect on the negotiations

between ASCAP's lawyers and the Justice Department. The proceedings had been given a green light by Attorney General Tom C. Clark. His successor, Sen. J. Howard McGrath, is not expected to veer from Clark's policy.

## Mercury Plans DJ Contest To Push Laine Disk

CHICAGO, Aug. 13.—A national disk jockey promotion, said to be the first of its kind, will be used by Mercury Records to hype the latest Frankie Laine recording, *That Lucky Old Sun*, Art Talmadge, Company's promotion head, said this week. Contest will have disk show listeners picking their all-time favorite Laine recording and will be conducted by about 150 jockeys throuth the country. Stunt will run September 1-15.

Mercury is supplying each jockey with a complete script service for programs about the contest and, in addition, is sending to record stores in various cities cards giving dope about station and jockey participating in the promotion.

Winner will be the person sending in the best letter on the record which is judged to be national favorite by results of all votes. Judges are Alfred Newman, Paul Whiteman and Al Capp.

First-place prize will be an all-expense-paid tour during which winner will travel via plane to San Francisco for Laine's closing at the Fairmont Hotel. From there winner will travel to Hollywood with the singer and end the tour in Las Vegas when Laine opens at the El Rancho. Second-place winner in the contest, which is costing Mercury about \$5,000, will be a complete set of all Laine releases of the past and for next year. In addition, various regional distributors will give separate prizes.

## Coast Cleffers Co-Op on Revue

HOLLYWOOD, Aug. 13.—Coast tune cleffers Sonny Burke and Hal Bourne will team with Irma Jurist to do music for *Alive and Kicking*, new musical revue set for an early fall debut in New York. Show will be produced by William Katzell and Ray Golden and feature a top name cast currently being lined up both here and in New York. Lyrics will be by Paul Francis Webster, who has teamed with Burke to do current pop tunes *You Was, How It Lies* and *Black Coffee*. Burke is Coast recording director for Decca, while Bourne has been a featured radio show musical director.

Show will cost producers \$170,000, with all dough already raised. Among backers is Milton Berle, reportedly in for a \$30,000 slice of the musical. Berle is currently negotiating with Bert Lahr to get the comic for the top role.

Michael Kidd will do choreography, with Ray Golden writing many of the sketches. Hoagy Carmichael will have one tune in the show in addition to the Burke-Bourne-Jurist score. Show goes into rehearsal September 6 and will try out in Boston prior to a Broadway debut.

## Cap Sales Dip; Hike in View, Says Wallichs

HOLLYWOOD, Aug. 13.—According to Capitol Records's report to stockholders, diskery's working capital at mid-year shows an increase of \$507,368 over the same time a year ago, and \$1,402,496 above the mid-1947 total, this despite a \$246,717 net loss for the first half of 1949, as compared with a profit of \$725,480 in the first half of 1948. Firm's present working capital is reported as \$2,192,044. According to the report, Cap's sales for the first six months of 1949 totaled \$5,138,584, against \$8,013,659 for the same period a year ago. Sales for this year's second quarter amounted to \$2,012,356, as compared with \$3,188,136 for the second quarter last year, while during the same period a year ago firm had a net income of \$136,901, giving common stock shareholders 28 cents per share after convertible preferred stock dividends were paid.

Glenn Wallichs, Capitol prexy, told *The Billboard* that present disk biz conditions are due to the public's confusion over the various speeds, but Capitol's move to straddle all speeds by becoming the first diskery producing records in 78, 45 and 33½ r.p.m. speeds will stabilize the market and leave Cap in a healthier than ever position. Wallichs also took a rosier view of the future, stating that sales reports of recent weeks show a steady upward climb. Each week is stronger than the one before, Wallichs said.

probably won't be until the fall.

Miss Carson, who is under the personal management of Eddie Joy, Santly-Joy professional manager, made her local debut at the Copacabana June 28 as a feature singer and after four weeks attained top billing in the new show that stays until September 7.

## Kiddie Field Is Included In Campaign

**Simplicity of 45 Stressed**

NEW YORK, Aug. 13.—The overall 45-r.p.m. push will include a campaign to entrench the RCA system in the kiddie market. Nothing official on this has as yet crystallized, but it is believed that this phase of the 45 campaign will get under way about mid-October in order to catch the Christmas trade. In conjunction with this drive, RCA will manufacture a self-contained player modelled after the present 9EY3. Promotion will feature Walt Disney cartoon and tunes. Diskery will emphasize the simplicity of the 45 operation as particularly suitable for youngsters.

RCA has never divulged its plans with respect to the kiddie field. It's known, however, that the company regards this phase of the business as next in importance to the pop category and accounting for about 20 per cent of the industry's business. With this thought in mind, RCA has purposely kept the player as a separate unit, so as to enhance its utility for this market.

#### Tots Can Operate

According to RCA tests, tots of two and three years of age can operate the player. Diskery plans stepped-up activity to round up kiddie record talent, and Steve Carlin, of artists and repertoire department, is already remaking and refining the kiddie line of disks. It's understood that Capitol Records, which has a very strong kiddie catalog, also is prepared to ride 45 on this line.

Shipment of the kiddie players is expected to start October 1, with dealer promotion under way by October 15. The units will be placed on sale in toy departments as well as music stores.

## Columbia Cuts Four Sides of "Hill" Music

HOLLYWOOD, Aug. 13.—For the first time in recent history, the cast and score of a Hollywood-originated musical comedy were recorded by a major plattery when Columbia Records cut four sides featuring music and talent of *Sugar Hill*, an all-Negro musical currently doing top biz at Las Palmas Theater in Hollywood.

Earmarked for release on plattery's Red label were four tunes from the show, *My Sweet Hunk of Trash*; *Peace, Sister, Peace*; *You Can't Lose a Broken Heart* and *Keep 'Em Guessin'*. Cast members Johnny Lee, Manette Moore, Dolores Parker and the Ebonaires were featured in tunes originally created for the stage offering. Sides were backed up by Phil Moore's ork.

Releasing plans are tentative, although plattery plans to handle tunes in special manner to reach both pop and rhythm and blues markets. Recording was a joint effort of Ben Selvin, Coast a.-and-r. chieftain, and Art Satherly, folk and rhythm tune recording director, marking one of the rare instances where a date rated two-man supervision.



# NO MATTER HOW YOU LOOK AT IT

## Mercury's SENSATIONAL SIX

ALL PICKED TO WIN TOP HONORS!



Frankie Laine  
MERCURY 5316

### "THAT LUCKY OLD SUN"

BILLBOARD TIPS ON TOPS

Frankie Laine's rendition of "That Lucky Old Sun", an unusual pop with a spiritual quality, could be a big one. On Mercury.



Vic Damone  
MERCURY 5313

### "BOLERO" . . . "THROUGH A LONG AND SLEEPLESS NIGHT"

BILLBOARD PICKS:

Damone is riding high, and his momentum figures to carry this double-sided threat on up. "Night" is getting strong plugging from the "Come to the Stable" flick. "Bolero" has a pseudo exotic quality a la "Poinciana", and Vic's projection plus a big production job could add up.



Eddy Howard  
AND HIS ORCHESTRA  
MERCURY 5314

### "MAYBE IT'S BECAUSE" "TELL ME WHY"

BILLBOARD PICKS: "MAYBE IT'S BECAUSE"

Eddy's expert warbling, the fine sound of the vocal trio, the tasty work of the Howard ork all add up to make an excellent rendition of a tune which already is showing signs of hitdom.



Patti Page  
MERCURY 5310

### "I'LL KEEP THE LOVELIGHT BURNING"

BILLBOARD REVIEW:

Patti trots out her best blues and rhythm style, with the tune's authors, Benjamin and Weiss, backing with fine harmony. One of the best versions yet on the on-coming ballad.



Dinah Washington  
MERCURY 8148

### "BABY GET LOST"

BILLBOARD BEST SELLING RETAIL RACE RECORDS

"Baby, Get Lost", . . . . . D. Washington . . . . . Mercury 8148



Rex Allen  
MERCURY 6203

### "ARIZONA WALTZ"

Featured in Rex Allen's first Republic Picture.

Only Mercury has the Hits on Non-Breakable

NO OTHER COMPANY CAN GIVE YOU SUCH AN ARRAY OF HITS ON "LONG PLAYING" NON-BREAKABLE RECORDS. PUT 'EM ON AND TAKE 'EM OFF WHEN THE NEEDLE WEARS OUT!

America's  
Youngest  
Hit Maker!...



Vic

DAMONE

Comes up with another smash recording  
*Picked by Billboard, the Disc Jockeys and the Retailers*

MY BOLERO

b/w "THROUGH A LONG AND SLEEPLESS NIGHT"

MERCURY  
#5313

★ THE COMPANY THAT STARS THE ARTIST

Mercury Records



**A STAR IS BORN AGAIN!**

Millions of Frankie Laine records sold in the last few years have established this comparative newcomer as a permanent part of the American musical scene.

Now Frankie Laine is honored to present his version of a song that is destined to live through the years as a superb contribution to American music.

Hear him sing with dramatic feeling these inspiring lyrics.

UP IN THE MORN-IN',  
OUT ON THE JOB,  
WORK LIKE THE DEV-IL FOR MY PAY.  
BUT THAT LUCK-Y OLD SUN HAS NOTH-IN' TO DO  
BUT ROLL A-ROUND HEAV-EN ALL DAY.  
FUSS WITH MY WOM-AN,  
TOIL FOR MY KIDS,  
SWEAT 'TIL I'M WRIN-KLED AND GRAY,  
WHILE THAT LUCK-Y OLD SUN  
HAS NOTH-IN' TO DO  
BUT ROLL A-ROUND HEAV-EN ALL DAY.  
GOOD LAWD A-BOVE,  
CAN'T YOU KNOW I'M PIN-IN'  
TEARS ALL IN MY EYES,  
SEND DOWN THAT CLOUD WITH A SIL-VER LIN-IN',  
LIFT ME TO PAR-A-DISE,  
SHOW ME THAT RIV-ER,  
TAKE ME A-CROSS  
AND WASH ALL MY TROUB-LES A-WAY  
LIKE THAT LUCK-Y OLD SUN,  
GIVE ME NOTH-IN TO DO  
BUT ROLL A-ROUND HEAV-EN ALL DAY.

# 'THAT LUCKY OLD SUN'



Only *Mercury* has the hits on NON BREAKABLE RECORDS

ALL AMERICA AGREES

5316 *It's excitingly different!*

COPYRIGHT 1949, ROBBINS MUSIC CORPORATION, 799 SEVENTH AVE., NEW YORK, NEW YORK.

## Wattenberg Lists Needed Changes in Copyright Act

By Sidney W. Wattenberg

The statute which now fixes the rights and obligations of persons with respect to copyright was enacted 30 years ago. Because of the length of time it has been in force and because of the great strides made in the field of science since its enactment, the statute has become inadequate in many respects.

Altho the present grant of rights to a copyright proprietor may have

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been quite sufficient in 1909, revision is obviously necessary for the reason that the media and means of making use of copyrighted works have become so greatly extended. Since 1909 there have been developed new rights with respect to music. There are, for instance, the motion picture synchronization right, the right to manufacture an electrical transcription and the television right. These rights could not possibly have been specifically provided for in 1909 for they were not known at that time.

When the Congress of 1909 incorporated the compulsory license provision in the copyright statute it necessarily had in mind certain types of mechanical devices which were then in existence, namely the phonograph record and the player piano roll. It could not have had in mind an electrical transcription of which a very limited number of pressings are made, not for the purpose of sale, but for the purpose of radio advertising and other public performance for profit, because the device was not then in existence. Yet there are persons who believe that the antiquated compulsory license provision actually extends to and permits the manufacture of electrical transcriptions.

It would be beneficial to copyright proprietors and users alike if Congress were to make specific provision for the manufacture of electrical transcriptions.

### Movie Synchro Rights

The same thing may well be said in connection with motion picture synchronization rights. This right involves among other elements the element of recording a work upon film and up until very recently certain producers of motion pictures claimed to have the conviction that the recording of a musical composition on motion picture film could be done under the compulsory license provision. The question was affirmatively raised by a motion picture company in a law suit pending not very long ago and the court recognized the fact that altho a mechanical right was involved it was not that type of

a mechanical right to which the compulsory license provision referred.

It may be argued that the determination of the nature of rights involved in newly developed methods of reproduction should be left to judicial interpretation of the statute by the courts. Radio, for instance, altho not known of in 1909, has been recognized by the courts as a means of public performance for profit. However, it would seem to be the better course to seek amendments to the existing law which would specifically provide for these so-called new rights.

### Other Questions

There are other features of the act which require reconsideration. For instance, altho the statute gives to the copyright proprietor the exclusive right to arrange or adapt his work, if it be a musical composition, a judge of a district court recently held that such right only applied to printing the work and did not extend to the mechanical reproduction of the work. In other words, under that decision it appeared that a manufacturer of phonograph records might make any arrangement he desired for the purpose of making a phonograph record. Since the moral right is not recognized in this country that decision would have permitted record companies to distort copyrighted works in their own discretion. Altho the Court of Appeals in reviewing the case nullified the decision of the district court this question should be made the subject of a specific amendment to the act so as to clarify once and for all the right of arrangement. The record manufacturing industry has attained enormous proportions and if a record manufacturer were permitted under the statute, for instance, to record and sell thruout the country its own jive arrangement of a symphonic work, the value of the copyright in that work would at once be destroyed.

The long playing record which has recently been developed provides another problem. In enacting the compulsory license provision and providing for a 2-cent royalty, Congress could not have had in mind a device which would be capable of playing a serious work in its entirety. It is obvious that there is no logic in a formula which provides for the payment of the same royalty to the copyright proprietor of a novelty tune of 2½ minutes playing duration as would be payable to the author of a concerto or other serious work of 20 minutes duration. The long playing record illustrates clearly the need for reconsideration and revision of the copyright statute.

### Coin Machine Exemption

Perhaps the most unjust provision of the statute is the so-called coin machine exemption. This clause provides that the performance of a musical composition on a coin machine is not to be deemed a public performance for profit unless an admission fee is charged to the place where the machine is in operation.

There may have been some justification for this provision in 1909 but today the provision is unconscionable. The coin machine of that era was certainly a device altogether different from the present day juke box. In 1909 there were some people who actually believed that the coin machine was of little importance but in the past 30 years the juke box has developed steadily and today its manufacture, sale and servicing constitute a tremendous industry. There are hundreds of thousands of these machines in use today and each of them offers to the public a great selection of the day's most popular music recorded by the foremost artists.

Since only a small percentage of these machines are located in places charging an admission fee the performance of music in the vast ma-

## King and Sensation Settle Todd Rhodes Contract Jam

NEW YORK, Aug. 13.—King Records and Sensation Records this week settled a contract dispute involving blues shouter Todd Rhodes, with King voluntarily voiding a recording contract it had recently made with the warbler. Rhodes thus is recognized as a Sensation property under a prior contract.

Sensation, owned by Bernie Besman and John Kaplan, who also own the Pan-American disk distributery

in Detroit, has specialized in cutting masters of performers under contract and then leasing the masters to other diskeries to press and distribute. In June, 1948, Sensation turned over some 60 masters to King, including two dozen by Rhodes, on a five-year lease. Subsequently, King signed Rhodes to a contract, having checked with the American Federation of Musicians (AFM) and been informed that no contract between Rhodes and Sensation was on file.

Sensation protested the matter to the Federation, pointing out that it had been co-owner with the now defunct Vitacoustic diskery of a term pact with Rhodes. During the Vitacoustic bankruptcy proceedings, Sensation acquired for a consideration Vitacoustic's equity in Rhodes and became sole owner of the contract. AFM checked this claim and verified it, finding the Rhodes contract in the dead file with Vitacoustic's papers. AFM thereupon didn't hand down an official dictum, but indicated that it took a dim view of the King pact with the warbler, whereupon King voluntarily voided the contract.

King also turned back all but five of the masters that it had leased from Sensation, the five having been already pressed and placed on the market.

Warren Troop represented Sensation, while Jack Pearl represented King in the settlement.

## Ork Pay Rates Hiked for Road And Ice Shows

NEW YORK, Aug. 13.—Wage scales for orks playing with ice shows will be upped \$25 per man weekly, and scales for orks traveling with theatrical shows \$15 per man weekly, according to an American Federation of Musicians (AFM) ruling effective September 15.

Scale for sidemen with ice show orks will then become \$150 for sidemen and \$215 for leaders, with \$10 additional for both in the case of broken weeks (when company shows in more than one town in a given week). This scale applies to an eight-performance week excluding Sundays. Sunday work will be scaled at \$20 for the men, \$30 for leaders—a \$2 increase in each case.

For orks traveling with shows, rate becomes \$140 for men, \$205 for leaders. Broken week rates will be \$150 and \$225, respectively, with Sunday rates \$10 and \$20. Rehearsal rates also have been upped.

## Cap Rushes Releases Of New Blues Artists

HOLLYWOOD, Aug. 13.—Capitol will rush into release September 5 disks by three newly acquired rhythm and blues artists. They are Harry Belafonte, "Sugar Chile" Robinson and Charley Green. "Sugar Chile's" initial release will be *Numbers Boogie and After School Blues* while Belafonte's first sides are *Deep Is the River and Close Your Eyes*.

Green's tunes were not known at press time.

## Apollo Records Inks Three New Artists

NEW YORK, Aug. 13.—Three new artists contracts were inked last week by Apollo Records. Mildred Anderson and "Teacho" Wiltshire, both blues-ballad singers, and the Roberta Martin Singers were signed.

The latter group, to record spirituals, is sponsored by Roberta Martin, a Chicago publisher of religious material.

## Decca Adds 3 Name Artists to Talent Roster

NEW YORK, Aug. 13.—Three names from radio, films and night clubs were added to Decca Records' artist list this week. Heading the list is Robert Q. Lewis, Columbia Broadcasting System (CBS) comic, who will wax four new material numbers immediately. Eileen Wilson, former Les Brown chirp, who sang *Through a Long and Sleepless Night* for the track of *Come to the Stable*, has signed and has already cut that picture, among others, with the Gordon Jenkins orchestra and chorus. Josephine Premise, currently appearing at the Blue Angel, has been inked to cut calypso specialties.

Jerry and Sky, hillbilly team from Tennessee, also have signed with the diskery.

Paul Cohen, the diskery's folk department topper, is in Nashville in the course of a talent-scouting tour of the Midwest.

## Judy Canova Starts Own Record Label

HOLLYWOOD, Aug. 13.—Judy Canova, in conjunction with her manager, William H. King, will start her own record label bearing her name.

Miss Canova will plug her disks on her radio show, and will distribute platters directly a la Horace Heidt. So far, she is label's only artist.

Majority of cases is completely free of any obligation to pay a performance fee.

### Unintended 40 Years Ago

Such an exemption could not possibly have been the intention of Congress in 1909. A fee for the public performance of a musical composition for profit was definitely contemplated but what was not anticipated in 1909 was the vast use to which the coin machine eventually was to be put.

Under the law as it now stands a roadhouse offering a three-piece local orchestra, or even one vocalist, is obligated to secure a performance right clearance with respect to copyrighted music, whereas a roadhouse across the road can have the best name bands and singers of the decade available on the juke box without any obligation whatever with respect to the payment of public performance fees.

Whether or not a dance floor is provided is immaterial; the only test is whether the location charges an admission fee.

The ironic part of it is that not only does the owner of the roadhouse get his music free, but he also shares in the coins that are dropped into the box by his patrons.

There seems to be no reason for Congress to continue in the statute a provision which makes it possible for a person to use the property of others for his own profit and gain without restriction or obligation.

These are just a few of the aspects of our copyright act affecting music which should be revised to keep it up to date.

## Watch for 'Em

Because of the present heightened interest in copyright law brought into focus by the recent United Nations Educational, Scientific and Cultural Organization (UNESCO) meeting in Paris on international copyright matters, as well as the recent congressional hearings on copyright in the United States, *The Billboard* will publish from time to time views of the copyright situation by prominent music business attorneys.

The ideas advanced in these articles are the attorneys' own, and do not necessarily represent those of the clients they serve.

Today's article is by Sidney W. Wattenberg.

## Col Jumps Gun on ahbez Tune While Cap Looks for the Leak

NEW YORK, Aug. 13.—Capitol this week added its voice to the rising chorus of diskery blasts against publisher release dates when it learned on a reading of the *Advance Record Releases* in *The Billboard* that it had been scooped out of an anxiously guarded exclusive by Columbia.

The song involved is eden ahbez's *Land of Love*, which he brought directly to Capitol. The diskery cut a Nat Cole waxing and set an October 1 release date on the disk, which it was going to give the full flack treatment as another *Nature Boy*, meanwhile keeping the record under close wraps. After giving the tune to Capitol, ahbez, with the waxery's blessing, turned over pubbing rights in the song to Robbins Music, which agreed to keep the tune under cover until the Cole disk was off and winging.

Last week, Columbia sent out advance notice of a Doris Day etching of *Land of Love*, at the same time spotting copies with disk jockeys. Capitol asked Abe Olman, big three topper here, how come, with Olman assuring the diskery that he hadn't let the song out. Olman then demanded that Columbia hold up the disk at its distributor outlets until the Capitol waxing was out. He also

restricted the Day record from the air.

Capitol is satisfied that the pubbery is innocent in the matter, and is intensely curious to find out who let the cat out of the bag. "The hell with release dates after this," a spokesman for the diskery told *The Billboard*. With the October 1 date now invalidated, the diskery is rushing the Cole record to market in a hurry.

An observer close to the situation suggests that Capitol might look for the leak within its own organization, indicating that someone in the firm had given the song to an artist rep with whom he is close buddies.

## Granz Gets Writ Against Erlinger

NEW YORK, Aug. 13.—Jazz at the Philharmonic (JATP) impresario Norman Granz this week was granted a temporary injunction against George Erlinger, doing business as the Disc Company of America, enjoying the latter from using the name "Norman Granz" and/or "Jazz at the Philharmonic" in conjunction with the production, sale, or distribution of phonograph records. The injunction was granted by Supreme Court Justice Edgar J. Nathan Jr., pending trial of a \$100,000 damage suit instigated by Granz. The defendant was ordered to put up a bond of \$25,000.

In his action, Granz charges that since 1948 Erlinger has produced JATP albums from Granz masters in violation of the latter's rights. Claiming that he is the legal owner of the JATP masters, Granz asked to have the masters delivered to him, and also asked for an accounting from the defendant and a permanent injunction against further manufacturing.

Erlinger has stated that in 1946, as president of the Eastern Record Company, a disk pressing plant, he did business with Moe Asch, later founding the Disc company with him in 1947. It is understood that Erlinger was the money man in the deal and in 1948 took over the works from Asch.

Granz maintains that his deal was with Asch personally and he refuses to honor the transfer of rights. The albums involved are JATP Volumes 2, 3, 4, and 5, *Boobie Woogie at the Philharmonic*, *King Cole Quintet Volume 1*, *Opera in Vout*, *JATP After You've Gone*, and *JATP Lady Be Good*.

Granz would presumably turn these masters over to Mercury with whom he is presently under contract.

## London Records Adds U. S. Talent

NEW YORK, Aug. 13. — London Records entry in the American pop talent field moved a few steps ahead this week with several new signings. Charlie Spivak, trumpeter-maestro who recently ankleed Victor, became the first major name to enter the fold. Singer Bobby Wayne, a Godfrey talent scouts winner, who once sang with Ruby Newman, was also signed, and makes his pro disk debut on the label.

Nev Simons, 45-year-old composer-warbler from Detroit, who made a splash last year with his *Cornbelt Symphony*, has an agreement for several London sides.

Meanwhile Berle Adams, who has taken charge of London's blues, rhythm and folk repertoire in the U. S., has cut his first two sessions, the first being with blues vocalist Rudy Render.

Get set for the **BIG SALES HARVEST** this fall!



6 GREAT

RECORDS for FAST TURNOVER!

THE **BLUE SKIRT WALTZ**  
coupled with  
**HOMECOMING WALTZ**  
GUY LOMBARDO  
DECCA 24714



HOP-SCOTCH POLKA (SCOTCH HOT)  
DANGEROUS DAN MCGREW

GUY LOMBARDO  
Decca 24704



THE FOUR WINDS AND THE SEVEN SEAS  
WHEN MY DREAM BOAT COMES HOME

GUY LOMBARDO  
Decca 24648



DREAMY OLD NEW ENGLAND MOON  
COQUETTE

GUY LOMBARDO  
Decca 24689



FIVE FOOT TWO, EYES OF BLUE  
(Has Anybody Seen My Girl)  
YOU CAN'T BUY HAPPINESS

GUY LOMBARDO  
Decca 24615



MERRY-GO-ROUND WALTZ  
CANADIAN CAPERS

GUY LOMBARDO  
Decca 24624

75¢ EACH (plus tax)

Don't wait for  
your salesman—  
**ORDER TODAY!**



America's Fastest Selling Records!

## State Dept. Backs World-Wide Plan On Copyrights

(Continued from page 15)

official participants and is serving to provide a framework for official action.

According to the State Department, private interests in the copyright field will be kept fully informed on developments in the same manner followed by the State Department in the past. The agency, it was explained, is likely to meet with a panel of private industry representatives at least once prior to the fall conference of UNESCO. A number of controversial issues are in store for conferees. One of the worst stumbling blocks is the question of whether any new international pact should supersede existing lateral treaties and agreements or whether it should stand as a separate treaty or agreement.

### Most Significant

If the State Department gives sufficient encouragement at the September conference of UNESCO, the latter body is likely to come up with final recommendations on a specific course of action to speed the drafting of a new universal copyright convention. Copyright experts from both government and private fields here view the latest action as perhaps the most significant development in the history of efforts toward a universal copyright agreement. Altho there is an air of strong optimism, some realistic observers have misgivings on the question of whether the pact can be truly universal.

A troublesome factor is the question of the position of the Soviet and her satellites. The global pact-makers might be in for recurrence of the same sort of quarrels that have attended international confabs on other matters in the postwar years. This is already being taken into consideration, it was learned, and one of the problems to be worked out is whether all the powers should be invited to an inter-governmental conference, when that stage is reached, or whether the copyright proceedings will be set up as a coalition of powers from Western Europe, North America, Latin America, and the Pacific.

# HIT RECORDS OF HIT TUNES

**Feist**

The Big Hit From "Jolson Sings Again"  
A Columbia Technicolor Picture



## TOOT, TOOT, TOOTSIE!

AL JOLSON .....Decca

**Robbins**

The Fast Breaking Hit

## WHO DO YOU KNOW IN HEAVEN

NAT "KING" COLE .....Capitol  
THE INK SPOTS.....Decca  
DICK JAMES .....London  
DICK JURGENS .....Columbia  
JACK SEARLE .....Bluebird  
CLAUDE THORNHILL.....RCA Victor

**Miller**

Standout Song From 20th Century-Fox's  
"Come To The Stable"

## THROUGH A LONG AND SLEEPLESS NIGHT

ALAN DALE .....Hi-Tone  
VIC DAMONE .....Mercury  
EDDY DUCHIN.....Harmony  
BILL FARRELL .....M-G-M  
GORDON JENKINS .....Decca  
PEGGY LEE .....Capitol  
VERA LYNN .....London  
DINAH SHORE.....Columbia  
CLAUDE THORNHILL.....RCA Victor



**Warren**

A "Sleeper" From The Girl Who Started "Again"

## YOU'D BE HARD TO REPLACE

FRED ASTAIRE-GINGER ROGERS..M-G-M  
VERA LYNN .....London

# The Billboard MUSIC POPULARITY CHARTS

PART I

## The Nation's Top Tunes

Based on reports received last three days of Week Ending August 12

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.)

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

This Week Last Week

- 1. SOME ENCHANTED EVENING** By Rodgers and Hammerstein  
Published by Williamson (ASCAP)  
From the Broadway musical, "South Pacific"  
Records available: S. Black Ork, London 455; B. Brees-The Pauletts Sisters, Capri 2001; P. Como-M. Ayres Ork, V(78)20-3402, (45)47-2596; B. Crosby-J. S. Trotter Ork, Dec 24609; J. Davis, Harmony 1048; B. Harrington, Vocalion 85000; A. Jolson-V. Young Ork, Dec 24667; J. Laurens-J. Carroll Ork, Mer 5276; J. Saunders-R. Bloch Ork, Hi-Tone 122; P. Sinatra, Col 38446; J. Stafford-P. Weston Ork, Cap 57-544; P. Weston Ork, Cap 57-629; H. Winterhalter Ork, MGM 16399; E. Young, Bluebird 31-0009; Eddie and Rack, Dec 24707.  
Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Shep Fields, Lang-Worth; Dick Haymes-Carmen Dragon Ork, World; Elliot Lawrence, Associated; David LeWinter Ork, Standard; The Music of Manhattan, NBC Thesaurus.
- 2. ROOM FULL OF ROSES** By Tim Spencer  
Published by Hill & Range Songs (BMI)  
Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5256; S. Kaye-D. Cornell, V 29-2441; G. Morgan, Col (78)20594, (LP)2-272; P. Reed, Dancelone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col 38525, (LP)1-278.  
Electrical transcription libraries: George Wright, NBC Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivaneck, MacGregor; George Towne, Associated; Al Trane, Lang-Worth; Foy Willing, Lang-Worth; George Wright, NBC Thesaurus.
- 3. AGAIN** By Newman and Cochran  
Published by Robbins (ASCAP)  
Records available: J. Clay Ork, Hi-Tone 109; V. Damone-G. Oasser Ork, Mercury 5261; D. Day-The Meliomen, Col 38467; T. Dorsey Ork-M. Lutes, V 20-2457; D. Gardner, Gotham G-181; J. Graydon-G. Jenkins Ork, Dec 24802; B. Harrington, Vocalion 55001X; A. Mooney Ork, MGM 16288; P. Reed, Dance-Tone 330; L. Rucker-C. McLin Combo, Aristocrat 10001; M. Scott-The Paulette Sisters, Spotlite 516; M. Torme, Cap 15428.  
Electrical transcription libraries: Rene Durant-Linda Stevens, Standard; Geri Galian, World; Manhattan Madcaps, NBC Thesaurus.
- 4. BABY, IT'S COLD OUTSIDE** By Frank Loesser  
Published by E. H. Morris (ASCAP)  
From MGM's "Neptune's Daughter"  
Records available: H. Babbitt-The Allen Sisters, Vocalion 55011; P. Bailey-Hot Lips Page, Harmony 1040; C. Calloway, Hi-Tone 135; D. Cornell-S. Kaye Ork, V 20-3448; E. Fitzgerald-L. Jordan, Dec 24644; H. & J. Carter, V(78)21-0075, (45)48-0075; Lady Sybil Smythe-B. Jacoby, Castle 1423; L. & F. Loesser, Mer 5307; D. Shore-H. Clark, Col 38483; M. Whiting-J. Mercer-P. Weston Ork, Cap(78)57-567, (45)54-582; E. Williams-R. Munialan-MGM Studio Ork, MGM 30197.  
Electrical transcription libraries: The Jumping Jacks, NBC Thesaurus; Frankie Masters, Associated.
- 5. YOU'RE BREAKING MY HEART** By Genere and Skylar  
Published by Algonquin (BMI)  
Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 16478; B. Clark, Col (78)38546, (LP)1-256; V. Damone-G. Oasser Ork, Mer 5271; Ink Spots, Dec 24683; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351.  
Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarnieri, NBC Thesaurus; Eddie Skrivaneck, MacGregor; Frankie Masters, Lang-Worth.
- 6. RIDERS IN THE SKY** By Stan Jones  
Published by Mayfair (ASCAP)  
Records available: B. Crosby-E. Darby Singers, Dec 24818; D. Failliant-H. Winterhalter Ork, MGM 10464; B. Ives, Col 38445; S. Jones & His Death Valley Rangers, Mer 5320; Wingy Manone, Kem 2700; E. McCurdy, Monogram 134; P. Lee, Cap 57-608; The Song Spinners, Vocalion 85003; Sons of the Pioneers, V 21-0065; P. Willing & His Riders of the Purple Sage, Cap 57-40184; V. Monroe Ork, V 20-3811; J. Saunders, Hi-Tone 122.  
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 7. BALI HA'I** By Rodgers and Hammerstein  
Published by Williamson (ASCAP)  
From the Broadway musical, "South Pacific"  
Records available: S. Black Ork, London 455; B. Brees-N. Hervey Ork, Capri 2000; P. Como-M. Ayres Ork, V(78)20-3402, (45)47-2596; B. Crosby-J. S. Trotter Ork, Dec 24609; B. Harrington, Vocalion 85000; P. Lee-D. Harbour Ork, Cap 57-543; J. Long Ork, Hi-Tone 129; P. Sinatra, Col 38446; A. Vincent-M. Miller Ork, Mer 5273; P. Weston Ork, Cap 57-629; H. Winterhalter Ork, MGM 16399; Eddie and Rack, Dec 24707.  
Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Dick Haymes-Carmen Dragon Ork, World; David LeWinter Ork, Standard.
- 8. THE FOUR WINDS AND THE SEVEN SEAS** By Hal David and Don Rotney  
Published by Lombardo (ASCAP)  
Records available: H. Babbitt-The Veltones, Vocalion 55014; R. Clouney, Harmony 1050; B. Crosby-C. Cavallaro, Dec 24677; V. Damone-G. Oasser Ork, Mer 5271; J. Desmond-The Quintones, MGM 10451; D. Dennis-S. Black Ork, London 467; H. Jeffries, Col (78)38511, (LP)1-256; S. Kaye Ork, V 20-3429; G. Lombardo Ork, Dec 24648; J. Saunders-The Riddlers, Hi-Tone 245; M. Torme-F. DeVol Ork, Cap 57-671; P. Reed, Dance-Tone 350.  
Electrical transcription libraries: Music of Manhattan Ork-Jack Kilty, NBC Thesaurus; Lawrence Weik Ork, Standard.
- 9. FOREVER AND EVER** By Franz Winkler and Mella Rosa  
Published by Robbins (ASCAP)  
Records available: P. Allison, Rondo 185; H. Carroll-The Carolers, Mer 5252; J. Clay-The Riddlers-S. Fisher Ork, Hi-Tone 108; P. Como-M. Ayres Ork, V(78)20-3347, (45)47-2892; R. Morgan Ork, Dec 24569; P. Reed, Dance-Tone 312; R. Ross Ork, Vocalion 85004; D. Shore-H. Zimmerman Ork, Col (78)38410, (LP)1-134; J. Webb, Spotlite 513; M. Whiting, Cap 15388.  
Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; David Street and Lucille Norman, Standard.
- 10. I DON'T SEE ME IN YOUR EYES ANYMORE** By Bennie Benjamin and George Weiss  
Published by Laurel (ASCAP)  
Records available: B. Clarke-E. Hagen Ork, Col 38408; P. Como-M. Ayres Ork, V(78)20-3347, (45)47-2892; L. Douglas-B. Curtis Quartet, Hi-Tone 119; H. Forrest, MGM 16373; J. Garber Ork-T. Reardon, Cap 15403; B. Harrington, Vocalion 85001; K. Kallen-M. Miller Ork, Mer 5264; V. Lynn-S. Brown-B. Farnon Ork, London 403; J. Pace-G. Ellis Ork, Keytone 1500; P. Reed, Dance-Tone 330; The Stardusters-G. Jenkins Ork, Dec 24578.  
Electrical transcription libraries: Kaye Armen, Associated; Vincent Lopez, NBC Thesaurus.

# LOOK! TOP TRADE RAVES FOR THESE BIG THREE

Previewers, pickers and prophets all say that all three of these disks will zoom 'way up fast!

YES! RCA Victor has not one—not two—but THREE BIG 'COMERS' ALL AT ONCE! They're the greatest threesome that ever promised a three-in-a-row ride up the charts! Get with all three for a triple profit clean-up! Grab 'em NOW!

## VAUGHN MONROE "SOMEDAY"

RCA Victor 20-3510 (45 rpm: 47-2986)

THE BILLBOARD PICKS IT!... "Four years ago this was a country hit for Elton Britt... Vaughn gives his version the usual tasteful, danceable treatment..." VARIETY says: "... Monroe may have a hit in Someday... disk sells solidly..."

## SPIKE JONES "DANCE OF THE HOURS"

RCA Victor 20-3516 (45 rpm: 47-2992)

THE BILLBOARD PICKS IT!... "This is Spike's follow-up to his wild and woolly "William Tell Overture" hit of some months ago. Victor's promotion guns are being levelled for this one, so watch for it."

VARIETY says: "It's typical Jones stuff and could be a big hit..."

## PERRY COMO "GIVE ME YOUR HAND"

RCA Victor 20-3521 (45 rpm: 47-2997)

THE BILLBOARD PICKS IT!... "Como should keep his current hit streak going with this strong job on a pretty new song..."

VARIETY says: "One of the finest recordings Como ever made... has a hot chance to become a solid smash... Como spins it with more sales impact than even his past "Temptation" and "Prisoner Of Love"..."

### THIS WEEK'S RELEASE!

(Both 78 rpm. and 45 rpm. Numbers marked \* are 45 rpm.)

#### POPULAR

- Give Me Your Hand
- I Wish I Had A Record
- Dry Bones
- Summertime
- Is It True What They Say About Dixie
- Silas Lee
- Oodles Of Ncodles
- Deep Purple
- Awful Natural
- In The Middle Of The Night

- Perry Como 20-3521 (47-2997\*)
- Tommy Dorsey 20-3523 (47-3002\*)
- Phil Harris 20-3524 (47-3003\*)
- Percy Faith 20-3525 (47-3004\*)
- Lucky Millinder 20-3526 (47-3005\*)

#### POP-SPECIALTY

- I Love An Old Fashioned Polka
- Vagabond Waltz
- I Heard The Angels Weep
- I'm So Low
- The Warm Red Wine
- The Queen Of My Heart
- Is In Heaven
- Just One More Waltz
- The Fatal Wedding
- Lawrence Duchow 25-1132 (51-2017\*)
- Texas Jim Robertson 21-0095 (48-0097\*)
- Shorty Long 21-0096 (48-0098\*)
- The Jones Sisters 21-0097 (48-0099\*)

#### COUNTRY AND WESTERN

#### BLUES

- What The Blues Will Do
- Falling Blues
- Arbee Stidham 22-0040 (50-0024\*)

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op mats, and national advertising add up to easy sales.

#### THE CERTAIN SEVEN

(Best-sellers that no dealer can afford to be without)

- 20-3402=47-2896° Some Enchanted Evening
- 20-3411=47-2902° Riders in the Sky
- 20-3441=47-2908° Room Full of Roses
- 20-3427° Hucklebuck
- 21-0083=48-0080° I'm Throwing Rice at the Girl I Love
- 21-0051° One Kiss Too Many
- 11-8851=49-0176° Echo of Your Footsteps
- Clair de Lune
- © Atro Available on 45 RPM

Perry Como  
Vaughn Monroe  
Sammy Kaye  
Tommy Dorsey  
Eddy Arnold  
Eddy Arnold  
Jose Iturbi

The stars who make the hits are on ...

# RCA VICTOR RECORDS

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# "I JUST HEARD SPIKE JONES' 'DANCE OF THE HOURS'..."



... And I'm happier than I've ever been. My husband is a prince—by comparison—to those awful men on the record. ... Did I like it? ... I loved it! ... You will too!

78 RPM 20-3516 **RCA VICTOR RECORDS** 45 RPM 47-2992

Get an **EARFUL** of the  
New Rhythm Hit  
by **JOAN WHITNEY** and  
**ALEX KRAMER**

**I NEVER HEARD  
YOU SAY**

Recorded on  
**DECCA #24690** ... **Gordon Jenkins**  
**CAPITOL #57-567** ... **Margaret Whiting**  
and **Johnny Mercer**

Published by **KRAMER-WHITNEY, Inc.**

Dave Blum, Prof. Mgr.

NEW YORK: 1650 BROADWAY

PLAZA 7-0987

## The Billboard MUSIC POPULARITY CHARTS

### Sheet Music

PART II

Based on reports received last three days of Week Ending August 12

#### 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	Weeks Last to date	This Week	Tune	Publisher
17	1	1	SOME ENCHANTED EVENING (M) (R)	Williamson
8	5	2	ROOM FULL OF ROSES (R)	Hill & Range
19	2	3	AGAIN (F) (R)	Robbins
16	4	3	BALI HA'I (M) (R)	Williamson
24	3	5	FOREVER AND EVER (R)	Robbins
3	6	6	MAYBE IT'S BECAUSE (R)	Bregman-Vocco-Conn
8	—	7	THE FOUR WINDS AND THE SEVEN SEAS (R)	Lombardo
5	9	8	YOU'RE BREAKING MY HEART (R)	Algonquin
11	13	9	BABY, IT'S COLD OUTSIDE (F) (R)	E. H. Morris
20	13	10	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
3	7	11	THERE'S YES, YES IN YOUR EYES (R)	Remick
1	—	12	(JUST ONE WAY TO SAY) I LOVE YOU (M) (R)	Berlin
13	11	13	A WONDERFUL GUY (M) (R)	Williamson
17	8	13	RIDERS IN THE SKY (R)	Mayfair
4	15	15	LET'S TAKE AN OLD-FASHIONED WALK (M) (R)	Berlin

#### ENGLAND'S TOP TWENTY

POSITION	Weeks Last to date	This Week	Tune	English	American
14	1	1	WEDDING OF LILI MARLENE	Box and Cox	Leeds
6	2	2	RIDERS IN THE SKY	Morris	Morris
8	4	3	AGAIN	Francis Day	Robbins
14	3	4	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
11	4	4	"A"—YOU'RE ADORABLE	Connelly	Laurel
19	9	6	HOW CAN YOU BUY KILLARNEY?	Peter Maurice	Peter Maurice
19	6	7	LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy
23	7	8	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
11	11	8	FOREVER AND EVER	Francis Day	Robbins
13	7	10	CANDY KISSES	Chappell	Hill & Range
26	10	11	PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
6	14	11	ECHO TOLD ME A LIE	Chappell	Chappell
4	12	13	CARELESS HANDS	Edwin Morris	Melrose Music
4	13	14	WHILE THE ANGELUS WAS RINGING	Southern	Harris
15	16	15	STRAWBERRY MOON	Edward Kassner	Jefferson
—	—	15	BLUE RIBBON GAL	Irwin Dash	*
—	—	17	EVERYWHERE YOU GO	Chappell	Lombardo Music, Inc.
24	17	18	IT'S MAGIC	Campbell-Connelly	Witmark
31	—	19	CUCKOO WALTZ	Keith Prowse	Criterion
20	15	20	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
6	19	20	GLANCY LOWERED THE BOOM	Peter Maurice	Kenmore Music
—	—	20	DREAMER WITH A PENNY	Magna	George Simon, Inc.

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

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### EDDY DUCHIN AND ORCHESTRA

with Tommy Mercer and vocal group

1060 Jealous Heart 24 Hours of Sunshine

1062 I'll Keep the Lovelight Burning Somehow

1058 Who Do You Know in Heaven? There's Yes Yes in Your Eyes

1058 Through a Long and Sleepless Night (Where Are You) Now That I Need You?



### BENNY GOODMAN AND HIS ORCH.

1061 Poor Butterfly Cherry

1011 If I Had You Limehouse Blues

1012 Bewitched Blues in the Night

### PEARL BAILEY

with The Charleaters and Orch.

1089 Who Don't Ever Leave Me with HOT LIPS PAGE and Orch.

1049 The Huckleback Baby, It's Cold Outside

1054 Ain't She Sweet It's a Great Feeling

### TINY HILL AND ORCHESTRA

1064 Sugar Don't Think Any more About Me

### THE THREE FLAMES

1063 Please Stop Playing Those Blues, Boy

I'll See You Bye and Bye

#4

RELEASE #3

Your Cost Only 27¢

Plus Tax F.O.B. Meriden, Conn.; Los Angeles, Calif.

### TOMMY TUCKER AND ORCH.

1056 Someday Let's Go Back and Kiss the Girls Again

ARTIE SHAW

1057 The Blues—Part 1

The Blues—Part 2

1014 Sweet Lorraine Just You, Just Me

1016 Copenhagen Sobbin' Blues

PHIL BRITO

1051 Room Full of Roses You're Breaking My Heart

AL JOLSON

1004 Rockabye Your Baby With a Dixie Melody

You Are Too Beautiful

1005 April Showers Hallelujah, I'm a Bum

ROSEMARY CLOONEY

1050 Four Winds and Seven Seas

Lover's Gold

JERRY WAYNE AND JULIE WILSON

1047 Just One Way To Say I Love You

Let's Take an Old Fashioned Walk (From "Miss Liberty")

JANETTE DAVIS

1048 Some Enchanted Evening A Wonderful Guy (From "South Pacific")

Only 49¢ Tax Included

## OTHER Harmony RECORDS

### SAMMY KAYE

1053 It Looks Like Rain in Cherry Blossom Lane

When They Played the Polka

1040 My Buddy Sweet Georgia Brown

1041 Let Me Call You Sweetheart Sometimes I'm Happy

RUSS MORGAN

1052 I Love a Lassie Linger Awhile—Stumbling

1022 Way Down Yonder in New Orleans Wabash Blues

LARRY ADLER

1027 They Can't Take That Away From Me They All Laughed

1028 Caravan Stormy Weather

BING CROSBY

1007 Paradise She Reminds Me of You

1008 Waltzing in a Dream Stay on the Right Side of the Road

### PHIL HARRIS

1024 Nobody That's What I Like About the South

1025 Jelly Bean You Can Tell She Comes From Dixie

CLAUDE THORNHILL

1036 Whipper-Will Jim

1028 Doll Dance Lullaby of the Rain

JOHNNY MERCER

1009 Last Night on the Back Porch

1010 Bob White Jamboree Jones The Murder of J. B. Markham

HORACE HEIDT

1029 The Three Trees Carle Meets Mozart with Frankie Carle

1030 Falling Leaves with Frankie Carle A Lover's Lullaby with Frankie Carle

FREDDY MARTIN

1043 Easter Parade April in Paris

### GUY LOMBARDO

1017 Villa Goofus

1018 Just Because You're You I'll Never Be the Same

MILLS BROS.

1001 Anytime, Anyday, Anywhere

1002 Put on Your Old Grey Bonnet Smoke Rings

JOSH WHITE

1006 Moan, Chillun, Moan I Don't Care Where Dey Bury My Body

1013 I Wonder Will My Mother Be on Dat Train Soon in De Mornin'

SONS OF THE PIONEERS

1033 Down Along the Sleepy Rio Grande

1035 My Saddle Pats and I Kelly Waltz

WAYNE KING

1039 One Mornin' in May Japanese Sandman

Harmony Records, mfd. by Columbia Records, Inc., solely distributed by VARSITY RECORD CORP. 47 W. 63 St., New York 23, N. Y.

PLEASE SHIP HARMONY RECORDS INDICATED

1056	1005	1041	1001	1008	1043	1011
1057	1050	1024	1052	1028	1002	1012
1014	1047	1025	1022	1009	1006	1059
1016	1048	1026	1028	1010	1013	1049
1051	1053	1017	1027	1029	1033	1054
1004	1040	1018	1007	1020	1035	1064
1060	1062	1055	1058	1041	1039	1063

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# The Billboard

## MUSIC POPULARITY CHARTS

PART IV

### Retail Record Sales

Based on reports received last three days of Week Ending August 12

### BEST-SELLING POPULAR RETAIL RECORDS

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 listed in italics.

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
10	1	1	1	SOME ENCHANTED EVENING <i>Bali Ha'i</i>	P. Como-M. Ayres Ork. V (78) 20-3402; (45) 47-2896
10	2	2	2	YOU'RE BREAKING MY HEART <i>The Four Winds and the Seven Seas</i>	V. Damone-G. Osser Ork. Mercury 5271—BMI
10	2	3	3	ROOM FULL OF ROSES <i>It's Summertime Again</i>	S. Kaye-D. Cornell-The Kaydets V 20-3441—BMI
18	2	4	4	RIDERS IN THE SKY <i>Single Saddle</i>	V. Monroe Ork. V (78) 20-3411; (45) 47-2902
18	4	5	5	BABY, IT'S COLD OUTSIDE <i>I Never Heard You Say</i>	J. Mercer-M. Whiting-P. Weston Ork. Cap (78) 57-567; (45) 54-582
18	6	6	6	AGAIN <i>Ship To My Lou</i>	G. Jenkins Ork.-J. Graydon D 24602—ASCAP
12	19	7	7	HUCKLEBUCK <i>Again</i>	T. Dorsey Ork.-S. Shavers V 20-3427—ASCAP
15	7	2	2	BABY, IT'S COLD OUTSIDE <i>My One and Only Highland Fling</i>	D. Shore-B. Clark Col 38463—ASCAP
4	8	8	8	JEALOUS HEART <i>Turnabout</i>	A. Morgan Ork. London 500
6	10	10	10	MAYBE IT'S BECAUSE <i>It Happens Every Spring</i>	D. Haymes D 24650—ASCAP
3	29	11	11	ROOM FULL OF ROSES <i>There's Yes! Yes! in Your Eyes</i>	E. Howard Mercury 5296—BMI
13	11	12	12	SOME ENCHANTED EVENING <i>Bali Ha'i</i>	B. Crosby-J. S. Trotter Ork. D 24609—ASCAP
6	18	13	13	ROOM FULL OF ROSES <i>A Chapter in My Life</i>	D. Haymes D 24632—BMI
20	9	14	14	I DON'T SEE ME IN YOUR EYES ANYMORE <i>Because You Love Me</i>	G. Jenkins-The Stardusters D 24576—ASCAP
14	15	14	14	I DON'T SEE ME IN YOUR EYES ANYMORE <i>Forever and Ever</i>	P. Como-M. Ayres Ork. V 20-3347—ASCAP
3	—	16	16	SOMEDAY <i>And It Still Goes</i>	V. Monroe Ork. V (78) 20-2510; (45) 47-2986
2	—	17	17	BALI HA'I <i>There Is Nothing Like a Dame</i>	P. Lee-D. Harbour Ork. Cap 57-543—ASCAP
10	16	18	18	THE FOUR WINDS AND THE SEVEN SEAS <i>Out of Love</i>	S. Kaye Ork. V (78) 20-3459; (45) 47-2923
23	22	19	19	FOREVER AND EVER <i>I Don't See Me in Your Eyes Anymore</i>	P. Como-M. Ayres V (78) 20-3347; (45) 47-2892
22	16	20	20	FOREVER AND EVER <i>You, You, You Are the One</i>	R. Morgan Ork. D 24569—ASCAP
2	—	21	21	YOU'RE SO UNDERSTANDING <i>It's Too Late Now</i>	E. Knight-Four Hits and a Miss (E. Wells-The Paulette Sisters, Spoilite 518; R. Carlyle Ork. Coral 60053; L. Green Ork.-R. Dorey, V 20-3405; J. Wayne & The Dell Trio, Col 38437; E. Baird & L. Douglas with B. Curtis Quartet, Hi-Tone 118; J. Pace-G. Ellis Ork. Keystone 1700; B. Barron Ork. MGM 10389; P. Reed, Dance-Tone 358)
6	—	21	21	SOME ENCHANTED EVENING <i>I'm Gonna Wash That Man Right Outta My Hair</i>	J. Stafford-P. Weston Ork. Cap 57-544—ASCAP
6	13	23	23	BABY, IT'S COLD OUTSIDE <i>Whispering Waters</i>	S. Kaye Ork.-D. Cornell V (78) 20-3448; (45) 47-2914
13	24	24	24	AGAIN <i>Everywhere You Go</i>	Doris Day-The Mellomen—ASCAP
1	—	24	24	SOMEDAY <i>On a Chinese Honeymoon</i>	Mills Bros. Col 38467—ASCAP
8	22	26	26	HUCKLEBUCK <i>It Happens Every Spring</i>	F. Sinatra Col (78) 39486; (LP) 1-222
1	—	26	26	BEAUTIFUL WISCONSIN <i>By the Waters of the Minnetonka</i>	K. Griffin—ASCAP Rondo R-192
1	—	26	26	WHISPERING HOPE <i>A Thought in My Heart</i>	Stafford and MacRae-P. Weston Ork. Cap 57-690 (J. Taylor-The Radio Ranch Hands, Mer 6188)

(Continued on page 28)

### 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.

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending August 12



BEST-SELLING CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
63	1	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Cap (78) DAS-80; (45) CASE-3001
62	2	2	2	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig	Cap BX-34-DBX-114
7	15	3	3	BOZO'S JUNGLE JINGLES (One Record) P. Colvig-B. May Ork	Cap DAS-3011
38	4	4	4	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	D CUS-7
47	3	5	5	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Alan Livingston	Cap DEX-99
62	8	6	6	BUGS BUNNY (Three Records) Mel Blanc	Cap (78) CC-64; (45) CCF-3004
29	5	7	7	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, director	Cap (78) BD-124; Cap (78) DD-109; (45) CDF-3000
51	10	8	8	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Cap DBX-93
47	-	8	8	BOZO SINGS (Two Records) Alan Livingston-Vance "Pinto" Colvig	Cap (78) DBS-84; (45) CDSF-3002
23	11	10	10	TUBBY THE TUBA (Two Records) D. Kaye	D CU-106
3	6	10	10	DUMBO (Three Records) Shirley Temple	V Y-382
8	7	12	12	THREE LITTLE PIGS (Two Records) W. Disney-Don Wilson	Cap DEX-3013
29	-	12	12	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston	Cap (78) BC-35; (78) DC-115; (45) CCF-3007
50	9	14	14	NURSERY RHYMES (Two Records) Frank Luther	D CS-5
34	12	14	14	BAMBI ALBUM (Three Records) S. Temple-Chorus; P. Smith, director	V Y-395
19	14	14	14	MOTHER GOOSE (One Record) F. Luther	D CU-100

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
198	1	1	1	Clair de Lune Jose Iturbi	V 11-8851; 49-0176
139	4	2	2	Warsaw Concerto Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist	V 11-8853; 49-0252
13	2	2	2	Bachianas Brasileiras B. Sayao	Col 71780-D
188	4	4	4	Chopin's Polonaise Jose Iturbi	V 11-8818; 49-0134
5	4	4	4	Faure: Pavane Liverpool Symphony Ork; Sir Malcolm Sargent, director	Col 72707-D
145	3	4	4	Jalousie Boston Pops Ork; Arthur Fiedler, conductor	V 12160

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

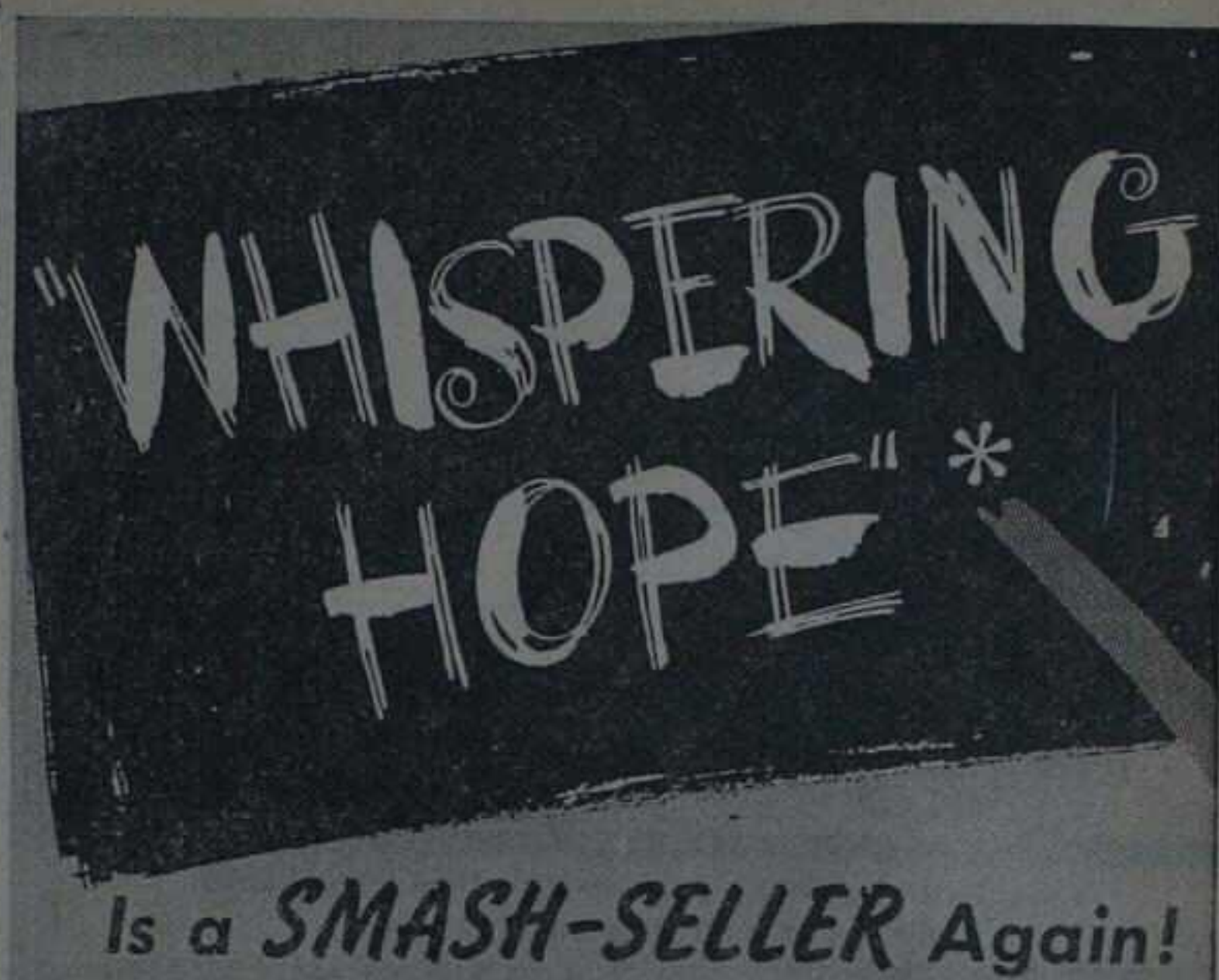
Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
13	1	1	1	Salome (Two Records) L. Wellisch, Metropolitan Opera Ork; F. Reiner, director	Col (78) MX 316; (LP) ML 2048
3	3	1	1	Stravinsky: Petroushka Suite (Five Records) London Philharmonic Ork; E. Ansermet, conductor	English Decca EDA 2512
3	3	1	1	Ravel: Daphnis and Chloe Suite 1 and 2 (Three Records) Paris Conservatory Ork; C. Muench, conductor	English Decca EDA 29
8	-	4	4	Facade (Four Records) E. Sitwell, reader; Chambers Ork; F. Praxmair, director	Col (78) MM 829; (LP) ML 2047
6	-	4	4	Hamlet: Excerpts-Music by William Walton (Three Records) L. Olivier, Philharmonic Ork; M. Mathieson, director	V DM-1273

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
14	1	1	1	SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza	Cap (78) MM-850; (LP) ML-4180
26	2	2	2	KISS ME, KATE (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Cap (78) C-200; (LP) ML-4140
13	5	3	3	DICK CONTINO (Four Records) Dick Contino, Accordion	Magnolia MA-501
9	3	4	4	SONGS WITHOUT WORDS (Three Records) P. Weston Ork	Cap DCN-170
5	4	5	5	OKLAHOMA (Six Records) J. Roberts-A. Drake-H. DaSilva-C. Holm-L. Dixon, With Oklahoma Ork and Chorus; J. Blackton, director	D 359
1	-	6	6	SILVER LINING ALBUM (Four Records) V. Morrow and Ork	V (78) P-246; (45) WP-246
11	8	7	7	SQUARE DANCES (Four Records) C. Stone and His Square Dance Band	Cap BD-44
1	-	8	8	INK SPOTS ALBUM (Four Records) (Vol. 1) Ink Spots	D A-477
10	-	9	9	JAZZ AT THE PHILHARMONIC (Three Records) (Vol. VIII) L. Jaquet-F. Phillips-B. Harris-H. McGhee-J. Jones-R. Brown-H. Jones	Mercury JATP, Vol. 8
4	-	9	9	GUY LOMBARDO TWIN PIANO ALBUM (Four Records) Guy Lombardo	D A-512



Is a SMASH-SELLER Again!



JO STAFFORD



GORDON MacRAE

With Paul Weston and his Orchestra

BACKED BY: "A THOUGHT IN MY HEART"

Capitol No. 57-690 78 rpm

\* MEMO TO RECORD BUYERS

One of the best-selling records of all time, this hit, back in the 1920's sold over 3,000,000 copies for one company. The smooth new Stafford-MacRae version of this old favorite is already on its way to becoming an even bigger hit in '49. Don't miss the boat on "Whispering Hope"!

Phone or Wire Your Distributor TODAY!



First with the Hits from Hollywood.

# ABBEY RECORDS has the HITS!

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HOW CAN YOU LOOK SO GOOD AND ACT SO BAD  
BALLIN' THE JACK ABBEY #68
- BILL GOODEN . . . TWO GREAT NOVELTY SIDES  
STEADY ROLL ABBEY #66  
SONG OF THE WOODPECKER
- THE CABINEERS . . . QUARTET SENSATION!  
YOU'RE JUST A GREAT BIG HEARTACHE ABBEY #72  
WHIRL POOL
- SAM TAYLOR and His Orch. ABBEY #62  
RINKEY-DINKS  
PYRAMID BOOGIE
- THE NORFOLK FOUR . . . OUTSTANDING SPIRITUAL GROUP  
BAKE THAT CHICKEN PIE ABBEY #69  
THE DEVIL AND THE STOKER ABBEY #70  
I'LL TELL IT WHEREVER I GO  
WHEN THE TRAIN COMES ALONG

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WIRE, WRITE OR PHONE YOUR ORDERS TO  
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# COMPOUND

VINYLLITE—BREAK-RESISTANT—REGULAR

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**ANOTHER SMASH HIT!**  
Picked by The Billboard's  
"Tips on Tops," Aug. 13

# GLORIA POLKA

DANA RECORD #2049

MARK THIS UP  
AS ANOTHER "HIT"

## MEMPHIS SLIM

Does a sensational job with

### "BLUE and LONESOME"

ON MIRACLE M-136

MIRACLE Record Company • 500 E. 63rd St., Chicago 37, Ill.

# The Billboard

## MUSIC POPULARITY CHARTS

PART  
V

### Juke Box Record Plays

Based on reports received last three days of Week Ending August 12

#### MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
13	1	1	1	SOME ENCHANTED EVE-NING	P. Como-M. Ayres Ork.	V (78) 20-3402; (45) 47-2896—ASCAP
17	2	2	2	RIDERS IN THE SKY	V. Merzide Ork.	V (78) 20-3411; (45) 47-2902—ASCAP
8	4	3	3	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kay-dets	V 20-3441—BMI
17	3	4	4	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP
11	5	5	5	SOME ENCHANTED EVE-NING	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
6	8	6	6	YOU'RE BREAKING MY HEART	V. Damone-G. Oasser Ork.	Mercury 5271—BMI
8	6	7	7	ROOM FULL OF ROSES	D. Haymes	D 24632—BMI
7	11	8	8	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
10	9	9	9	BABY, IT'S COLD OUTSIDE	E. Fitzgerald-L. Jordan	D 24644—ASCAP
11	11	10	10	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38463—ASCAP
6	—	11	11	THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork	V (78) 20-3459; (45) 47-2923—ASCAP
9	14	12	12	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork	Cap (78) 57-567; (45) 54-582—ASCAP
15	14	12	12	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins Ork-The Stardusters	D 24576—ASCAP
23	7	14	14	FOREVER AND EVER	R. Morgan Ork	D 24569—ASCAP
8	23	14	14	AGAIN	D. Day-The Mellomen	Col 38467—ASCAP
21	14	16	16	AGAIN	A. Mooney Ork	MGM 10398—ASCAP
4	26	17	17	TWENTY-FOUR HOURS OF SUNSHINE	A. Mooney Ork	MGM 104469—ASCAP
2	20	17	17	BALI HA'I	P. Lee-D. Barbour Ork	Cap 57-543—ASCAP
14	19	19	19	I DON'T SEE ME IN YOUR EYES ANYMORE	P. Como-M. Ayres Ork	V 20-3347—ASCAP
1	—	19	19	SOMEDAY	V. Monroe Ork	V (78) 20-2510; (45) 47-2986—BMI
1	—	21	21	THERE'S YES! YES! IN YOUR EYES	(A. Smith, MGM 10496; T. Tucker, Harmony 1056; R. Bloch Ork, Hi-Tone 124; Mills Bros., Dec 24694; Arthur "Big Boy" Crudup, Vic 22-0007; P. Best-Four Tunes, Manor 1195)	
4	27	22	22	HUCKLEBUCK	F. Sinatra	Col (78) 38486; (LP) 1-222—ASCAP
20	18	23	23	FOREVER AND EVER	(P. Bailey-Hot Lips Page, Harmony 1049; B. Goodman, Cap 57-576; A. Kirk, Vocalion 55009; T. Dorsey Ork-S. Shavers, V 20-3427; L. Hampton Ork, Dec 24692; B. Marshall-Cozy Cole Ork, Dec 48089; R. Milton & His Solid Senders, Specialty SP 338; The Pig Footers, Mer 8130; Big Sis Andrews & Her Huckle-busters, Cap 57-20000)	
8	24	23	23	AIN'T SHE SWEET?	Mr. Coon Bones and Mr. Ford	(P. Bailey & The Martners, Harmony 1054, B. Brothers, Merit 301; M. Berth Trio Coral 60079, Mr. Coon Bones & Mr. Ford, Crystalette S-1803; Tiny Hill Mercury 6308)
1	—	25	25	YOU'RE BREAKING MY HEART	Ink Spots	D 24693—BMI
10	23	26	26	SOME ENCHANTED EVE-NING	J. Stafford-P. Weston Ork	Cap 57-544—ASCAP
4	—	26	26	BABY, IT'S COLD OUTSIDE	S. Kaye Ork-D. Cornell	V (78) 20-3448; (45) 47-2914—ASCAP
1	—	26	26	ROOM FULL OF ROSES	Sons of the Pioneers	V 21-0065—BMI
15	28	29	29	AGAIN	V. Damone-G. Oasser Ork	Mercury 5261—ASCAP
3	29	30	30	THE FOUR WINDS AND THE SEVEN SEAS	G. Lombardo Ork	D 24648—ASCAP
1	—	30	30	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V (78) 21-0083; (45) 48-0030—BMI
					(R. Foley, Dec 46170; R. Smith, Col (78) 20665, (LP) 3-305; J. Dale, Vocalion 55022; B. Lee, Horace Heidt 1014)	

#### BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 26)

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
1	—	26	26	YOU'RE BREAKING MY HEART	Who Do You Know in Heaven?	Ink Spots...D 24693—BMI
8	26	30	30	AGAIN	Hucklebuck	T. Dorsey Ork-M. Lutes...V 20-3427—ASCAP

**WARNING!**

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Art  
**MOONEY'S**

“Wouldn't  
it be fun”

backed by  
“HOP SCOTCH POLKA”  
MGM-10500

**M-G-M RECORDS**  
THE GREATEST NAME  IN ENTERTAINMENT



No. 1 ACROSS THE BOARD!

"TROUBLE BLUES" ALADDIN 3024

CLIMBING UP FAST!

"IN THE MIDDLE OF THE NIGHT" ALADDIN 3026



"ROOMING HOUSE BOOGIE"

AMOS MILBURN ALADDIN No. 3032

"IN THE EVENING BLUES"

When the Sun Goes Down"

ALADDIN No. 3030 CHARLES BROWN



ORDER THESE SENSATIONAL NUMBERS FROM YOUR REGULAR DISTRIBUTOR



B-R-E-A-K-I-N-G...

FOR THE NATION'S No. 1 SONG

"YOU'RE BREAKING MY HEART"

Recorded By

- VIC DAMONE..... Mercury 5172
- BUDDY CLARK..... Columbia 38546
- RUSS CASE..... M-G-M 10478
- INK SPOTS..... Decca 24693
- JAN GARBER..... Capitol 57-719
- PHIL BRITO..... Harmony 1051
- BILL HARRINGTON..... Vocalion 55019
- JIMMY SAUNDERS..... Signature Hi-Tone 163
- TODD MANNERS..... Varsity 155

ALGONQUIN MUSIC, INC.

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ROBERT MUSIC CORP.  
NEW YORK, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART VI

Rhythm & Blues Records

Based on reports received last three days of Week Ending August 12



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 customers purchase rhythm and blues records.

POSITION		Weeks		Last   This		to date   Week   Week		Title		Artist		Label	
18	1	1	1	1	1	1	1	1	1	1	1	1	1

WARNING!

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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		Title		Artist		Label	
18	1	1	1	1	1	1	1	1	1	1	1	1	1

ADVANCE RHYTHM & BLUES RECORD RELEASES

- A Kiss and a Rose
- The Orioles (It's a) Jubilee 5009 ASCAP
- A Lick and a Promise
- E. Garner (The Fighting) Century 1503
- A Man Is Good
- K. White (It Pays) Cap 57-70032 ASCAP
- All the Things You Are (Parts I & II)
- E. Garner Century 1504
- Am I Really Sorry?
- D. Washington (I Challenge) Mer 8150
- Birmingham Special
- E. Butterfield (Jumpin' in) Coral 60097
- Capp's Bop
- Allen Trio (Careless Love) Allen 21001
- Careless Love
- Four Jacks (Capp's Bop) Allen 21001 ASCAP
- Country Boy Blues
- P. W. Hughes (Santa Fe) De Luxe 3228
- Crying
- E. Sims Ork-J. Peterson (My Baby's) Specialty 335
- Down in the Groovy
- L. Lyons (Helpless) Freedom 1519
- Evil-Minded Blues
- S. Hogg (I'm Through) Specialty 334
- Free Dice
- P. Williams (Pop-Corn) Savoy 711 BMI
- Gene
- B. Moten (On the) Cap 57-70033 BMI
- Happy Homes Blues
- B. Banks (The Nite) Specialty 336
- Helpless
- L. Lyons Ork (Down to) Freedom 1519
- Helpless Blues
- Delta John (Goin' Mad) Regent 1001
- Hippy Dippy
- C. Payne (No Chops) Dec 48114
- I Challenge Your Kiss
- D. Washington (Am I) Mer 8150
- I Wonder When
- A. Abdul (Now We) Jubilee 5010
- I'm Through With You
- S. Hogg (Evil Minded) Specialty 334
- Is It True?
- G. Carter Ork (She's Just) Freedom 1518
- It Pays To Advertise
- K. White (A Man) Cap 57-70032 ASCAP
- It's a Cold Summer
- The Orioles (A Kiss) Jubilee 5009 ASCAP
- Jumpin' in a Julee Joint
- E. Butterfield (Birmingham) Coral 60097
- Loan Me Your Husband
- Blue Lu Barker-D. Barker Ork (When the) Cap 57-70034 BMI
- My Baby's Gone
- E. Sims Ork-J. Peterson (Crying) Specialty 335

(Continued on page 104)

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

Based on reports received last three days of Week Ending August 12

**BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS**

Records listed are 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 customers purchase country and Western records.

POSITION		Weeks Last   This to date   Week   Week		Title		Artist		Label	
8	1	1		1	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold		V (78) 21-0083; (45) 48-0080	
24	2	2		2	LOVESICK BLUES	Hank Williams and His Drifting Cowboys		MGM 10352—BMI	
14	3	3		3	WEDDING BELLS	H. Williams and His Drifting Cowboys		MGM 10401—ASCAP	
4	4	4		4	WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney		King 791	
7	5	5		5	SLIPPING AROUND	F. Tillman		Col 20581	
14	6	6		6	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Plow-boy		V 21-0051—BMI	
3	7	7		7	ROOM FULL OF ROSES	George Morgan		Col (78) 20574; (LP) 2-272	
2	8	8		8	GAMBLIN' POLKA DOT BLUES	T. Duncan and His Western All Stars		Cap 57-40178—BMI	
7	9	9		9	COUNTRY BOY	"Little" Jimmy Dickens		Col 20585	
3	10	10		10	SLIPPING AROUND	E. Tubb		D 46173	
15	11	11		11	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plow-boy		V 21-0051—BMI	
23	12	12		12	CANDY KISSES	George Morgan		Col 20547—BMI	
25	13	13		13	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold		V (78) 21-0002 (45) 48-0042	
2	14	14		14	BEFORE YOU CALL	D. Landers		MGM 10427	
3	15	15		15	MIND YOUR OWN BUSINESS	Hank Williams		MGM 10461—BMI	

**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.

**ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES**

A Broken Heart Knows B. Porter (You're a) Talent 732	Dancing With Tears in My Heart J. Rollins (Tragedy at) Talent 710
A Message From the Moon D. Smith (Nine Times) Dome 1017	Dixie Pickles R. Hogged (Let's Go) Cap 57-40231 ASCAP
A Package Tied in Blue J. Rion (Sunny Tennessee) King 810	Dime a Dozen A. Smith (Some Day) MGM 10496
A Picture, a Ring and a Curl The Carter Sisters-Mother Maybelle (Walk a) V(78)21-0102; (45)48-0105 BMI	Don't Lock Your Heart and Throw the Key Away J. Davis (Moonlight Millionaire) Cap 57-40219 BMI
A Valley of Peace C. Monroe & His Kentucky Partners (Our Mansion) V (78) 21-0100 (45) 48-0103	Dust on My Telephone J. Boyd (Save the) V (78) 21-0094; (45) 48-0093
Alone Again Skeets Yaney (I'm Sealing) Col 20602 BMI	8th of January G. Hester-The Texans (Give the) Gold Star 501
Amigo B. Skylar (Be Fair) Bullet 681	Fairy Tales C. Bailey (Jealous Heart) Bullet 1083 ASCAP
Be Fair With Me S. Skylar (Amigo) Bullet 681	Fifteen Years Ago Today M. O'Day (The Evening) Col 20601
Big and Bashful E. Benedict (When I) V(78)21-0103; (45)48-0106	Give the Fiddler a Dram G. Hester-The Texans (8th of) Gold Star 501
Big Blue Eyes (and Little White Lies) B. Smith (They're Digging) Dome 1014	Goodbye My One and Only R. Jimmie Dolan (Tennessee Baby) Cap 57-40213
Big Rock Candy Mountain Yodeling Slim Clark (She Taught) Continental C-8044	Gotta Get to Texas by Sundown A. Young (Daddy's Little) Frontier AY-101
Blue Smoke M. Travis (Walkin' the) Cap 57-40214	Hold Me, Hold Me M. & W. Tuttle (When You) Cap 57-40215
By the Light of the Altar Candles A. Parker (Whippoorwill Waltz) Cap 57-714	I Don't Write No Letters (and Nobody Answers) B. Lee (I'm Throwing) Horace Heidt 1014
Colorado Blues J. Guthrie & His Oklahomans (Welcome Home) Cap 57-40222 BMI	I Dreamed You Dreamed of Me C. Moody (Paid In) King 804
Cool Water T. Ritter-Dinning Sisters You Are) Cap 57-40217	I Heard the Angels Weep Texas Jim Robertson (I'm So) V (78) 21-0095; (45) 48-0097
County Fair Polka M. & M. Carlton Ork (Miss McLeod's) Decca 4617	If You Don't Want Me Then Set Me Free T. Ruby-C. Fox (You Don't) King 808
Daddy's Little Helper A. Young (Gotta Get) Frontier AY-101	I'm Sealing This Letter With Tears Skeets Yaney (Alone Again) Columbia 20602 BMI

(Continued on page 104)

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

Based on reports received last three days of Week Ending August 12

**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 to date   Week   Week		Title		Artist		Label	
25	1	1		1	LOVESICK BLUES	Hank Williams and His Drifting Cowboys		MGM 10352—BMI	
7	2	2		2	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold		V (78) 21-0083; (45) 48-0080	
4	3	3		3	WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney		King 791	
12	4	4		4	WEDDING BELLS	H. Williams and His Drifting Cowboys		MGM 10401—ASCAP	
4	5	5		5	SLIPPING AROUND	Ernest Tubb		D 46173	
9	6	6		6	TENNESSEE POLKA	R. Foley		D 46170	
4	7	7		7	MIND YOUR OWN BUSINESS	Hank Williams and His Drifting Cowboys		MGM 10461—BMI	
5	8	8		8	SLIPPING AROUND	F. Tillman		Col 20581	
3	9	9		9	THE SAME SWEET GIRL	Hank Locklin		4 Star 1313	
13	10	10		10	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Plow-boy		V 21-0051—BMI	
1	11	11		11	GAMBLING POLKA DOT BLUES	T. Duncan and His Western All Stars		Cap 57-40178—BMI	
5	12	12		12	COUNTRY BOY	"Little" Jimmy Dickens		Col 20585	
10	13	13		13	I'M BITIN' MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours		D 24592—BMI	
14	14	14		14	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plow-boy		V 21-0051—BMI	
5	15	15		15	HADACAL BOOGIE	B. Nettles and His Dixie Blue Boys		Mercury 6190	

**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.

**FOLK TALENT AND TUNES**

By Johnny Sippel

Disk Jockey Doings: Charlie (Cowboy Charlie) St. John, of KCNC, Fort Worth, is doing 75 minutes of folk platters per day on three sponsored shows. . . Dick Stuart, of KWEM, West Memphis, Ark., is working with Shelby and Sarah Jane Cooper, who came from Pine Bluff, Ark. He plays guitar, while fem handles the fiddle work. . . Randy Atcher, brother of Bob, the Columbia recorder, working at WKLO, Louisville, reports that Clayt McMichen (Decca) is dropping his Dixieland set-up to return to hillbilly. . . Sam Workman, of the Sunshine Sue outfit, WRVA, Richmond, Va., has started a new d.j. show. . . Pete Bingham, of WJOI, Florence, Ala., had Autry Inman, the new Bullet recorder, in for a chat about his first disking. . . Johnny Hicks (Talent), of KRLD, Dallas, reports that Curley Borgan, Ted Daffan's ex-vocalist, is headed for the Coast. Hicks may do a session for King platters. The Travelin' Texan does his first Capitol session August 9. Dallas h. b.'s getting set for the opening of KRLD-TV in the fall. . . Smilin' Max Henderson, who whirls 11 shows per week at WTAC, Flint, Mich., and does a jamboree every Friday night from the Palace Theater, has four masters with Serenade label, the Toledo diskery. . . Lucille (Perunia) Gallion, WLOG, Logan, W. Va., reports receiving an average of 45 requests per day for Wayne Raney's King disking of "Why Don't You Haul Off and Love Me."

Happy Wilson, new Decca addition, is doing two hours and 45 minutes daily at WAPI, Birmingham, in addition to his shows with his own Golden River Boys. . . Lee Thompson, of WJMM, Lewisburg, Tenn., says Wayne Owen has joined Robert Lund and His Talking Blues Boys at WSM, Nashville. . . Jack Wonderly, of WGUY, Bangor, Me., calls his daily half-hour show, "The Bar Nothin' Bunk House." . . Al Terry, of KVOL, Lafayette, La., does four nights of personals weekly at two clubs in his vicinity. . . Candied Yam Jackson, who does a weekly show from WYBC, New Haven, Conn., reports good response from Yale University students interested in rustic tunes. . . Russ Bauers, of WDDF, Dothan, Ala., reports that Bobby Jones and His Pine Valley Folks and the Blue Ridge Mountain Boys, of WJMM, Montgomery, Ala., are now at his station. . . Lou Kennedy, of WORZ, Orlando, Fla., says that Tex Watson and His Melody Rangers (Mercury) have disbanded. . . Charlie Walker, of KIOX, Bay City, Tex., is working with Robert Byrd, Claudia Ham New (Macy), the Caraway Twins, Joyce Swinson, Fay Shamblee and Rip and Laverne Smith.

Hillbilly Heraldings: Dolph Hewitt, of WLS, Chicago, cut his first session for Victor last week. . . Jesse Rogers, the Philadelphia disk jockey and singer, is first artist on the new Bluebird label. . . C. D. Henry, prexy of Macy Records, the new Houston label, reports that Woody Carter, Floyd Tillman's fiddler, is the first artist on the label. . . Redd Harper (Velvet), emcee of the Armed Forces Radio h. b. show, reports that Wade Ray has cut two sides for Capitol, on which he played all the instruments, bass, guitar, two mandolins and fiddle, and sang the vocal. Ray was formerly fiddler with the Prairie

(Continued on page 33)

# Eddie Howard's



Sensational Recording of the . . .  
Milt Gabler-Maurice Hartmann ballad . . .

# "TELL ME WHY"

on  
*Mercury 5314*  
means

## QUICK \$ILVER

according to first reports from  
Disk Jockeys, Operators and Dealers

Published by

**RYTVOC, Inc., Music Publishers**  
1585 Broadway New York 19, N. Y.



**HEY, SEÑOR!  
WAKE UP!**

Another HIT by  
the Writers of  
"WOODY-WOODPECKER"

# "SEÑORA"

BY THE

# MODERNAIRES

COLUMBIA RECORD No. 38505-78 rpm

Personal Management: THOMAS P. SHEILS

COLUMBIA RECORDS

ORIGINATORS OF THE SENSATIONAL NEW  
LP LONG PLAYING MICROGROOVE RECORD

## The Billboard MUSIC POPULARITY CHARTS

PART VIII

### 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

The  
Categories

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market. Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts-promotion, film, legit and other "plus" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



**POPULAR**  
**TOMMY DORSEY ORK**  
V(45)47-2958  
**Pussy Willow** 75--75--75--75  
A cleanly played and well-orchestrated Bill Finnegan instrumental original. Nothing too exciting happens but the beat is there.  
**Dream of You** 85--85--85--85  
(Jack Duffy)  
A fine ballad, a fine vocal and a couple of good muted trumpet choruses could make this a winner for TD. Fans will remember the Sy Oliver arrangement from the excellent Jimmie Lunceford dinking a decade ago.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



**POPULAR**  
**TEX BENEKE ORK**  
V20-3513  
**Blues in the Night** 70--70--70--70  
**March**  
Styled much as Beneke's "St. Louis Blues March," this instrumental doesn't seem to be enough to give the hand the big hit it's seeking.  
**The One Who Gets You** 65--65--65--65  
(The Moonlight Serenaders)  
Tune sounds like it has possibilities, but the spritless vocalizing by Beneke and the group detracts.

**DENNIS DAY-THE RHYTHMAIRES**  
(Charles Dant Ork)  
V(45)47-2957

**Hand-Holdin' Music** 80--82--80--78  
Nothing like what one would expect from the tenor, but a novelty disk with Day using a Tiltus Moody dialect for the intro. In the square dance kick that's getting hot.  
**I Only Want What's A-Comin' to Me** 76--78--76--74  
More of the same with the bones sound added. This one, tho, not in the same tempo.

**LOUIS PRIMA ORK**  
(Louis Prima-Keeley Smith-The Goofers)  
V(45)47-2960

**Five Foot Two, Eyes of Blue** 73--75--71--73  
Loaded with gimmicks, the platter could have meant more if issued sooner.  
**For Mari-Yootch** 73--75--71--73  
Italian-tinted novelty is obviously a Prima attempt to follow up on some of his previous hits. Not as good, tho.

**LAWRENCE WELK ORK**  
Coral 80090

**Poet and Peasant Overture** 70--70--70--70  
Jazzed-up version of the Von Suppe piece makes a good up-tempo dance disk in Welk's reserved style.  
**La Chaparrita** 70--70--71--70  
(Jayne Walton)  
A Welk-styled tango that's cleanly played and adequately sung.

**CLAUDE LAPHAM & HIS KNIGHTS OF MELODY** (Rosemarie & Ray De Flavio)  
Star Melodies 1991

**Sentimental Baby** 40--40--40--40  
Ray De Flavio's vocal is somewhat superior to the amateurish, organ-led wrking of a so-so ballad. Final chorus duet is out of tune.  
**Got A Heavy Date** 41--41--41--41  
Material is a little better, but the rendition isn't.

**LUCKY MILLINDER ORK**  
V(45)47-2961

**Tomorrow** 78--78--78--78  
A big beat and a vocal in semi-blues style carry the ballad. Good dance disk. Vocal by Paul Breckenridge.  
**I Ain't Got Nothin' to Lose** 78--78--78--78  
The Big John Greer vocal and the beat make this one, too. It's faintly reminiscent of "Polly Wolly Doodle"

**LARRY GREEN ORK**  
(Ray Dorey)  
V20-3505

**Now! Now! Now! Is the Time** 80--80--79--80  
Tho there are lots of good disks of this tune, Green figures to get a good share of the business.  
**Give Me a Song With a Beautiful Melody** 80--80--79--80  
Picture from "It's a Great Feeling" gets a good rendition from the Green group.

**ART MOONEY ORK**  
MGM 10500

**Wouldn't It Be Fun** 90--91--90--90  
A rousing Mooney etching in shuffle rhythm with the ork giving out with Hal Kemp, Glenn Miller and Horace Heidt choruses. Sounds like another winner.  
**Hop-Scotch Polka** 89--89--89--89  
(Scotch Hor)  
Started via a London disk, the lyric added to the novelty tune makes for a potential hit. Glockenspiel and bagpipe sound perfectly mated to the material.

**ALAN FOSTER-JOHNNY THOMPSON**  
Regent 166

**You've Got a Heart of Gold** 70--70--70--70  
(Alan Foster-Randie Richards-J. Dee Ork)  
Shuffle-rhythm tune adequately played and sung.  
**I Won't Believe You Anymore** 74--74--74--74  
(Johnny Thompson Ork)  
Tin-Pan-Alley-type ballad is well handled by Thompson and ork.

(Continued on page 106)



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Possibilities**  
**PART IX**  
TRADE SERVICE FEATURE

**THE BILLBOARD PICKS:**

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

**THAT LUCKY OLD SUN**.....Frankie Laine.....Mercury 5316  
 Vaughn Monroe.....Victor 20-3531

Song is a punch-packed quasi-spiritual, and Frankie Laine reads an impressive significance into it with a solemn, concertizing vocal, backed big by choir and orchestra. Monroe approaches it in an "Old Man River" manner, big-voiced and deliberate in tempo. If the song catches, both versions will go well.

**LET HER GO**.....Frank Sinatra Columbia—No number available  
 Record climaxes a series of ever-improving efforts by Sinatra as he projects as of yore. The song is a fresh, torchy item penned by Joe Marsala, and Sinatra's superb rendition should get it away fast.

**JOLSON SINGS AGAIN**.....Al Jolson.....Decca 716  
 A slew of songs from the new Jolson picture are done in characteristic fashion by the mammy singer. If the flick lives up to its glowing advance reports, this album will score heavily.

**SILVER LINING ALBUM**.....Vaughn Monroe.....Victor V-246  
 Monroe's rendition of songs from the "Silver Lining" film have a silvery (cash-register) ring.

**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. WHISPERING HOPE.....Jo Stafford-Gordon MacRae.....Capitol 57-690
2. OH, IF YOU KNEW.....Paul Weston.....Capitol 57-697
3. GIVE ME YOUR HAND.....Perry Como.....Victor 20-3521
4. CIRCUS.....Bill Farrell.....MGM 10488
5. THROUGH A LONG AND SLEEPLESS NIGHT.....Dinah Shore.....Columbia 38539
6. THE WEDDING OF LILLI MARLENE.....Gordon MacRae.....Capitol 57-711
7. LET'S TAKE AN OLD-FASHIONED WALK.....Margaret Whiting.....Capitol 57-660
8. TELL ME WHY.....Eddy Howard.....Mercury 5314
9. GOODBYE.....Billy Eckstine.....MGM 10472
10. DANCE OF THE HOURS.....Spike Jones.....Victor 20-3516

**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. DANCE OF THE HOURS.....Spike Jones.....Victor 20-3516
2. MY BOLERO.....Vic Damone.....Mercury 5313
3. THAT'S MY WEAKNESS NOW.....Russ Morgan.....Decca 24692
4. BECAUSE I CARE.....Tommy Dorsey.....Victor 20-3419
5. THROUGH A LONG AND SLEEPLESS NIGHT.....Dinah Shore.....Columbia 38539
6. LET'S TAKE AN OLD-FASHIONED WALK.....Perry Como.....Victor 20-3469
7. THROUGH A LONG AND SLEEPLESS NIGHT.....Vic Damone.....Mercury 5313
8. JUST ONE WAY TO SAY I LOVE YOU.....Perry Como.....Victor 20-3469
9. BLUES IN THE NIGHT MARCH.....Tex Beneke.....Victor 20-3513
10. NOW THAT I NEED YOU.....Doris Day.....Columbia 38507

**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. THAT'S MY WEAKNESS NOW.....Russ Morgan.....Decca 24692
2. MAYBE IT'S BECAUSE.....Eddy Howard.....Mercury 5314
3. GIVE ME YOUR HAND.....Perry Como.....Victor 20-3521
4. NOW, NOW, NOW IS THE TIME.....Andrew Sisters-Russ Morgan.....Decca 24664

**FOLK TALENT AND TUNES**

(Continued from page 31)

Ramblers, WLS, Chicago. . . . Smiley Wilson and Kitty Carson, of WRAL, Raleigh, N. C., were in Hollywood recently doing "Square Dance Jubilee" with Red Barry and Cowboy Copas. Others in the film included Spade Cooley and his chirp, Ginny Jackson, and the Broome Brothers Trio. . . . Red Murrell has waxed four "Oakie" tunes for Capitol. Lee Gillette is grooming Murrell to fill the spot vacated by the late Jack Guthrie. . . . Doye O'Dell (Mercury) is doing a weekly TV show over KTLA, Los Angeles.

Entertainers on the big hillbilly night at the Hollywood Bowl promoted by Tex Williams (Capitol), included Tex and His Western Caravan, with Smokey Rogers and Deuce Spriggins; Cal Perry and Ben Pitti, trick riding, roping and knife throwing; Texas Rose Bascom, trick roping; James Fagan and Harvester, trained horse; George Perkins and Company, clowns; the California Square Dancers; Country Washburne, who conducted a medley of folk tunes; Rex Allen, Jimmy Wakely, Red Ryder and Little Beaver, the Cisco Kid and Cowboy Slim and Bill Boyd. . . . Art Young, heard on WWOL, Buffalo, has his own diskery, Frontier Records, with his first records featuring himself and Doug Wingert and His Rhythm Rangers, who are heard on WXRA, Kemore, N. Y. . . . Red Sovine (MGM) will reorganize his Echo Valley Boys this fall for the winter season at KWKH, Shreveport, La. . . . Jimmy Hutchinson, formerly at WWVA, Wheeling, W. Va., has joined the WLS, Chicago, Sage Riders. He replaces Red Blanchard, who is now doing a comedy single at WLS.

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

A Great Artist debuts on  
**RCA VICTOR Records**



**PERCY FAITH**

Conducting 45-piece Orchestra, on his first release.

A Two-For-One Recording Hit

Destined to click with  
**JOCKEYS  
 DEALERS  
 JUKEBOXES**

**OODLES OF NOODLES**  
 AND  
**DEEP PURPLE**  
 RCA Victor 20-3525  
 (47-3004)

**RCA Victor Records**  
RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

IMPORTED  
**LONDON RECORDS**  
FULL RANGE RECORDING  
THE LONDON GRAMOPHONE COFF.  
16 W. 22nd ST., NEW YORK 10, N. Y.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Advance Information**  
PART X

**ADVANCE RECORD RELEASES**

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

**POPULAR**

- "A" Yore A-Dopey-Gal  
R. Ingle (Two Dollar) Cap 57-713  
Ah! Sweet Mystery of Life  
P. Reed (Kiss Me) Dance-Tone 353  
Ain't Misbehavin'  
P. Reed-Fourtones (Come, Josephine) Dance-Tone 1136  
Ain't Nobody's Business  
S. Price Ork (Back Street) Vocallon 55023  
All Is Lost  
B. Doyle (There's No) Coral 60095  
And the Band Sings Too Album (3-10")  
P. Sinatra-T. Dorsey Ork . . . V P 0-247  
Blue Moon . . . 20-3502  
East of the Sun (and West of the Moon) . . . 20-3500  
How Am I To Know . . . 20-3502  
I'll See You in My Dreams . . . 20-3500  
Sweet Sue—Just You . . . 20-3501  
Yearning (Just for You) . . . 20-3501
- Arlene  
A. Foster-E. Farley Ork (Indifferent) Delvar 108  
At the Cafe Rendezvous  
J. Sablon-E. Larkin (Simple Melody) (78) 20-3537; (45) 47-3026  
Back Street  
S. Price Ork (Ain't Nobody's) Vocallon 55023  
Ball Ha'i and Younger Than Springtime  
Eadie and Rack (Some Enchanted) Dec 24707A  
Ballin' the Jack  
P. Reed (You're So) Dance-Tone 356

The following abbreviations are being used throughout the list of Advance Record Releases:  
Cap—Capitol  
Col—Columbia  
Dec—Decca  
Mer—Mercury  
V—Victor  
All other labels will continue to be spelled out.  
Where 78, 45 and 33 1/3 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- Be Goody, Good, Good to Me  
4 Hits & A Miss (Now! Now!) Vocallon 55020  
Button Up Your Overcoat  
B. Strong (That's My) Cap 57-718  
Carolina Moon  
P. Reed (Russian Lullaby) Dance-Tone 361  
Catalina Bounce  
J. Garber (Making Love) Cap 57-712  
Church Bells on Sunday Morning  
G. Fields (The Last) London 483  
Ciribiribin  
P. Reed (My Bonnie) Dance-Tone 79  
Come, Josephine, in My Flying Machine  
P. Reed-Fourtones (Ain't Misbehavin') Dance-Tone 1136  
Dime a Dozen  
S. Kaye Ork (Everytime They) V(78)20-3532; (45)47-3010  
Dime a Dozen  
J. Owens (Jealous Heart) Dec 24711  
Dime a Dozen  
M. Whiting (Whirlwind) Cap 57-709  
Don't Tell My Heart  
P. Reed (Liebestraum) Dance-Tone 358  
Drifting Alone  
A. Foster-E. Farley (You're Like) Delvar 109 BMI  
Drinking Song  
P. Reed (Live, Laugh) Dance-Tone 85  
Everything They Said Came True  
S. Kaye Ork (Dime a) V(78)20-3532; (45)47-3010  
Fiesta in Old Mexico  
C. Howard (Miraculous Boogie) Specialty 332  
1100 Dream Street  
Keynoters-N. Temple Ork (The Wedding) London 468  
Gee, It's Tough To Be a Skunk  
D. Manning Tejo (The Bullfrog) Star 610  
Give Me Some Sugar, Sugar Baby  
Three Sune-E. Britt-R. Allen (Soft Lips) V(78)20-3536; (45)47-3025  
Give Me Your Tired, Your Poor  
T. Martin (If We) V(78)20-3535; (45)47-3024  
Good for You  
C. Haines-J. Graydon (Wouldn't It) Coral 60094  
Grasshopper Polka  
D. Pablo Ork (Vagabond Waltz) Dome 254  
Greenville, S. C.  
S. Coates-Vocalaires (Sherlock Holmes) Castle 1517  
Iavin' a Wonderful Wish  
P. Reed (You're Breaking) Dance-Tone 351  
Hold Me Just a Little Closer  
A. Shelton (The Wedding) London 477  
Honeymoon Waltz  
B. Pannell (If I) Panfare 104  
I Get Sentimental Over Nothing  
F. Laine (That Lucky) Mercury 5318 ASCAP  
Just One Way To Say I Love You  
P. Ringten (Let's Take) Vocallon 55018
- I Wish I Had a Record (of the Promises You Made)  
J. Owens (You're the) Dec 24712  
If I Were You (I'd Fall in Love With Me)  
B. Pannell (The Honeymoon Waltz) Panfare 104 ASCAP  
If We Hadn't Broken Up on Wednesday Night Thursday Would Have Been a Year  
T. Martin (Give Me) V(78)20-3535; (45)47-3024  
If You're Not Completely Satisfied  
P. Reed (When It's) Dance-Tone 354  
I'll Keep the Lovelight Burning  
B. Harrington (You're Breaking) Vocallon 55019  
I'm a Ding Dong Daddy (From Dumas)  
J. Jackson (My Letter) London 472  
In a Shady Nook by a Babbling Brook  
P. Reed (It's Too) Dance-Tone 352  
In the Good Old Summertime  
P. Reed-Fourtones (Yearning) Dance-Tone 1135  
Indifferent  
A. Foster-E. Farley Ork (Arlene) Delvar 108 BMI  
It's Too Late Now  
P. Reed (In a) Dance-Tone 352  
Jealousie  
C. Dennis (Peg o') Cap 57-715  
Jealous Heart  
J. Owens (Dime a) Dec 247119  
Jealousie  
P. Reed (LaCumparsita) Dance-Tone 364  
Just for Me  
P. Reed (Room Full) Dance-Tone 355  
Just Reminiscing  
P. Reed (Old Fashioned) Dance-Tone 357  
Karen Lynn  
P. Best-Four Tunes (Someday) Manor 1195  
Kiss Me Again  
P. Reed (Ah! Sweet) Dance-Tone 353  
La Cumparsita  
P. Reed (Jealousie) Dance-Tone 364  
Lady Byrd  
T. Heath (Song of) London 471  
Live, Laugh and Love  
P. Reed (Drinking Song) Dance-Tone 85  
Let's Take an Old-Fashioned Walk  
B. Harrington (I Love) Vocallon 55018  
Liebestraum  
P. Reed (Don't Tell) Dance-Tone 358  
Lover's Gold  
P. Reed (The Four) Dance-Tone 350  
Making Love Ukulele Style  
J. Garber (Catalina Bounce) Cap 57-712  
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C. Howard (Fiesta in) Specialty 332  
Moonrise, Starlight & You  
A. L. Simpkins (Sylvia) Crystalette CR 607  
My Bashful Beau  
T. Hamilton (The Vamp) Cap 57-706  
My Bolero  
V. Damone (Through a) Mercury 5315  
My Bonnie  
P. Reed (Ciribiribin) Dance-Tone 79  
My Dream House  
T. Black (You're Wonderful) Jan 72249  
My Little Tune  
J. Jackson (I'm a Ding) London 472  
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Crystalette All Stars (Stormy Weather) Crystalette CR 608  
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4 Hits & a Miss (Be Goody) Vocallon 55020  
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J. Garber (You're Breaking) Cap 57-719  
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B. Crosby-A. Blyth (The Donovans) Dec 24710  
Oh, You Darling! Oh, You Devil  
B. Dale (There Aren't) London 470  
Old Fashioned Song  
P. Reed (Just Reminiscing) Dance-Tone 357  
Oleo  
J. Marshall (We're Going) King 1510  
Pale Moon  
A. L. Simpkins (This Is) Crystalette CR 606  
Peachy Pie  
Satisfied Foursome (You're Losing) King 15011  
Peg o' My Heart  
C. Dennis (Jealousie) Cap 57-715  
Pretty Girl  
M. Herth Trio (The Last) Coral 60096  
Ragtime Cowboy Joe  
J. Stafford (The Last) Cap 57-710  
Room Full of Roses  
P. Reed (Just for) Dance-Tone 355  
Russian Lullaby  
P. Reed (Carolina Moon) Dance-Tone 361  
Shake the Hand of the Man (Who Shook the Hand of Mister Callahan)  
D. Sullivan (When They) Rialto 1005  
Sherlock Holmes  
S. Coates-Vocalaires (Greenville, S. C.) Castle 1517  
Silver Lining Song Album (3-10")  
V. Monroe Ork . . . V P 248  
A Kiss in the Dark . . . 20-3485  
Avalon . . . 20-3487  
Look for the Silver Lining . . . 20-3485  
Shine On, Harvest Moon . . . 20-3486  
Time on My Hands . . . 20-3487  
Who . . . 20-3489

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(Continued on page 104)

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Album Reviews**  
 PART XI

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

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

**THE CATEGORIES**

Category	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

**SPARKY'S MUSIC MIXUP—Henry Blair-Tom Reddy (3-10") 70**  
 Capitol 3019  
 This is pretty much of a musical mix-up, altho it drives home a good lesson—to master one instrument—rather than be a poor performer on many. Since the set is the follow-up to the successful "Sparky's Magic Piano," it should do okay, but parents are in for the shock of their lives when somewhere past the halfway point "progressive jazz" in the form of a Stan Kenton block-buster, rears its ugly head. Kids in the middle school grades may be able to take this, but it won't do for the younger market. Otherwise some pleasant longhair numbers are introduced, and children can become familiar with four or five musical instruments. The disks are contained in a box with fairly attractive cover. Billy May's music is excellent as usual.

**JUKES** Not suitable.  
**JOCKS** A program in itself for older kids.

**HAYDN: SYMPHONY NO. 90, IN C MAJOR—Leipzig Gewandhaus Chamber Ork-Paul Schmitz, conductor (3-12") 72**  
 London-Deutsche Grammophon DGS 11  
 The 18th century Austrian master, with 104 symphonies authenticated (and more than 30 others questionable) to his credit, was the person most responsible for the "symphony" form as we know it today. This particular work, available here on wax for the first time in this imported set, while not one of his more profound efforts, is nevertheless distinctive in its featuring of two solo instruments, the flute in the second movement and the oboe in the third. Both sections are quite lovely, and the soloists are competent. Besides that, however, the orchestra doesn't impress, and the interpretation is occasionally plodding. Still there's enough good listening to make this worth while to the growing legion of buyers who favor the classical period. Surfaces are excellent, recording good.

**JUKES** Not suitable.  
**JOCKS** Light, graceful stuff for summer FM shows.

**BRAHMS: CONCERTO IN D MAJOR, OP. 77 FOR VIOLIN AND ORCHESTRA — Ossi Renardy-The Concertgebouw Ork of Amsterdam-Charles Muench, director (5-12") 70**  
 London LA 87  
 This is probably one of Brahms' most widely recorded works and that London should have chosen this for its first release is just a little unusual. Nevertheless, nothing can really detract from the playing of the Concertgebouw Ork under the baton of the popular Charles Muench. The recording, too, is a truly fine bit of reproduction. As for Ossi Renardy, the young violinist has excellent technique and plays with much feeling. If anything adverse can be said about his playing it is only that he lacks virility—in comparison with previous recordings of this work by Szigeti, Kreisler and Heifetz and Georg Kulenkampf. The album cover is striking and attractive.

**JUKES** Not suitable.  
**JOCKS** Excellent for classical program. Wide range recording for FMa.

**BACH: SINFONIE IN B MAJOR —Prof. Walther Gmeindl-The Orchestra of the State, Berlin (2-12") 71**  
 London-Deutsche Grammophon DGS 7  
 Johann Christian, youngest son of the great J. S. Bach, in this work falls somewhere between Handel and Mozart stylistically. The work is in three movements and would be better described as a "suite," but by any name, it is a charming, transparent piece of music. The slow second movement, a rich, lovely section, features a solo oboe against the oom-pah type accompaniment typical of much Italian opera music. In fact, the songlike quality here is only natural for a composer who lived in Italy for some years and wrote Italian style operas. The performance is clean and fast, but warm and well paced. The work has not been available here until the present release.

**JUKES** Not suitable.  
**JOCKS** A pleasant novelty for longhair spinners.

**SQUARE DANCES—Cliffie Stone's Band (4-10") 85**  
 Capitol CD 4006  
 The Gal I Left Behind Me; Bake Them Hoe Cakes Brown; Cripple Creek; Sally Good'n; Golden Slippers; Soldier's Joy; Ragtime Annie.  
 The moment's propitious for this album of authentic square dances called by Cliffie Stone. This dance genre is experiencing a revival in many parts of the country, and Cap should sell a good number of albums. In addition to the dancers, the album has good merchandising possibilities. For instance, one side is devoted to instructions—Stone giving an easy-to-follow outline of the different steps. Too, the album contains a booklet of written calls and directions.

**JUKES** In rural locales.  
**JOCKS** Yes.

**KODALY: DANCES FROM GALANTA—The Berlin Philharmonic Ork-Victor De Sabata, conductor (2-12") 80**  
 London-Deutsche Grammophon DGS 12  
 The De Sabata name itself is usually assurance of a good sale for an album. With the Italian conductor batoning the Berlin Philharmonic and playing the utterly charming Kodaly dances, this set should do well. These disks are apparently the same as those issued in Italy under the Cetra label. At any rate they are superior in every way to the Boston Pops version of the Hungarian composer's selections. The recording, the pressings and the packaging are all fine.

**JUKES** Not suitable.  
**JOCKS** Excellent fare for light and heavy programs.

**MOZART: SYMPHONY NO. 35 IN D MAJOR (K. 385) "HAFNER" SYMPHONY — PITTSBURGH SYMPHONY ORK-FRITZ REINER, director (3-12") 74**  
 Columbia MM-836  
 This enchanting, melodic work was written by Mozart on commission for the family honored by name in the title—and it was composed in only two weeks. It is gracefully and sympathetically conducted by Reiner, who has a way with Mozart. If there is a dissenting criticism, it is that Reiner might have been warmer in his reading. The Pittsburgh orchestra plays it well.

**JUKES** Not suitable.  
**JOCKS** For spinners of the classics.

**RAVEL: PIANO CONCERTO Monique Haas and Nwdr Ork-Hans Schmidt-Isserstedt, conductor (3-12") 75**  
 London-Deutsche Grammophon DGS 18  
 The release of this DG album makes a second version of the Ravel "Piano Concerto" available to American buyers. The only other is the Columbia rendition, done by Marguerite Long and an orchestra led by Ravel—a fine and definitive rendition, but perhaps dated in the recording. The DG version at hand shows Miss Haas as an apt, talented pianist. The orchestral work is excellent, the recording first rate. Admirers of Gershwin should be introduced to this work—they'll see his influence here.


**JUKES** Not suitable.  
**JOCKS** All or any part can be aired on modern classical shows.

**MENDELSSOHN: ELIJAH, OP. 70 —Isobel Baillie-Gladys Ripley-James Johnston-Harold Williams-The Muddersfield Choral Society-The Liverpool Philharmonic Ork-Sir Malcolm Sargent, director (3-12") 87**  
 Columbia (LP) 5L-155 (3 Volumes)  
 Occupying both sides of three 12-inch LP disks, this monumental work, recorded in England by a Columbia field unit, is superbly sung, played and performed. The reproduction is lifelike, and all the biblical majesty of the work pours thru in pure grandeur. The history of this epochal recording is given on the back of the record envelopes, along with the full text of the work. Re-issued from the 78 rpm version.

**JUKES** Not suitable.  
**JOCKS** Length precludes full airings, the songs can be played.

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 OLD TIME JAMBOREE  
 T-7 KATHRYN COLE  
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 FANTASY—a fascinating beguine  
 BEER BARREL POLKA  
 T-9 THE TEXAS WRANGLERS  
 STEEL GUITAR RAG (merely terrific!)  
 RIDING TO RANCHO  
 (hoofbeat rhythm and crooning by male trio)

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(Continued on page 84)

The Billboard

MUSIC POPULARITY CHARTS

PART XII

# The Honor Roll of Popular Songwriters

By Jack Burton

## NO. 33—GEORGE W. MEYER

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When George W. Meyer lights the candles on his birthday cake, bells ring, horns blow, sirens scream and the strains of *Auld Lang Syne* pour from the country's loudspeakers. This deafening cacophony, however, should not be interpreted primarily as a tribute to this prolific songwriter. It just so happens that the composer of *For Me and My Gal* and many other hits was a New Year's baby, born in Boston, Mass., on January 1, 1884.

After graduating from the Roxbury High School in the nation's cultural hub, Meyer started working as an electrician, but after a year's apprenticeship, he was short-circuited into a white-collar job in the accounting department of a Boston department store. He had scarcely mastered the intricacies of double-entry bookkeeping, however, when the family moved

to New York. Here his father, an oculist, opened an optical shop and 19-year-old George found employment, first with Simpson & Crawford and later with Siegel & Cooper.

A natural pianist, who favors his left hand when composing, Meyer regarded music merely as an avocation and cultural accomplishment until 1909. In that year he sold his first song, *Lonesome*, to F. A. (Kerry) Mills. When this maiden opus flirted with the million-copy sales mark, Meyer decided there was a greater future for him in songwriting than in posting ledgers and he moved over pronto into Tin Pan Alley, then located on 28th Street between Broadway and Sixth Avenue.

In looking back today on a 40-year career on this street of triumph and travail, George Meyer has no reason

### PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

to regret his choice of a life profession since the top-selling songs he has written have piled up a total sales record of 25,000,000 copies. Neither have the passing years dulled his magic touch as is evidenced by his 1947 entry on the Hit Parade, *If I Only Had a Match*, sung and recorded by Al Jolson. The latter, incidentally, rose to stardom with the help of *Where Did Robinson Crusoe Go With Friday on Saturday Night?*, *My Mother's Rosary* and other George Meyer tunes.

While he met with only moderate success during his first five years in Tin Pan Alley, George Meyer came thru with his first smash hit in 1914 when he wrote *When You're a Long, Long Way From Home*, a ballad popularized by Grace LaRue and the inimitable Sophie Tucker and timed to the heartaches occasioned by the first World War. Three years later, his *For Me and My Gal* would have led the Hit Parade had such a mythical song ever had been in existence back in 1918. The following year, his *Everything Is Peaches Down in*

Georgia had a batting average in the Popular Song League to match the best mark of Ty Cobb when the "Georgia Peach" himself was blasting enemy pitchers for the Detroit Tigers. And in 1921, Meyer struck a bonanza in royalties with *Tuck Me To Sleep in My Old Tucky Home*, which sold 3,000,000 copies of sheet music and as many phonograph records.

What makes George Meyer's record as a writer of sensational sellers all the more remarkable is the fact that it was hung up before the advent of the radio and the movie sound track, the most potent agencies of song plugging today and for the past 20 years.

Meyer, who was one of the charter members of the American Society of Composers, Authors and Publishers (ASCAP) when it was founded in 1914, now is the ASCAP secretary. He took over that position in 1939 following the death of Joe Young, his predecessor in the office and one of the several lyricists with whom Meyer has collaborated.

### GEORGE W. MEYER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

#### Popular Songs

- 1909—**LONESOME**  
With Kerry Mills. Lyrics by Edgar Leslie. Paull-Pioneer Music Corp.
- I'M AWFULLY GLAD I MET YOU**  
Lyrics by Jack Drislane. Paull-Pioneer Music Corp.-Jerry Vogel Music Co., Inc.
- YOU TAUGHT ME HOW TO LOVE YOU, NOW TEACH ME TO FORGET**  
Lyrics by Jack Drislane and Alfred Bryan. World Music, Inc.-Jerry Vogel Music Co., Inc.
- 1910—**SOMEBODY ELSE, IT'S ALWAYS SOMEBODY ELSE**  
Lyrics by Jack Drislane. Paull-Pioneer Music Corp.-Jerry Vogel Music Co., Inc.
- 1911—**BRASS BAND EPHRAIM JONES**  
Lyrics by Joe Goodwin. Leo Feist, Inc.
- BRING BACK MY GOLDEN LOVE DREAMS**  
Lyrics by Alfred Bryan. Paull-Pioneer Music Corp.
- A GIRLIE WAS JUST MADE TO LOVE**  
Lyrics by Joe Goodwin. Mills Music, Inc.-Famous Music Corp.
- HONEY LOVE**  
Lyrics by Jack Drislane. Paull-Pioneer Music Corp.
- A RING ON THE FINGER'S WORTH TWO ON THE PHONE**  
Lyrics by Jack Mahoney. Paull-Pioneer Music Corp.
- THAT WAS BEFORE I MET YOU**  
Lyrics by Alfred Bryan. Paull-Pioneer Music Corp.-Fred Fisher Music Co., Inc.
- 1912—**DEAR OLD ROSE**  
Lyrics by Jack Drislane. Paull-Pioneer Music Corp.-Jerry Vogel Music Co., Inc.
- THAT MELLOW MELODY**  
Lyrics by Sam Lewis. Paull-Pioneer Music Corp.
- 1913—**THAT NAUGHTY MELODY**  
Lyrics by Sam Lewis. Paull-Pioneer Music Corp.
- 1914—**WHEN YOU'RE A LONG, LONG WAY FROM HOME**  
Lyrics by Sam Lewis. Broadway Music Corp.  
(Available on the following records: Columbia 36579, Harry James; Decca 25187, Bing Crosby.)
- 1915—**MY MOTHER'S ROSARY**  
Lyrics by Sam Lewis. Mills Music, Inc.

- (Available on the following records: Decca 25332, Phil Hegan with Jesse Crawford at the console; Columbia 35796, The Flat Foot Four.)
- THERE'S A LANE WITHOUT A TURNING ON THE ROAD TO HOME SWEET HOME**
- 1916—**COME ON AND BABY ME**  
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.-Warock Music, Inc.
- WHERE DID ROBINSON CRUSOE GO WITH FRIDAY ON SATURDAY NIGHT?**  
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.-Warock Music, Inc. This was one of Al Jolson's early hits at the Winter Garden.
- I'M GONNA HIDE AWAY IN A LITTLE TOWN IN IOWA**  
Lyrics by Sam Lewis and Joe Young.
- 1917—**BRING BACK MY DADDY TO ME**  
Lyrics by Howard Johnson and William Tracey. Leo Feist, Inc.
- FOR ME AND MY GAL**  
Lyrics by Edgar Leslie and E. Roy Goetz. Mills Music, Inc. The title of this song, which served as the title of the MGM musical in which Judy Garland and Gene Kelly co-starred, is inscribed on the tombstone of the composer's wife.  
(Available on the following records: Decca 24002 in Album A-1917, Bob Grant orchestra; Decca 25115 in Album A-682, Judy Garland and Gene Kelly; Decca 24339 in Album A-649, Al Jolson; Decca 24315 in Album A-1943, Bob Grant orchestra; Capitol 15116, Dick Shannon and His Society Sextet; Columbia 37921, Arthur Godfrey.)
- 1918—**EVERYTHING IS PEACHES DOWN IN GEORGIA**  
With Milton Ager. Lyrics by Grant Clarke. Leo Feist, Inc.
- IN THE LAND OF BEGINNING AGAIN**  
Lyrics by Grant Clarke. Leo Feist, Inc.-Fred Fisher Music Co., Inc. This song was revived in 1946 in the Bing Crosby film, "The Bells of St. Mary's."  
(Available on Decca record 18720 in Album A-410, Bing Crosby.)
- JUST LIKE WASHINGTON CROSSED THE DELAWARE, GENERAL PERSHING WILL CROSS THE RHINE**  
Lyrics by Howard Johnson. Leo Feist, Inc.
- YOU'LL FIND OLD DIXIELAND IN FRANCE**  
Lyrics by Grant Clarke. Leo Feist, Inc.-Fred Fisher Music Co., Inc.
- 1920—**BEAUTIFUL ANNABELLE LEE**  
Lyrics by Alfred Bryan. Remick Music Corp.
- NOW I LAY ME DOWN TO SLEEP**  
Lyrics by Sidney Mitchell. Remick Music Corp.
- 1921—**TUCK ME TO SLEEP IN MY OLD TUCKY HOME**  
Lyrics by Sam Lewis and Joe Young. Bourne, Inc.
- 1923—**SITTING IN A CORNER**  
Lyrics by Gus Kahn. Bourne, Inc. (Available on Decca record 24026 in Album A-1923, Charles Baum orchestra.)
- 1925—**BROWN EYES, WHY ARE YOU BLUE?**  
Lyrics by Alfred Bryan. Mills Music, Inc.  
(Available on Decca record 24032 in Album A-1925, Basil Fomeston orchestra.)

- ROW, ROW, ROSIE**  
Lyrics by Alfred Bryan. Advanced Music Corp.
- 1926—**FOR BABY AND ME**
- 1932—**I'M SURE OF EVERYTHING BUT YOU**  
With Pete Wendling. Lyrics by Charles O'Flynn. Words & Music, Inc.
- 1934—**I BELIEVE IN MIRACLES**  
With Pete Wendling. Lyrics by Sam Lewis. Leo Feist, Inc.
- 1937—**I WOULDN'T CHANGE YOU FOR THE WORLD**  
With Pete Wendling. Lyrics by Mack David, Bregman, Vocco & Conn, Inc.
- IT'S RAINING SUNSHINE**  
Lyrics by Alfred Bryan and Mack David. Words & Music, Inc.
- 1943—**THERE ARE SUCH THINGS**  
With Abel Baer. Lyrics by Stanley Adams. Yankee Music Publishing Corp. (Available on Decca record 24317 in Album A-1943, Bob Grant orchestra.)
- 1947—**IF I ONLY HAD A MATCH**  
With Arthur Johnston. Lyrics by Lee Morris. Edwin H. Morris & Co., Inc. (Available on the following records: Columbia 38053, Frank Sinatra; Decca 24296, Al Jolson.)
- 1948—**IN A LITTLE BOOK SHOP**  
Lyrics by Al Goodhart and Kay Twomey. Triangle Music Corp. (Available on the following records: MGM 10115, Frankie Masters; Columbia 38041, Dinah Shore.)

#### Stage Musical

- 1924—**DIXIE TO BROADWAY**  
With Arthur Johnston. Book by Walter DeLeon, Tom Howard, Lew Leslie and Sidney Lazarus. Lyrics by Roy Turk and Grant Clarke. Starring Florence Mills in an all-Negro cast that included Hamtree Harrison and Shelton Brooks. Bourne, Inc.
- MANDY, MAKE UP YOUR MIND I'M A LITTLE BLACKBIRD LOOKING FOR A BLUEBIRD**  
(The above two numbers are available on Columbia record 35957, Louis Armstrong with the Clarence Williams Blue Five.)
- DIXIE DREAMS**
- JAZZTIME CAME FROM THE SOUTH**
- RED HOT HANNAH FROM SAVANNAH**
- JUNGLETOWN HAS MOVED TO DIXIE-LAND**

#### Film Songs

- 1929—**FOOTLIGHTS AND FOOLS**  
A First National picture starring Colleen Moore and Raymond Hackett. Lyrics by Alfred Bryan. M. Witmark & Sons.
- IF I CAN'T HAVE YOU YOU CAN'T BELIEVE MY EYES**
- 1929—**DRAG**  
A First National picture starring Richard Barthelmess. Lyrics by Alfred Bryan. M. Witmark & Sons.
- MY SONG OF THE NILE**
- 1930—**MAYBE IT'S LOVE**  
A Warner Brothers' picture with Joan Bennett, Joe E. Brown and George Eickel heading the cast. Lyrics by Archie Gottler. Harms, Inc.

## RCA Sets Its 45 Promotion Sked

(Continued from page 16)

to get under way probably early in October on stations of the National Broadcasting Company (NBC). The spot campaign will carry on for some six weeks in a large number of markets. Coincidentally, the 45-r.p.m. system will get heavy plugging via the *Kukla, Fran and Ollie* show, NBC-TV program aired five times a week.

The newspaper and radio drives will be supplemented by intensive sales promotion accenting dealer aids. For instance, an "A" display kit will be delivered to 3,000 dealers; two follow-up displays will go to 5,000 dealers; follow-up Christmas displays to 6,500 dealers, and a "C" display kit to 2,500 dealers. This display material is expected to reach dealers prior to the kick-off newspaper advertising, and is expected to be installed by dealers in time to coincide with the newspaper ads—say, late in September or early October.

#### 500C Bally Costs

The 45-r.p.m. promotional drive outlined above entails a cost of more than \$500,000. This is allocated to the set department, and does not include an additional budget of approximately \$250,000 which will be spent on the fall campaign by the record department. Nor does it include an appropriation of \$250,000 plugging RCA's TV sets. Neither does it include dealer-co-op advertising and other promotional ventures, all of which will round out the fall promotion figure to about \$2,000,000. The breakdown of the half-million expenditures outlined above includes more than \$250,000 for newspaper space and nearly \$80,000 for radio time; the sales promotion end of the package (including the various display kits) accounts for a total cost of nearly \$90,000; store demonstrations add another \$50,000 to the figure, and production costs, a distributor prize contest and incidentals add approximately another \$35,000.

The push on 45 will also entail a drive for the kiddie market, as outlined in another story this issue.

### SONGWRITERS COMING UP!

August 27 Issue  
JIMMY MONACO

In Issues Subsequent to August 27  
The Billboard Will Present

- HARRY TIERNEY
- PETE WENDLING
- PERCY WENRICH
- LOUIS B. HIRSCH
- A. BALDWIN SLOANE
- RICHARD WHITING
- RUDOLPH FRIML
- JEROME KERN
- COLE PORTER
- SIGMUND ROMBERG
- HARRY RUBY
- GEORGE GERSHWIN

# London Records Out To Corner Classic Market

(Continued from page 15)

certgebouw, Paris Conservatory, Zurich Tonhalle, La Scala Milan, Denmark Royal Symphony, the Eiar (Italy), and several others. In Germany, the diskery's affiliation with the Deutsche Grammophon Company makes all of the top outfits there available for use, if a direct deal hasn't already been consummated. Included are the Berlin Philharmonic (direct deal is being negotiated), the Bavarian State Orchestra, Saxonian State Orchestra, and the Berlin State Opera Orchestra, among others.

## Enesco Cuts First

The Rumanian conductor-composer, Georges Enesco, also signed and has cut his first date with the London Philharmonic. Rafael Kubelik, former conductor of the Czech Philharmonic, has just been appointed permanent maestro of the Zurich Tonhalle, and will cut with that outfit. Negotiations are under way to ink Kirif Kondrashin, leading maestro of the Bolshoi Theater, Moscow.

American artists also will be recording in London. Besides the previously reported signing of tenor Eugene Conley, the label has snared the Negro soprano, Ellabelle Davis, and the Metopera baritone, Giuseppe Valdengo. Valdengo left for England Friday (12) to record some opera arias and Italian songs. Miss Davis will record in January. The American composer, Aaron Copeland, cut four of his own Blues for piano there recently, and the Swiss-American composer Ernest Bloch, is scheduled to conduct the first recorded performance of his major work, *Sacred Service*, with the London Philharmonic and chorus.

## Szell and Leinsdorf

Two conductors of leading American orchestras, George Szell, of Cleveland, and Erich Leinsdorf, of Rochester, are doing dates with the same London group.

Beno Blachut, tenor of the Prague opera, a discovery of conductor Kleiber, is London's latest vocal addition. Prior to this the following singers were inked exclusively: Hilda Gueden and Raphael Arie (Italy); Suzanne Dancó (Belgium); Janine Micheau and Gerard Souzay (France); Frans Vroons, Dutch tenor who appeared at the City Center this year, reportedly signed by the Met for next season; Lisa Della Casa (Switzerland); Edi Laider, Erick Sjoberg, and Inga Lis Hasting (Denmark). In Germany, several of the following are shared with Deutsche Grammophon: Heinrich Schlusnus, Wilhelm Strienz, Franz Volker, Walter Ludwig, Tiana Lemnitz, Erna Berger, Georgine Von Milinkovic, Trude Eipperle, and several others from the Berlin State Company.

Complete operas will be recorded in England by the La Scala Milan Company of Italy, when that unit tours England sometime prior to September, 1959.

With the D'Oyly Carte Company in the process of rewaxing its entire Gilbert and Sullivan repertoire, originally cut for Victor about 20 years ago, and with its own young Kathleen Ferrier emerging as one of the important vocal artists of the time, the label is considered likely to provide the local majors with plenty of competition.

Remy Farkas, director of the label's longhair repertoire in the U. S., flies to England the 19th to supervise recording dates there.

According to E. R. (Ted) Lewis, London prexy, the diskery will continue to press all of its classical disks, including LPs in England. Lewis stated that, while some of the label's pop platters will be pressed here, this will be on a contract basis, and he denied reports that he was angling to buy a pressing plant on this side of the pond.

# ON THE STAND

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

## Freddy Martin

(Reviewed at the Starlight Roof, Waldorf-Astoria, New York, August 4. Booked by Music Corporation of America.)

**VIOLINS:** Sam Boghossian, Dale Bechtel, Louis Sherman, Homer Stephens.

**RHYTHM:** Judy Burke, drums; Bonnie Pottle, bass; Art Devaney, piano; Rex Dennis, guitar.

**BRASS:** Norman Bailey, trumpet and trombone; Dick Dahlberg, trumpet and trombone; Harry McKeehan, trumpet and trombone; Dick Arant, first trombone; John Cochran, second trombone.

**SAXES:** First tenor, Charles Thompson, doubles oboe, English horn, clarinet; second tenor, Don Pessell, doubles clarinet, bass clarinet, flute; first alto, Andy Kostelas, doubles flute, clarinet; second alto, John Setar, doubles baritone sax, flute, clarinet.

**TENOR SAX AND LEADER:** Freddy Martin. **VOCALISTS:** Merv Griffin, featured soloist; the Martin Men, including John Cochran, John Setar, Andy Kostelas, Rex Dennis and Griffin.

Freddy Martin's current band at the Waldorf's Starlight Roof typifies the ideal society orchestra. Its music is conservative, the personnel is musically and the component parts of the orchestra are fused into an integrated ensemble with a single chief emphasis and function—namely,

the production of music for dancing.

With Freddy Martin taking the lead saxophone, the band very satisfactorily performs this function, the diners at the roof trekking to the floor to make as many sets as possible.

Martin's book is made up of a good number of solid standards, plus pops and an occasional novelty. This provides some interesting diversification. The tunes, for instance, include such evergreens as *Little White Lies*, *Begin the Beguine*, *Make Believe* and such comparatively modern items as *Maybe It's Because*.

## Novelty Included

There's novelty, too, particularly on the vocal end. Perhaps outstanding in this department was the cute, comic delivery of *Once in Love With Amy*, done by featured vocalist Merv Griffin, with a large assist by Rex Dennis. The vocal contingent is strengthened by the five Martin Men, but to this reviewer it seemed that a girl vocalist would have added flash to the aggregation. However, it is no more than fair to point out that Martin made the grade without girl vocalists.

What Martin would seem to need at this point is a good record. He hasn't had one in a long time. Records in the past—particularly the concertos done by Martin's expianist Jack Fina—played a considerable part in boosting Martin's commercial value.

Currently, however, tho he could

# Carolina Cotton Sets Park Marks

NEW YORK, Aug. 13—Carolina Cotton, blond thrush of Western flicks, here on her first trip east of Chicago, in two Sunday appearances recently broke two park attendance marks. Fresh from cutting two Columbia pictures as Eddy Arnold's leading lady, she pulled a record 8,000 at the Buck Lake Ranch, Angola, Ind., July 24, then drew 9,000 at Shorty Long's Santa Fe Ranch in Reading, Pa., August 7. These outdoor oatune festivals are weekly affairs.

Miss Cotton, in New York with her manager, Bobbie Bennett, has just signed with Joe Glaser's Associated Booking Corporation (ABC) and is being booked for theaters and clubs in these parts.

The two Columbia pictures are *Hoe Down* and *Feudin' Rhythm*.

# Mac Cooper Named Rep for New Pubber

NEW YORK, Aug. 13.—Mac Cooper, who recently left the Dennis Day pubberies here, has been named New York man for Knickerbocker Music, a new firm set up by West Coast composer-arranger Haydn Broughton. The firm is applying for membership in the American Society of Composers, Authors and Publishers (ASCAP). Herb Wald, former T. B. Harms contact man, will be California rep for Knickerbocker.

First 'ug will be a tune called *You Worry Me*.

# 47 OKAYS CUTTERS

(Continued from page 15)

AFM and film producers, thereby weakening AFM's bargaining position. Menhennick claimed that cutters privately polled have indicated a willingness to join AFM.

Keenly aware of the importance of musical sound tracks both in theater films and television, board here asked for a system of joint control of sound track to prevent "pirating" by unscrupulous film producers and regulations which would control maximum minutes of music which could be recorded in a specific time. Latter measure would standardize the amount of music recording by film firms and prevent conductors or musical directors from outbidding one another and snaring jobs on the basis of promised speed-ups or short-cuts in recording work.

certainly do with a Fina, Martin represents Class A hotel music. His band has a large authentic sound.

The Waldorf opening drew a flock of publishers and other music traders. It was marred—thru no fault of Martin's—by the lack of adequate air conditioning in the room.

Paul Ackerman.

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# LORRY RAINE

the originator of "IT'S TOO LATE NOW"

(By Tim Gayle, J. Fred Coots and Matt Furin—BOURNE, ASCAP)

THANKS, Lorry, for introducing "It's Too Late Now," and now for "CAMP MEETIN'," "I SENT YOU AN S.O.S. WITH FLOWERS," "ONE MORE TEAR"—coming up soon.

## TIM GAYLE

Publicity—Personal Management—Song and Record Exploitation

Current Mail Address: c/o Hotel Sheraton, Detroit 2, Michigan

P.S.: All business right now is slow. This has nonetheless often been proved the best time to launch new talent, new ventures. My efforts on Lorry Raine Gayle, and a host of other clients and tunes, big names and small fry, are proof conclusive of the potency of a promotional push. My services are available—not expensive, but selective.

# MUSIC—AS WRITTEN

## New York:

Charlie Goldberg, professional manager for Chappell Music, was stricken with a heart attack recently. He is in Grace Hospital, New Haven, Conn. . . . Bob Harris has written the score for the forthcoming flick, "Judy in Easterland." Tom Timothy orchestrated and conducted the tunes for the sound track. . . . Trombonist-harpist-maestro Bobby Byrne has one-nighted it back from Texas. He began a series of local dates August 4, then heads for Orchard Beach, Me., for a five-day engagement beginning August 15. . . . Pearl Bailey is booked for four weeks in the British Isles, opening in Glasgow, Scotland, August 15.

Columbia Records has picked up the option for warbler Richard Monti. He'll cut Italian songs under the direction of the label's international department head, George Avakian. . . . Leeds Music this fall will issue seven bop arrangements for the accordion, by Angie Dellaira. . . . Horace Heidt Records cut its first side in the Country and Western category on August 1 with yodeler Billy Lee. . . . The beautiful blonde demonstrating RCA Victor's 45 r.p.m. disks at the NAMM convention was Corie Lee, a Powers model who hails from Milwaukee.

Artie Shaw has purchased a 200-acre cattle, sheep and dairy farm in Dutchess County, New York. . . . James Mattingly, Hartford radio and night club singer, will be married August 16 to Ruby Jacobuci, nonpro. . . . Organist Charlie Stewart going into his third month at Well's in Harlem.

MGM Records has added four new distributors. These include the M. & N. Distributing Company, of Buffalo; Lou Sowa Record Company, Pittsburgh; A. D. Hewitt Company, Seattle, and Gonzalez Novo, Havana, MGM's first Cuban distrib.

## Philadelphia:

Joe Frassetto again to play for the Atlantic City Beauty Pageant in September. . . . The Haverfordians Orchestra, featuring Ed Price and Freddy Wilkinson, get a return call for the moonlight dance cruises of the Wilson Line here. . . . Duke Ellington next in line at Nicky Blair's Click, following Louis Armstrong and setting the stage for Peggy Lee with Dave Barbour's band. . . . Sal Nave locates at the Fort Side Inn. . . . Nitery singer

Judy Grey-links with the Don Havens unit at Ciro's. . . . Derry Falligant continues the parade of recording singing names at the Rendezvous. . . . Pianist Beryl Booker, last with the Slim Gaillard Trio, adds Al Moore, former bassist with Louis Armstrong, and guitarist Grammy Johnson to make a trio of her own at the Crystal Bar. . . . Al Small, coming in for a fortnight, will finish out the summer season at Jim Seery's Bala Inn, Somers Point, N. J. . . . Dave Miller's Palda Records, featuring the string bands, will be the first local diskery to join the long-playing record field this fall. . . . Franklin Walker named special agent of Local 174, American Federation of Musicians (AFM), representing the Negro musicians, to replace the late Harry Marsh Jr. . . . Nat Segall's Keystone Theatrical Agency continues the parade of record names at the Showboat with Bull Moose Jackson current, Dinah Washington following August 22 and Joe Turner starting August 29. . . . Elliot Lawrence loafing at his home here before picking up his band next week in Wichita, Kan. . . . Johnny Zarus organizing a band of his own for club dances in the fall.

## London:

Joe Loss, currently filling a summer season at Douglas, Isle of Man, chartered three planes to transport the band for a Sunday show at Morecambe in North England. . . . Cyril Stapleton started 16-week summer stint at Aquarium Ballroom, Brighton, recently. Stapleton is now one of the most broadcast bands in the country, having a series of outside programs from the ballroom, Radio Luxembourg commercials, featured on the "Hit Parade" and other odd studio broadcasts. . . . Stephan Grappelly and his quintet, appearing at the Milroy Night Club, opened at the Saville Theater where they accompany the French singer, Yves Montand.

The Malcolm Mitchell Trio, a group of enthusiastic youngsters who have been working in the south of France since last November, will return to a plum engagement in London when they open a six-week season the beginning of August at Ciro's Club. . . . Carroll Gibbons' changes at the Savoy Hotel have been completed. The brass section will still be led by Canadian trumpeter Frenchy Sartell, and George Flynn will stay on trombone. Newcomers in that section include Neal Fullerton and Tony Osborne, trumpets, and Bill Sharpe, trombone. The sax section, also led by a Canadian, Harry Varley, will have three changes with Moss Kaye, tenor; Al Baum, alto, and Percy Waterhouse, baritone.

## Cocktail Units For Rollerries?

CHICAGO, Aug. 13.—A new experiment in booking cocktail units into a hitherto virgin field, roller rinks, will begin when Billboard Attractions, Inc., (BA), local booking office, starts a one-nighter tour by Ken Griffin, Hammond organist, at Decatur, Ill. Griffin is the name organist who made the top-selling rendition of "You Can't Be True Dear" in 1948 for Rondo Records. Since that time Griffin has proven a consistent seller not only on the retail and juke box market, but also to rink operators who utilize wired music over public address systems.

Up to now, Rudy Shell, of Billboard Attractions, has set the following rink itinerary: September 14, Dubuque, Ia.; 15, Forreston, Ill., where Griffin will be featured at the annual Sauerkraut Festival; 16, Rothschild, Wis.; 18, Elmena, Wis. The remaining dates will be set for a three to four-week tour. The BA's experiment, according to Shell, had been well received thus far by rink operators who are in similar straits to ballroom operators suffering from poor grosses. Operators welcomed the opportunity to headline a live name in order to hypo grosses. Griffin will carry his own equipment.

## Auction Sale For Musicraft

NEW YORK, Aug. 13.—In an auction for the benefit of creditors, 100,000 Musicraft records and 12,000 albums went on the block Thursday (11) and went for what was considered a high bid, \$7,900. The bid was made by a syndicate of auctioneers. The disks involved were the stock on hand at the local Musicraft distributing office. An estimated 200,000 more are on hand at the diskery's Ossining factory, but were not put up for bidding since there are royalty liens against these by artists and publishers.

The deal, whereby MGM Records would lease Musicraft masters (*The Billboard*, July 23), was approved this week in court.

## VOX JOX

**GIMMIX** . . . Bob Story, WNOR, Norfolk, does a nightly two-and-a-half-hour stint from a special glass booth atop a near-by drive-in, reportedly one of the largest in the South. . . . Ted Harding, same station, salutes a different State each morning, with listeners requesting the States to be honored. His bailiwick being a navy center, he's had requests from residents of every State in the Union. . . . Burke Ormsby, KHUM, Eureka, Calif., is working a neat switch titled "Start the Music." Listeners phone, asking Ormsby to "start the music." He puts on a record, and the quizzer has 15 seconds to identify the tune, with prizes for correct answers. . . . Bob Earle, WIBR, Baton Rouge, La., has started a "Mother Earle's Corner," featuring recipes and household hints. . . . Vic Adrian, WQBC, Vicksburg, Miss., does an across-the-board half-hour show titled "Man About Manhattan," featuring mythical musical tours of New York, with transcribed interviews of performers, chatter about the Gotham spots and, of course, records.

**STRICTLY FROM DIXIE** . . . Arch McDonald handling Eddie Gallaher's "Sundial" show at WTOF, Washington, while Gallaher vacations August 8-20. . . . Art Barrett, WSAP, Portsmouth, Va., dares us to print that he's still holding forth with his "Early Morning Frolics" but would consider a good offer elsewhere, but of course we don't print items of that kind. . . . Russ Carlyle and his ork visited Del Cary, of WFLB, Fayetteville, N. C., recently. Del arranged for two half-hour remote pick-ups of the Carlyle band while it appeared at Fort Bragg. . . . Johnny Green, of Harry Warren Music, New York, is having e. t.'s cut by wax artists for Lee Donahue's platter shows at WBRC, Birmingham. . . . Johnny Karr, transplanted Yankee from Gotham town, is entrancing listeners to his plattering and chattering at KOCA, Kilgore, Tex. Johnny is getting big response with his double voice creation, "Willie." . . . Arty Kay, WKLK, Lexington, Ky., has returned from a two-week vacation in Chicago where he cut e. t.'d interviews with Vic Damone and Frankie Laine. . . . Lee Donahue and the other spinners at WBRC, Birmingham, want to know when someone is going to reissue the Pinky Tomlin disks. . . . Jim McConnell, former chief announcer at KLOU, Lake Charles, La., is now program director at KGBC, Galveston, Tex.

**GRIPES AND SWIPES** . . . Bob McKee and Bud Avram, KWFC, Hot Springs, say that they would like Mercury and Capitol to send releases their way. "They are the only major waxeries which don't service us in any way," the boys complain.

**SWITCHES** . . . Stan (The Record Man) Warren has left WSAP, Portsmouth, Va., to go into the real estate and construction business. . . . Rick Nelson, same station, has hied himself to Florida, where he is writing plays. . . . Ted Booth, ex-music director at KSOK, Arkansas City, Kan., is taking over as program director and chief announcer at WGIG, Brunswick, Ga. . . . Ralph Moffat, who conducted the popular "Midnight in Munich" show over Radio Luxembourg, has joined WCCO, Minneapolis, where he was an announcer before the war. . . . Maury McGill is taking over "Tiny" Fisher's three-hour platter show at WLIO, East Liverpool, O. Maury leaves a jockey job at WCMW, Canton, for the new post. . . . Bob Larsen is leaving WKOW, Madison, Wis., to take over the a.m. show at WEMP, Milwaukee.

**SHREWD OPERATOR** . . . "Symphony Sid" Garis, WJEL, Springfield, O., played host recently to Frankie Laine and his accompanist, Carl Fischer, and the warbler's manager, Dick Gabbe. Told that Laine and the Gabbe, Lutz and Heller agency were signed to each other for 99 years, Garis asked if he could pick up the option at the end of the deal.

## Mary Kaye Trio To Nev. Hotel

HOLLYWOOD, Aug. 13. — Mary Kaye Trio was inked to a personal management pact this week by Bill Burton, top Hollywood p.m., and was immediately set for a four-week stint at the Last Frontier Hotel, Las Vegas, Nev. Trio is currently being given a build-up via Columbia Records under tutelage of Dinah Shore.

Kaye combo recorded four sides for Columbia this week-end, backed by George Wyle's ork. Included was a new version of last year's novelty hit, *All I Want for Christmas Is My Two Front Teeth*, cut by Spike Jones for RCA Victor. Columbia is planning to release the tune in time for Christmas market, hoping to challenge Jones's Victor version which will probably be re-released by Victor.

## Western Singers Set For Canadian Dates

PHILADELPHIA, Aug. 13.—Negotiations were completed this week on a deal calling for the promotion of Western and hillbilly musical names in Canada next season. Pact was made by Jolly Joyce, who heads the local Jolly Joyce Theatrical Agency, and Bill Rey, president of the International Broadcasting Company, Ltd., operating CKNW in New Westminster, B. C. Deal calls for radio and personal appearances.

Montana Slim (Wolf Carter) will be the first native Westerner to go across the Northern border, going under Rey's promotional wing for a three-week period, starting September 19. Rey will feature Montana Slim in a daily show on CKNW, and in the evenings, from Monday thru Thursdays, will feature him in the Alexander Ballroom at Vancouver, B. C. Rey is also owner of the dancerie. On Fridays and Saturdays Rey will take Montana Slim out for personal appearances in the adjacent Canadian territory. Other Western names will follow Montana Slim.

# ACTOR-AGENT PACT BLUES

## Saratoga Sings the Blues; It's a Saturday Nite Town Now

NEW YORK, Aug. 13.—Saratoga Springs, which opened with high hopes two weeks ago, has so far laid an egg. The short season (27 days) has about two more weeks to run and, if things don't pick up, repercussions of the bad spa season are bound to be felt all thru the country where cafes are now wondering what to line up for the fall and winter.

Saratoga ops like to make a buck with their shows and their cafes. But it is in the gambling that the big dough is made and gives the boys enough loot to operate in other parts of the country after the Saratoga season. So far, however, the outlook is bleak. No one knows the reason though there are lots of excuses. One of these is the increased competition for the elusive buck started by the nightly trotting season. In past years, when daily meets were over, the fast action boys used to patronize spots like Piping Rock, Outhwaites (now the Brook Club), and Delmonico's. Now they feel they can get the action at the trotting races where they don't have to pay big minimums.

### Piping Rock

Piping Rock started the season with Hildegard, who went in for \$11,200. Observers say Hildegard drew class business. Trouble was that few of her people played the tables, and with her on for about an hour with no service permitted, there was little cafe business to brag about.

Piping's Rock's new show has Joe Lewis, Connie Boswell, and Raye and Naldi. It hopes that current line-up will meet with better box office success. To hypo the biz still more club is also putting in a Wally Wanger line.

Delmonico's, which opened a week later than Piping Rock, premed with

## Heat Wave Nicks Vaude in Boston

BOSTON, Aug. 13.—The RKO Boston wound up its first week of vaude Wednesday (10) with \$24,000. In any week, with a big show, this is a good take for the 3,200-seat house, but this particular week saw the temperature breaking 50-year heat records, with the thermometer topping 101 and driving the crowds to shore resorts. Hence, the \$24,000 is actually sensational.

Acts included the Edwards Brothers, Yvonne Moray, the Marvellos, Cook and Brown, Steve Evans, the Appletons, Ross and LaPierre, and Gus Van. Pic was *Roughshod*.

New show opened Thursday (11) to a good house. Company included Al and Connie Fanton, Kay Kenton, the Three Arnauts, Moke and Poke, Viola Layne, Yvonne, Clavel and Farrar, Artie Dann and the Hertzogs. Pic, *Follow Me Quietly*.

## Carnival To Reopen After Labor Day

NEW YORK, Aug. 13.—Harold Minsky will reopen the now shuttered Carnival after Labor Day. Show policy will continue the same as it was last spring at the start. Shows will use burly comics, modified strips and lines.

Altho nothing has been signed as yet, it is understood that special acts with some box office draft will also be used.

Harold Minsky's carnival show. Its first night business was big; second night, however, it fell way down, and so far it is half and half.

### Brook Club

The Brook Club opened with Frank Parker to what observers claim was only fair business. The same situation applies to luxury business all around the watering place. The only places now filled up are the hotels, tho at the onset they, too, were looking glum. Trainloads of new people come in daily. Most of them, however, come with little baskets to take the water cure, not to spend dough in cafes or give the green tables a whirl.

Showbiz insiders claim that, tho it doesn't look good, one solid week of good business will make it a successful season. At the same time they say that Saratoga is now a Saturday night town. And there's only one Saturday a week.

## Catskill Gyms Embitter Acts

NEW YORK, Aug. 13.—Dance teams are making long and bitter complaints to the American Guild of Variety Artists (AGVA) that lack of policing in the Catskills area has cost them scores of jobs.

In the past many shows in the resort hotels opened with dance teams. During the current season, say dancers, such jobs have been scarcer than ever. The main reason, they say, is that dance instructors, employed by hotels on a seasonal basis, are used in the shows, which teams claim is an open violation of AGVA rules.

Dance instructors teach patrons during the week and usually run champagne hours (dance contests) once weekly. But when a set show starts, the instructors are not permitted on stage. An AGVA rule forbids AGVA members to work on the same bill with non-AGVA people.

Dance teams now charge that despite this rule, instructors work on shows as part of their seasonal jobs; get no extra dough; keep dance teams out of work, and AGVA does nothing to change it.

AGVA officials admitted that conditions in the mountains were not good but said the union was too understaffed to police zone properly.

## Cafe Society Sinks \$\$ in Comeback Try

NEW YORK, Aug. 13.—Cafe Society, with Tony Collucci as the new op, is spending what, for this spot, is real dough, to get the club back into the black.

Friday (12) it opened with Dorothy Donegan, now billed as the piano virtuoso; Coleman Hawkin's band; Martha Lou Howe, in her local nitery preem, Lewis and White and Cliff Jackson.

## Providence Reopens Sept. 2

NEW YORK, Aug. 13.—The State Theater, Providence, will reopen for the fall September 2. Abe Feinberg will continue to book the house. Policy will be the same used in previous years. The house will use six acts, including some draw for the headliner.

## Golf Percenter

NEW YORK, Aug. 13.—Perry Como and Jack Philbin were playing golf and Como complained he was having trouble with his putting. Philbin offered Como the use of the putter he had once given Philbin and suggested he try it.

Como did; holed out, was overjoyed and asked Philbin for the putter to keep. Philbin agreed on one condition: That Como give him 10 per cent of all his golf winnings. Como agreed.

"I've handled everything," said Philbin. "This is the first time I ever handled a putter."

## L. A. Orpheum Latest To Join Flesh Revival

HOLLYWOOD, Aug. 13.—Vaude returns to its old Los Angeles home when Orpheum Theater relights its stage August 31 for a regular weekly flesh policy. Return of vaude to the Orpheum will be heralded with an all-out ballyhoo campaign using newspaper space, outdoor ads, radio and teevee plugs. Unlike owner-operator Sherril Corwin's past practices, shows will not follow a name policy but will consist of straight vaude acts. Stageshows will be built on a \$4,000 weekly budget. First couple of vaude packages will probably run higher, since Corwin wants to kick off flesh policy with a few higher priced stagers.

Orpheum, identified with vaude since 1926, darkened its stage three years ago when Corwin switched stage shows to another house in his downtown theater chain, the Million Dollar Stage policy at latter house adhered closely to the band and name line and did not hold to a regular schedule. Sporadic shows plus difficulty in getting talent made stageshows short on the pay-off. Furthermore, Million Dollar's location was not as well suited for vaude as the more centrally situated Orpheum.

During his recent Eastern hop, Corwin closed deals with vaude bookers Mark Leddy, of New York, and Charley Hogan, of Chicago, to rep him in getting acts for the Orpheum. However, latter two will serve as reps only and Corwin will continue to book talent into his house on a non-exclusive basis. Orpheum's prices will be 55 cents until 1 p. m., 65 cents until 6 o'clock and 85 cents after 6 p. m. House's seating capacity is 2,200.

## Detroit Flocks To Eckstine

DETROIT, Aug. 13.—Attendance of 15,000 was rung up at the Bowery for last week's show, closing Sunday (7), headlined by Billy Eckstine. The figure is close to a house record, untouched since the appearance of Frankie Laine a year and a half ago.

Frank Barbaro, manager of the Bowery, set another record also when he booked Eckstine into the Music Hall, home of the Detroit Symphony Orchestra, for a Saturday one-nighter, scheduled to allow him to double at the night club. The concert, scaled at \$1.40-\$3.60, drew a capacity house (1,900 seats) sold out several days in advance—with a gross of \$5,500.

## Unhappy Acts Unable To Get Their Release

### AGVA Action Sought

(Continued from page 3)  
application of this Rule B, are screaming they're being sold down the river.

When Rule B was first born, keeping an act working was a cinch. There were more jobs around than there were performers to fill them. Salaries kept skyrocketing and everybody was making a buck, so everybody was happy. Agents didn't have to book their acts. All they did was take phone orders.

### Situation Reversed

Today the situation is reversed. Agents have to get out and sell; getting money is tough and acts lay off now more often than they work. A few years ago the average indie, or even the big agencies, ran their offices at handsome profits. Today operating costs are still as large, but commissions, because salaries are smaller and dates harder to get, have been sharply reduced.

The act who signed with an agent a few years ago with the understanding he would get his release if he wasn't happy—isn't happy and wants his release. In many cases the promise, "I'll give you your release anytime you want it," is completely ignored. If an act wants a release today he's often forced to pay the agent a bundle of cash.

Such cases invariably end up in AGVA before a board of arbitration consisting of three people, an AGVA man, an ARA rep and an impartial arbiter, in addition to the parties involved in the action. And there it is where the majority of actors discover they haven't a case. It isn't because their claims aren't just. It is because they seldom can back their claims with documentary evidence. Also, legalisms and "practice" come into play and the actors are dead.

### Acts Can't Book Selves

Under Rule B an act under exclusive agency contract cannot book himself. If he does, the agent has the right to collect commissions even tho he had nothing to do with getting the act work. The act, filing a complaint with AGVA, says he got his (See Actor-Agent on page 44)

## Tax Repeal Group Press Campaign

WASHINGTON, Aug. 13.—The 20 per cent cabaret tax committee is continuing to press its campaign for reduction of the nitery excise. Letters went out to members of the House Ways and Means Committee and other congressmen this week requesting their support of bills to reduce the tax to the old 5 per cent.

S. P. Haines, of the 20 per cent group, wrote that "a number of well-known dining and dance rooms in connection with the hotel industry have closed in the past 60 days, resulting in the additional unemployment of a great number of people." He pointed out the diminishing returns to the Treasury disclosed in recent Internal Revenue Bureau reports and stated that the declines in tax collections alone "should more than justify the repeal or reduction" of excises.

## Palace, New York

(Thursday, August 11)

Capacity, 1,700. Price range, 55 cents-\$1.20. Four shows daily. House booker, Dan Friendly. Show played by Don Albert's house ork.

If the second show is any criterion, there'll be some changes made. Acts come on and go off, but little happens. There was little cohesion on show caught, with most of the acts getting only tepid hands.

The Sherwoods, two men and a girl, smartly costumed, opened nicely with a good set of tricks. Routines were mostly two and half or three high, with the girl in the middle, holding up a third guy. Walk-off trick was particularly outstanding, earning the trio excellent applause.

But from then on it was one of the poorest shows house has had since it went back to flesh. Bobby Pinkus, working with Ruth Foster, knocked himself out with punches on the jaw and pratfalls. His chatter, however, was so hackneyed that nothing happened. He picked up a bit in a baby sitter routine ending with a dancing bit, started off by his partner. Pinkus looked good and sold okay. What he needs is something to sell.

Texas Tommy and his pony Baby Doll on in three and working in troy, had his oat-burrier do some interesting tricks, some amusing and some just ordinary. Trouble with the act was its lack of excitement.

Three Rockets, three Negro lads, showed good wardrobe and some (See Palace, New York on page 42)

## VAUDEVILLE REVIEWS

## Roxy, New York

(Friday, August 12)

Capacity, 6,000. Price range, 80 cents-\$1.50. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show cut by Paul Ash's house band.

The new show is excellent hot weather stuff. It has the always eye-catching ice show, good singing and top comedy highlighted by sharp character sketches from a brilliant actor.

Sid Ceasar, in his first Stem presentation date in a long time (he's been in musicals and on TV), practically fractured them with his expectant-father-in-a-hospital routine which employed vocal projection of thoughts (as against flashbacks). It called for real acting ability, not just throwing out gags. As Ceasar went thru the future years dreaming aloud about his coming son, he pulled in every age group which has had trouble with its offspring. Result was comedy of an unusually high order. His zero hour opening was amusing, gradually building for yocks. His second situation was a rib of current fight movies in which he used flashbacks and his uncanny ability to project vocal sound effects. All in all, Ceasar was only great.

Evelyn Knight Handicapped

Evelyn Knight's pleasant voice (See Roxy, New York on page 42)

## Capitol, New York

(Thursday, August 11)

Capacity, 4,627. Prices 70 cents-\$1.50. Number of shows, five daily. House booker, Sidney Piermont. Show played by Tommy Tucker's band.

Ventriloquist Paul Winchell is the sock act on this otherwise placid but pleasant bill. His split-second timing, subtle vocal shadings and smart material made dummy Jerry Mahoney practically alive. Actually, there isn't much difference between Mahoney's voice and Winchell's but the latter's sharp showmanship and rapid-fire delivery easily creates the illusion of two widely divergent personalities.

This time around, Winchell's trying something different. He opened with a pared-down version of his regular routine (impersonations and comedy chit-chat), than encored with some new stuff, a sketch tagged "Jerry Mahoney Visits the Dentist," which featured a sexy red-headed nurse, Patricia Shay, Jerry in a huge dentist's chair, and Winchell as the D.D.S. It scored a big hit on TV recently, and is equally boffo on stage opening day. Several laughs were lost because Jerry's life-like writhing and kicks were hidden by the nurse and Winchell.

The new routine drew a big hand and Winchell returned to close the show with a parody duet on *The Lady's in Love With You*. The band, holding doll-sized replicas of Mahoney, provided a glee club backing. The cute gimmick was handicapped by the musicians' lack of sales-savvy.

Golden Gate Quartet

The Golden Gate Quartet, one of the finest spiritual-singing vocal (See Capitol, New York on page 42)

## RKO Orpheum, Sioux City, Ia.

(Thursday, August 4)

Capacity, 2,648. Price range, 55-85 cents. Four shows daily. Chain booker, Dan Friendly. Shows played by Jack Elton ork.

If vaudeville is dead, it was the liveliest stiff seen here in many moons. Audience whistled and applauded with such gusto one wouldn't know vaude was even sick, let alone dead. In fact, the house gave every indication that it expects this type of show to live a long and happy life here.

The show of eight acts was the same as caught at Palace, New York, some weeks ago. Pat Rooney was as wonderful as ever. His top showmanship got hefty mits.

Sharing top spot with Rooney was a comparative newcomer to this part of the country, Wally Brown, whose fast patter was a regular crowd pleaser.

Berk and Hallow Lead Off

Berk and Hallow lead off the show with a brisk routine of tap precision. The Chords with a series of band leader imitations and radio personalities were crowd satisfiers. Their Spike Jones and Henry Busse impersonations kept the audience applauding for more.

Fanny and Kitty Watson joked and sang with accent on the good old Wild West, proving that after many years in show business they've still got it.

Bob Hammon's precocious birds were remarkably clever with their well-trained antics. They did everything in the books but announce their own numbers. Mack, Russ and Owen tumbled thru an acrobatic routine that was full of gags and skillfully timed.

Rounding out a perfectly balanced bill was Dolinoff and the Rays Sisters, a doll dance routine which featured *Black Magic* and was a clever bit of illusion work.

The show moved fast, each act immediately succeeding one another, with not more than 10-second lulls. Each show played to packed houses at many sessions. Pit band performed well and scenery was well set up.

Pie, The Judge Steps Out.

Robert C. Hatch.

## RKO Albee, Cincinnati

(Thursday, August 11)

Capacity, 3,200 seats. Prices, 60, 75 and 95 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Shows played by Deke Moffitt ork.

Produced and staged by David Bines, current bill provides top entertainment. Show breaks with the Danwoods, two lads and striking blond fem, doling out expertly synchronized acro tricks. It's a smart sight turn, encompassing beautiful balance and counter-balancing antics. A three-high stand at the blow-off wows 'em.

Rich and Gibson, mixed team, follow with xylophone gymnastics that sent them home a winner. A novelty puppet turn, done in strobolite, with the boy and gal pulling the strings, garnered big hands.

Kate Murtagh, formerly of the Murtagh Sisters, won chuckles that built into long laughs with her novel comedy impressionistics. A hard worker, she's an ace mugger and knows how to get under a song and a joke to push them across. Opens with a throaty *Sunny Side of the Street* and wins consistently with her tomfoolery, but that burp in her closing inebriate bit is a crutch that she doesn't need to get by on.

Ross Wyse Jr., diminutive fat guy, is turning out his standard offering anent his father's acro turn. It's still replete with the pratfalls and trick steps that rock pew-sitters. Pathetic posers add greatly to his yock-pulling potential and he's a master projectionist. His partner, Peggy Womack, tall and attractive (See RKO Albee on page 42)

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**Bowery Cafe, Detroit**  
(Monday, August 8)

Capacity, 1,000. Price policy, admission \$1-\$1.50; no cover or minimum. Shows at 9 and 11:30. Manager, Frank Barbaro. Booker, Pete Iodice. Publicity, Sid Biefield. Estimated budget this show, \$7,000.

Two-shows-a-night policy with emphasis on a name continues to pay off here in consistently good grosses. Present bill includes several Bowery familiars in return engagements, a couple of well-diversified fill-ins, and the headliner, Jack Owens, in his first night club date in five years.

Coming on near the end of the slightly over two-hour show, Owens did a half-hour, captivating the house, from his first number. Working in a soft, smooth style, probably the secret of his romantic appeal, the femmes went for him. He was at his best in *Some Enchanted Evening*, but gave with considerable variety in his own old *Hut Sut Song*, winding up with his new Decca recording, *You're the Only One I Care For*, a sweet lilting tune.

Disarmingly sincere, he referred almost over-frequently to his radio background—seven years with the *Breakfast Club*—and used some of his radio material for interludes—noticeably the "loving the ladies" bit, serenading the gals at the ringsides individually, with a bit of kidding and kissing. They appeared reluctant but loved it. Part of his work is at the mike on the floor, part self-accompanied at the regular orchestra piano.

Owens proved a good trouper when emcee Frankie Rapp, for an encore, put him into an adapted version of *I'll Wash That Man Right Out of My Hair*, with the aid of a real shampoo administered by the emcee. Owens is able to get away from the carefully prepared routine of radio and put over his personality with a night club audience.

**Other Acts**

Hank and Satus, harmonica duo, look good and work well with a di- (See *Bowery, Detroit* on page 42)



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**NIGHT CLUB REVIEWS**

**Cocoanut Grove, Hotel  
Ambassador, Los Angeles**

(Tuesday, August 9)

Capacity, 850. Price policy, \$1.50 cover week nights, \$2 Saturdays. Shows at 9:30 and midnight. Owner, Hotel Ambassador. Operator, J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Press, A. V. Tozzi. Estimated budget, this show: \$6,000. Estimated budget, last show: \$6,000.

For sheer enjoyment, it's hard to top the team of Peter Lind Hayes and Mary Healy. His effortless wit, glib manner and polished sense of comedy are enhanced by Miss Healy's talents, beauty and charm. Couple works in a smooth and easy fashion, and neither drags nor tires its audience with rapid fire, knock-'em-down-drag-'em-out routines. Material is smartly written and presented with taste and thought.

Since last caught, Hayes's work shows maturity, increased confidence and poise. His comedy ranges from plain fun to biting satire. Particularly favored by the patrons are his take-offs of various vocalists. Knee-slappers include a dilly of a piece on Jack Smith, singing *None But the Lonely Heart*, Jan Peerce's concert treatment of *Bluebird of Happiness* and a routine on John Charles Thomas. Miss Healy shows her mimic talents to good advantage on a take-off of Lena Horne's *Do I Love You?* and a delightful bit a la Rose Murphy, chi-chi and all. Her Louella Parsons brought chuckles, altho it's her weakest offering.

The twosome combines talents for a clever bit on *Disk Jockey Blues* and a sock rendition of *Baby, It's Cold Outside*. Standout is Hayes's solo using *One for My Baby* as its basis, in which he injects a number of gags as he gives a bittersweet portrayal of the drunk telling of life with his ex-mate.

Eddie Fitzpatrick's ork provides instrumental backdrop for the act plus listenable and danceable music.  
*Lee Zito.*

**Cafe Wienecke, New York**

Capacity, 250. Shows at 9, 11 and 1 a. m. Price policy, no minimum or cover. Operator, Carl Strobel. Booking, non-exclusive. Estimated budget this show, \$750.

A nabe spot in the heart of Yorktown, room does a large family trade. Show policy is mostly grind, with musicians doubling out of the band as strollers, between set shows and dance sets.

Stage area, tho well lit, has no spot, everybody working in floods. Because of club's location and hide-away nature, it is a good place for acts to break in their material. This is apparently one of the reasons why Billy Toffel took the job. Toffel, a Frenchman with a Parisian rep as a singer and songwriter, is an ingrating lad with a good pair of pipes and an imaginative routine. To satisfy the local trade he does Swiss-German and Italian songs in addition to his native French. It is obvious, however, that Toffel doesn't belong here. Last season he worked at the Savoy-Plaza, which is more his type of a room. On ability plus looks he belongs in class hotel rooms. Boy, a London recording artist, has p. a. potentialities. What he now needs is a place to cash in on them.

Ann Capitan, a plump-faced jet-haired Hungarian canary, has a deep register voice with sexy overtones. Gal looks okay but seems to be using the wrong material. Her pacing, mostly on ballads, app: es too often like stage waits. She also does too many American show tunes, selling them in an amateurish fashion. With her voice, she needs soft tunes with blues as their chief motif.

Franzl Dietchmann's group backed both performers in so-so fashion and also did the dance sets.

...Bill Smith

**Beverly Hills Country Club,  
Newport, Ky.**

(Friday, August 12)

Capacity, 700; lounge, 100. Price policy: Dinner from \$2.50; drinks from 75 cents; minimum, \$3; Saturdays and holidays, \$4. Operator, Beverly Hills Company. Sam Tucker, managing director; Barney Glatt, manager; John Skoffel, maitre d'; Sam Silverstein and Dotty White, advertising and publicity; Buster Kelm, choreographer. Booker, Frank Sennes, Cleveland, exclusive. Estimated budget this show, \$7,800; previous show, \$5,200.

This plush nitery fairyland continues to successfully buck the general business lull with names that mean dough. Four weeks of Ted Lewis and a week of Dean Martin and Jerry Lewis chalked a bonanza play, and now its Rudy Vallee, in on a two-weeker, who's snaring the lucre in big chunks.

Belying his 49 years, and looking more like the lad who set radio on fire for so many years, Vallee surprises by emerging as a highly capable nitery entertainer rather than a former radio star trying to capitalize on a past reputation.

Not only does Vallee regale 'em with his singing, including his radio faves of old, but he delivers a smart chatter routine in a fashion that brands him a capable comedian. And to top it off he hits 'em with, believe it or not, a well-done bit of ventriloquism. It isn't so much what Rudy does but how he does it. Still the ace showman, he works with a style and assurance that immediately ingratiates him with his audience. He came on to an ovation and went off the same way after doling out 40 minutes of solid entertainment.

Offering excellent support to the headliner are Helene and Howard, crackerjack hoke ballroomers. The handsome husky and his comely partner, a capable comedienne, incor- (See *Beverly Hills* on page 44)

**Swiss Chalet, Bismarck  
Hotel, Chicago**

(Thursday, August 11)

Capacity, 250. Price policy, \$2.50 minimum, no cover. Publicity and production, Lucille Ballantine. Shows at half-hour intervals. Estimated budget this show, \$1,750. Estimated budget last show, \$1,500.

Betty Jane Watson and Jerry Austen, vocal leads of *Oklahoma* and other musicals, headline the new show here. Altho they did some top singing, their over-all performance suffered from poor staging and improper musical backing. For one thing, their voices are too powerful for a room of this size. Secondly, room's shape makes it difficult for patrons at rear tables to see unelevated talent and team was forced to use a small platform which confined action and cramped duo's expressive style. Their orchestrations were arranged for backing by a group of at least 10, with emphasis on string instruments. The smaller Bismarck band, with four rhythm pieces, provided interference at times.

Despite these hindrances, they scored with pop and musical comedy favorites, including an expected *Oklahoma* medley. Most effective was (See *Swiss Chalet* on page 42)

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- ORMOND WILSON and BASIN ST. BOYS—on Mercury Records
- ELTON BRITT—on RCA Victor Records
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NEW YORK, Aug. 13.—Continued stifling weather is supposed to have a bad effect on the box office. But with air conditioning plants humming plus a few new shows, grosses last week went up to \$381,000 against the previous week's \$345,000. Compilation, however, is for five houses only. Previous week's figure includes the Strand, now operating without flesh. In the current total the Strand is omitted.

Radio City Music Hall (6,200 seats; average \$127,000) opened to a smash \$154,000 for its initial week of Clif-

ford Guest, Piero Brothers and Good Old Summertime.

Roxy (6,000 seats; average \$73,000) ended its third and final week with Bob Crosby, Sid Stone and You're My Everything with \$60,000. Previous week's take was \$68,000 after an opener of \$86,000. New bill (reviewed this issue) has Sid Caesar, Evelyn Knight and Slattery's Hurricane.

Capitol (4,627 seats; average \$44,500) wound up its second and final week with a poor \$43,000 after a preem of \$60,000 for Noro Morales, Mary Small, Hank Ladd and Scene of the Crime. New show (reviewed this issue) has Paul Winchell, Tommy Tucker, Golden Gate Quartet, Nancy Donovan and Anna Lucasta.

Paramount (3,654 seats; average \$68,500) opened to a terrific \$100,000 with Tex Beneke's ork, Vic Damone and Rope of Sand.

Palace (1,700 seats; average \$24,500) moved up to \$24,000 for bill of Proske's Tigers, Tommy Rogers, six other acts and Sand. Previous bill did \$22,000. New show (reviewed this issue) has Salici Puppets, Fred Lowery, six additional acts and Ma and Pa Kettle.

## PALACE, NEW YORK

(Continued from page 40)

spark in three-part precision hoofery. As singles, dancing against each other, they were inept, bringing pace down to almost a stage wait.

### Material Needed

Doris Patts and Mrs. Waterfall (Nina Olivette) had a hard time of it. Miss Patts, an experienced performer, has been in many a show. Together with Miss Olivette she worked hard in the new act. Formula is pat—Miss Patts straights for Miss Olivette, who comes out of the audience dressed like a housewife to be interviewed. Both are competent performers and got chuckles time and again. What the act now needs is material to back their characterizations. Once it has this, it will be sure-fire for family houses.

The Briants, a two-person tramp comedy act, were amusing without being unusual. Some of the rag doll limp bits drew attentive eyes, but selling suffered because there was too little ahead of them.

Fred Lowery's whistling of pop concert tunes was skillful tho dull. The chirping of his fem partner, Leslie Roberts, a cute brunette, did little to build the routine. A duet, Lowery's whistling to Miss Roberts' singing of Forever and Ever, got tepid responses.

The Salici Puppets, a standard act and one of the best in the business, closed the show to good hands.

Pic, Ma and Pa Kettle.

Bill Smith.

## ROXY, NEW YORK

(Continued from page 40)

didn't project too well here. One reason was the sameness of practically all her tunes, most of which she's recorded for Decca. Dull pacing made for monotony rather than interest. Big blond gal showed some ingenuity in a story songalog, getting good hands. She finally wound up with her big Decca seller, Little Bird Told Me, for real applause.

The Pitchmen presented their standard kazoo foolery. The boys haven't changed their act since they broke into the biz some 10 years ago. It still gets laughs, tho these are now scattered, where once they got general yocks. A recitation on Lady Godiva by one of the lads got some giggles, tho it was in questionable taste.

Show opened to excerpts from Bizet's Carmen, giving Norman Young a chance to do some competent tenoring against a costume background. Scene segued into the ice show in which Carol Lynne and Arnold Shoda were spotted.

Pic, Slattery's Hurricane.

Bill Smith.

## Musicians Cash In On Jolson Junket

NEW YORK, Aug. 13.—The Al Jolson p.a. junket of Loew houses in New York set the Loew management back \$2,100 in musicians' salaries. The deal called for Jolson to work 18 theaters in three days. Police escorts moved the Jolson party around with sirens wailing.

Jolson is in Jolson Sings Again on a percentage, so he worked cuffo, but Local 802 ruled that Matty Malneck, brought in from the Coast, must pay his men, picked up here, \$100 a day. Troupe carried seven men to work three days, or \$300 for each man.

## CAPITOL, NEW YORK

(Continued from page 40)

groups around, also preemed some new material. The boys rate an "A" for effort, but the numbers, a rather ordinary pop arrangement of The Four Winds and the Seven Seas and the standard There's Going To Be a Great Day, were only fair. It was their hypnotic chanting of spirituals the audience wanted to hear. The group clicked solidly with Shadrack and bowed off to tremendous applause with the rhythmical Dry Bones.

Tommy Tucker's ork (7 brass, 5 reeds, 3 rhythm) is a pleasing mickey-mouse styled outfit with plenty of bounce and commercial appeal. Tucker teed off with a bright medley of danceable pops and later demonstrated a deft flair for novelty with a group of nursery ditties, The Kiddies' Hit Parade. Trumpeter George Dolan offered a vocal of You're Breaking My Heart. The lad displayed a fine, full voice when he opened up, but needs more mike experience. Pert and pretty Nancy Donovan, who warbles on Tucker's air show, is well endowed with self-confidence. The Irish canary oversold It's a Great Day and Some Enchanted Evening. Her last number, Dear Old Donegal, tho, was better suited to her robust style and pulled an enthusiastic response.

Toy and Wing, a well-costumed, good-looking Chinese dance team, provided most of the bill's flash. The youthful terpers were best on a delightfully incongruous take-off of the nostalgic "Castle walk" and George M. Cohan. The act's versatile finish spotted the girl on her toes and the boy doing a series of skillful splits.

Pic: Anna Lucasta.

June Bundy.

## RKO ALBEE, CINCINNATI

(Continued from page 40)

brunette, adds luster with an outstanding straight job.

Ben Yost's Vikings, husky male quintet, pack an abundance of singing ability and voice control that provides for excellent ensemble work on Old Man River and I Had a Dream, Dear, among other numbers. Pulled huge palms all the way.

Senator Murphy, vet performer, laded out his standard political tub thumping turn. He has, however, spiced it with new material that wins constant laughs. His senatorial soap-box speech retains much of the time-tested stuff, but it's clean and they loved him here.

Susan and Fred Barry's ballroomology is among the best to hit this spot in a long time. Duo rides thru a number of intricate and original dance offerings with exceptional grace, and socks over several interpretive chores before pulling a novel walk-off. Won all-out mitts.

In the final slot are Buck and Bubbles, whose combined hot pianistics and ace terping clicked handsomely. Work with the same easy elegance that has characterized their sock soft-shoers and outstanding tap rhythms for years. Jelling splendidly were Bubbles' jived tempoed Shine and That's My Desire. Buck's Steinwaying was exceptionally appealing.

Deke Moffitt's house ork does a smart job on the show tunes.

Pic, Let's Live a Little.

Bob Doepler.

## Jacobs Joins Hotel Chain

NEW YORK, Aug. 13.—Merle Jacobs, who was with Music Corporation of America (MCA) for 15 years in its Cleveland office, has resigned to become the promotion manager of the Epstein Hotel Chain in the Midwest.

Chain expects to reopen its Cleveland Hollenden Hotel Room right after Labor Day using high-priced acts. Harry Kilby, of General Artists Corporation (GAC), will book.

Among the hotels in the chain are the Deshler-Wallick, Columbus, and Congress, Chicago. Latter is an old spot and there are doubts if it will use any entertainment, but the former will use small budgeted shows.

The Francis Hotel System, with 15 houses thruout Ohio, also has been signed by GAC. Hotels operate small cocktail lounges using talent scaled at about \$500.

## BOWERY, DETROIT

(Continued from page 41)

versified repertory, including the inevitable William Tell Overture.

Maria and Pancho, an exceptionally sinuous and rhythmic dance team, gave some different variations on the rumba and other dances, with some audience participation, and were well received.

Frank Rapp, singing-dancing emcee, back from vacation with some new material, is as fast on clever ad lib as ever, and has developed a more subtly sophisticated style of dealing with hecklers. Working about an hour of the show himself, his pantomime work was notably ingenious.

Artie Fields and his band (8) have returned to their old stand here to turn out a well-diversified exhibition of both musicianship and showmanship.

Haviland F. Reves.

## SWISS CHALET, CHICAGO

(Continued from page 41)

their closer, a special arrangement of a lullaby by Mozart.

Other features included Swiss yodeling by Joe Isbell, Fiesta Hour, square dancing, community singing and contests. Johnny Brewer, ork leader, emseed.

Cy Wagner.

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## Out-of-Town Review

### NEW MOON

(Opened Monday, August 8)

GREEK THEATER, GRIFFITH PARK, LOS ANGELES

An operetta in two acts by Frank Mandel and Oscar Hammerstein, II. Music by Sigmund Romberg. Presented by Gene Mann. Directed by Edward Reveaux. Settings by Richard Jackson. Dances by Dan Eckley. Musical numbers staged by Eugene Loring. Costumes designed by Kate Drain Lawson. Production co-ordinator, Maryann Mann. Choral direction, Jack Cathcart. Musical direction, Jaye Rubanoff. Press representative, Bill Tostevin. Produced by Greek Theater Productions.

Julie.....Collette Lyons  
M. Beauvoir.....Jack George  
Captain Duval.....John Shafer  
Vicomte Ribaud.....Thayer Roberts  
M. Fouchette.....Lindsay Workman  
Robert.....John Raitt  
Alexander.....Sterling Holloway  
Bessac.....Edward Millard  
Jacques.....Kirby Smith  
Marianne Beauvoir.....Lucille Norman  
Mimi.....Dani Nelson  
Flower Girl.....Anne Stephens  
The Proprietor.....Noel Hill  
The Spaniard.....Michael King  
Phillippe.....Ernest McChesney  
Clotilde Lombaste.....Ruth Gillette  
Admiral De Jean.....Kim Kyie  
Courtiers, ladies, islanders, sailors, pirates, singing girls, singing boys, dancing girls, dancing boys.

Lavishly produced and elegantly costumed, Gene Mann's open-air production of *New Moon* is a tuneful delight. Altho the vehicle is now an aging 21-year-old classic, Greek Theater's production is modern and alive. Sparked by an excellent cast of singers and actors, with Joan Raitt and Lucille Norman standouts in lead roles, the current revival (second since Greek Theater was organized) is thoroughly enjoyable.

While the book has been rewritten and modernized, the basic story of a French patriot's love for his lady fair is sustained thruout. Liberties taken with the plot have been done with an eye to modernization, yet the spirit and tempo of the times is recaptured as French revolutionists and noblemen mix voices and idealology amidst lush and eye catching mountings.

As the handsome, robust Robert, John Raitt is all one can hope for. Possessor of a rugged frame, handsome face and powerful voice, Raitt romps thru his numbers with ease and vocal dexterity. A competent actor to boot, Raitt is by far the stellar performer of the cast.

As Marianne, the haughty, beautiful rich man's daughter, Lucille Norman lends beauty and charm to the role. Currently climbing fast thru radio, television and concert appearances on the Coast, Miss Norman is a convincing operetta star as well. Her voice has a sultry, arresting quality which projects smoothly and with lyrical clarity. Her acting proficiency is still to be achieved, but experience and stage presence should qualify her for greater success.

Cast assembled has been chosen with an eye to acting as well as vocal ability. Strongest supporting performance is given by Sterling Holloway, who steals more scenes as Alexander than any single performer. Long a top film and stage player (unfortunately not overactive of late) Holloway's individual type of "pity me" comedy is brilliantly enjoyable. Collette Lyons as the impish Julie is excellent, while Ernest McChesney and John Shafer both lend vocal support in fine style. Ruth Gillette and Jack George score in the acting department, but it is Thayer Roberts's smooth portrayal of Vicomte Ribaud that rates the best straight acting honors.

The music itself retains its luster and beauty. Such all-time favorites as *Lover, Come Back to Me*; *Softly as in a Morning Sunrise*, *One Kiss*, *Wanting You* and *Stout Hearted Men* win top audience response. For novelty, a primitive native Caribbean dance is woven into the second act, featuring stylized choreography pio-

# Brokers May Have To File Regular Reports on Tickets

NEW YORK, Aug. 13.—Legit ticket brokers and theaters will have to file regular accounting reports stating how they have disposed of their tickets, if plans being mulled by Commissioner of Investigations John M. Murtagh materialize. These reports would be filed either with the commissioner of licenses or with the League of New York Theaters or any

other designated body that the brokers and theater owners choose.

The scheme can be made to work, Murtagh said, because of the licensing power that the city has in theaters. If any houses should refuse to comply, their licenses might be revoked under the present law.

Pressuring the brokers to account for ducats might be a harder task and require the use of an ordinance to be passed in the city council. Another plan would be to license all ticket sellers at b.o. and thus control them, but this too would need legislation, probably in Albany.

Commissioner Murtagh has evidently given up on his idea for a centralized b.o. because of the unenthusiastic reception given to it by producers. The committee of theatrical producers is working on some scheme for coping with the ticket situation, but many producers are away from the city and nothing has been done.

Meanwhile ticket peddler Jack Rubin, of the Manhattan Ticket Service, this week balked at surrendering his records of License Commissioner Edward T. McCaffrey, claiming it might subject him to forfeiture of his ticket license. Charges will be filed by Commissioner Murtagh against Rubin next week. They will include his failure to produce his records, which may result in the loss of Rubins' license just the same.

## Foreign Review

### DEATH OF A SALESMAN

PHOENIX THEATER, LONDON

(Opened July 28)

Play by Arthur Miller. Directed by Ella Kazan. Setting and lighting by Jo Mielziner. Music by Alex North. Costumes by Julia Size. Stage Managers, Judith Spearman and Anthony Peck. Press representative, Vivienne Byerley. Produced by Tennent Productions, Ltd., in association with the Arts Council of Great Britain, by arrangement with Kermit Bloomgarden and Walter Fried.

Willy Loman.....Paul Muni  
Linda.....Katherine Alexander  
Happy.....Frank Maxwell  
Biff.....Kevin McCarthy  
Bernard.....Sam Main  
The Woman.....Bessie Love  
Charley.....Ralph Theadore  
Uncle Ben.....Henry Oscar  
Howard Wagner.....J. Anthony La Penna  
Jenny.....Joan MacArthur  
Stanley.....George Marge  
Miss Forsythe.....Mary Laura Wood  
Letta.....Barbara Cummings  
A Walter.....Ronald Frazer

If Arthur Miller ever wished for thoro-going criticism of his *Death of a Salesman*, London is giving him just that these days. In the lobby bar of the Phoenix Theater and in the news-sheets the pros and cons never flew so fast. And the fact that Ivor Brown, powerful critic of *The London Observer*, has come out scorchingly against *Salesman* has not helped things to subside one little bit. At any rate, three facts are clear to this reporter. First, with only one other contemporary work of real substance playing in the West End (Christopher Fry's *The Lady's Not for Burning*) *Salesman* is due for sellout business as long as it wishes. Secondly, in spite of all the racket in the midst of a dull summer season, Miller is really receiving a more objective examination than that doled out to him by the New York scribes. Finally, with wondrous tales of Lee Cobb's Willy Loman floating into England on every boat, never was any actor put into the almost impossible position of Paul Muni.

In defense of what is being called in some American circles Muni's inconsistent interpretation of the salesman, it should be noted that Arthur Miller is concerned with one Willy Loman, not, as some romantics would have it, with "Everyman." This Willy is plagued by the problem of time and the lost chances for success which time brings. To this problem Miller brings the father-son relationship, an extension of the theme he presented to us in *All My Sons*. Willie's inability to cope with time, his rejection by his son whom he has over-idealized and destroyed, and his glorification of cheap values account for his inevitable destruction. Miller's weaving of this tragic pattern is brilliant to watch, so brilliant, in fact, that at times the technique tends to obscure

neered by the Jack Cole Dancers. Well done and exciting, the dance earned heaviest hand of the evening.

Richard Jackson's expensive looking settings and Kate Drain Lawson's costuming were well received. Direction by Edward Reveaux is uniformly good and Jaye Rubanoff's musical leadership contributes much to the quality of production.

Alan Fischler.

## Mae West Reopens On Stem Sept. 7

NEW YORK, Aug. 13.—Mae West will resume her run in *Diamond Lil* September 7 at the Plymouth Theater. The play was presented here in February for three weeks until Miss West fractured her ankle.

The production is at present being shown to the theatergoers of Central City, Colo., at the Opera House, where it is packing them in and will run until August 27. It then goes to Detroit for a week before opening here.

the central character. And when at Willy's grave Linda Loman says, "Attention must be paid to this man," in the London production at least the preachment has a slightly rhetorical ring.

### Muni's Troubles

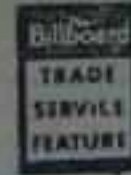
Paul Muni's Willy is partially responsible for this condition. His performance too often becomes discursive and prolonged, and in scenes with more than two characters playing with him, he has the habit of turning his stage into an arena. However, in those portions of *Salesman*, where he is the passive recipient of the action (the talking machine scene the bitter scene in the men's room), his work is profoundly moving.

Elia Kazan has an impeccable supporting cast with which to work. His direction is masterful, with the playwright's intent always in focus. As Linda, Katherine Alexander plays with remarkable depth and sincerity. Kevin McCarthy's Biff is done with a passionate directness, which grows as the play progresses, and Frank Maxwell shows fine insight into the muddled character of the younger son, Happy. Special mention, too, should be made of the performances of Ralph Theadore and Sam Main.

Jo Mielziner's set is, as usual, outstanding.

*Death of a Salesman* has become overnight the reigning serious hit of London, and deserves that position more than any other play in town. But it must be said, with some justice, that to blame some of the piece's obscurities on Muni and some of Muni's occasionally ill conceived pyrotechnics on Miller is plain and simple critical self-indulgence.

Wil Stevens.



## BROADWAY SHOWLOG

Performances Thru August 13, 1949

DRAMAS		
	Opened	Perfs.
A Streetcar Named Desire	12-3, '47	679
(Barrymore)		
Born Yesterday	2-21, '46	1,482
(Henry Miller)		
Death of a Salesman	2-10, '49	212
(Morosco)		
Detective Story	3-22, '49	164
(Hudson)		
Goodbye My Fancy	11-17, '48	309
(Fulton)		
Mister Roberts	2-13, '48	584
(Alvin)		
MUSICALS		
Cabalgata	7-7, '49	44
(Broadway)		
Kiss Me, Kate	12-30, '48	258
(Century)		
Lend an Ear	12-16, '48	276
(Broadhurst)		
Miss Liberty	7-15, '49	35
(Imperial)		
South Pacific	4-7, '49	148
(Majestic)		
Where's Charley?	10-11, '48	352
(St. James)		
ICE SHOWS		
Howdy, Mr. Ice of 1950	5-26, '49	108
(Center)		
RECESSED		
Anne of a Thousand Days	12-8, '48	230
(Shubert)		
Reopens August 22		
Madwoman of Chaillet	12-8, '48	208
(Belasco)		
Reopens August 22		

## 'Salesman,' 'Harvey' Set for Stockholm

STOCKHOLM, Aug. 13. — Arthur Miller's *Death of a Salesman* will be produced here this fall at the Royal Dramatic Theater by Ragnar Josephson. The play recently opened in London, where it was acclaimed by the critics.

*Harvey* is another of the American hits that Swedish theatergoers will have a chance to view in the fall. It opens at the Vasa Theater.

## "Blackouts" Racks Up 3,844 Showings in L. A.

HOLLYWOOD, Aug. 13. — When Ken Murray's *Blackouts* close at the El Capitan Theater here August 27 it will have completed a run of seven years and two months, racking up a total of 3,844 performances in the film capital. *Blackouts* opens at the Ziegfeld Theater, New York, September 6, carrying 70 members of the cast across the country.

Murray also has a TV show coming up early in the fall over the Columbia Broadcasting System's (CBS) TV network.

## Theater Guild To Try Out "Little Sheba" at Westpoint

NEW YORK, Aug. 13.—The Theater Guild this week decided to try out William Inge's *Come Back, Little Sheba* at its Westport Playhouse September 12. Shirley Booth will head the cast and the script will be directed by Danny Mann.

If the play is at all successful, the tryout will be continued and *Little Sheba* will be brought to Broadway. Play is about a woman's search for love.

## Suit Vs. Shuberts Deferred

NEW YORK, Aug. 13.—The suit of Marta Abba Millikin against the Select Theater Corporation, a subsidiary of the Shubert Theatrical Enterprises, this week was postponed until August 22 by New York Federal Judge Holtzoff.

## ROUTES Dramatic and Musical

Brigadoon (Metropolitan) Seattle 17-27.  
High Button Shoes (Philharmonic Auditorium) Los Angeles.  
Kiss Me Kate (Curran) San Francisco.  
Mr. Roberts (Erlanger) Chicago.  
Street Car Named Desire (Geary) San Francisco.

## Magic

By Bill Sachs

MAGICDOM mourns the passing of Walter H. (Dom) Domzalski, well-known Detroit magician and attorney, who passed away August 8 at Harper Hospital, Detroit, of leukemia. Further details in Final Curtain, this issue. . . . Wilbur C. Weber, veteran magus, who has been seriously ill at Bridgeport (Conn.) Hospital, is now convalescing at his home in that city. . . . Roster of the Marquis show, slated to begin its trek next month, will include Barney B. Spear, general agent; Hart Fisher, stage manager; Charles G. McDowell Jr., technical director; Carolyn Fisher, principal fem illusionist; Dick Tabor, Hammond organist, and Grace Worrell, Evelyn Friedley, Tex Travis, and E. W. Edwards, assistants. . . . Gene Bernstein, Chicago magician-hypnotist, was in Cincinnati early last week as a ballyhoo feature to herald the forthcoming appearance of "Black Magic," Italian film thriller starring Orson Welles as the fabulous 18th century charlatan, Cagliostro. As a bally for the flicker, Bernstein hypnotized a local model in the window of the Bond Store in the heart of downtown Cincinnati. The gag attracted huge crowds and considerable free newspaper space. Bernstein is contracted to repeat the stunt in other Midwestern towns the next four weeks. . . . A recent issue of The

## Actor-Agent Contract Blues; Acts Unable To Get Release

(Continued from page 39)

own jobs. The agent points to the claim that, under Rule B, the agent is entitled to the commission, and he is sustained. The actor, disgusted, finds he has two alternatives: Either appeal the decision or pay off the agent to get rid of him. To appeal, however, he has to file three copies of his complaint. One goes to AGVA, one to ARA and one to the agent. Most actors, lost in legal verbiage, file only one appeal

Women mag carried a four-page story on Dell O'Dell headed "The Lady of the White Art," by Dorothy Thomas. . . . Tom and Bob Dowd held their annual "Back to Kenton Party" last Saturday and Sunday (13-14) at the former's farm near Kenton, O., where the old W. W. Durbin Egyptian Hall, formerly located in Kenton, was set up as a magic shrine several years ago. The event got away Saturday afternoon, with Sir Edwards doing his suspended straitjacket escape on the Kenton Courthouse Square. In the late afternoon, the magi gathered at Egyptian Hall for refreshments and to witness an impromptu show. At night, Elmer Eckam emceed a show which included such performers as Don Redmon, John Skinta, H. Adrian Smith, Mengel, Al Saal and U. F. Grant. John Braun, Cincinnati, and Bert Allerton, Chicago, offered their specialties Sunday afternoon, and that night a show at Kenton High School Auditorium highlighted W. C. (Dorny) Dornfield, Tommy and Jeannie Windsor, Harry Dorval, Sir Edwards and Constance, Art Jennings, Karrell Fox, Russ Walsh and Dave and Pauline Coleman.

GEORGE JOHNSTONE, with the assistance of his Chinese aide, De Yip Louie, Harry Blackstone's former valet, has been playing club and fair dates in the Chicago area, while marking time until the arrival of his partner Betty's new production, due in September. Recently, while playing a two-day stand at the Lee County Fair in Iowa, Johnstone was struck in the chin by a ricocheting .22 bullet at the shooting gallery. The bullet just grazed Louie's neck. The two drove 19 miles to Fort Madison, Ia., where the bullet was removed from George's chin, and the wound dressed. Johnstone says that in the future he will confine his midway sightseeing to the girl shows instead of lead galleries. . . . Mal B. Lippincott and wife, Maxine, after a week at Playland Park, Council Bluffs, Ia., showed as a free-act at the Downs, Kan., 70th annual celebration, where they day and dated with Mr. and Mrs. G. G. Gibson, who had their illusion show on the midway.

complaint with AGVA, and there it stays, with seldom any action taken. Finally, the time period expires (appeals must be filed within an allotted period) and the actor has by "inaction" accepted the verdict as final.

It is not an uncommon practice for agents to deliberately keep their acts out of work for various causes. Obviously such actions are seldom formalized thru the exchange of letters. If the actor gets desperate and gets his own jobs the Merry-Go-Round starts all over again.

One of the big offices had an act under contract which had a clause added that the office would release him if he was unhappy. Subsequently, the act asked for his release and was turned down. Case went to arbitration and the board sustained the claims of the agency, "because there was nothing in Rule B to warrant such a release." This despite the written agreement.

Another agent agreed before an arbitration board to do certain things. He was asked to put his promise in writing and flatly refused, with the claim that such promises are "never put into writing." The majority of the board sustained the agent's claim "that such things are never put into writing."

One agent, asked what he did to further the career of the performer, blandly replied he showed him what ties to wear, and was sustained.

On the agent's side, it is often equally claimed that they knock themselves out with small acts, build with their money, and just when they're on the verge of making a buck the act is romanced by a big office, and wants a release. In that case, argue agents, "Why can't I demand a sum of money for the unexpired contract plus options?"

### Small Acts Lose

It also used to be a practice for acts seeking releases to refuse to take jobs for fancied reasons, tho the object was to keep out of work for the stipulated time (four weeks in 90 days) to force an automatic release. But, say insiders, these days are gone. The fair name of a few years ago isn't turning any work down today, not if he wants to eat. And it is the small act who loses daily by such practices.

AGVA officials are in a quandary. They'd like to change Rule B to mean that any agent who doesn't get the jobs he's promised should not collect commissions on jobs the act obtained by himself. They also would like to see that all promises, actual and implied be written, and any violation be grounds for automatic releases. The trouble is that ARA will fight such changes tooth and nail. Nevertheless, when Rule B comes up for discussion the end of this year, there are indications that member pressure may force AGVA to demand certain changes.

### BEVERLY HILLS

(Continued from page 41)

porate a heap of unusual holds, twirls and tosses in their dance burlesquery which chalks a bundle of laughs. Girl's tossing around of her hefty partner is great stuff. Switch to comedy wardrobe to engage in a pleasing bit of laugh chatter, and close with a mad jitterbug that wins them a smash hand.

The Lindsay Lovelies (6), with Bill and Phil Barkley, handsome hoofers, continue to add production polish to the shows here. They open the current layout with an exciting rumba boogie, follow midway with a waltz routine, and contribute a rousing finish to Foet and Peasant. Their work continues smooth and their wardrobe, as usual, is excellent.

Art Jarrett, ex-name-band leader, turns in a good job as emcee, with the Deke Moffitt ork cutting the show in its usual excellent fashion.

Bill Sachs.

## Burlesque

By UNO

ROSE LaROSE will head her own unit, with Bert Frohman, emcee, and Jack Linder, producer, to tour cafes and vaude stands starting in Hartford, Conn., next month. . . . Hirst Circuit houses reopening for the season are Gayety, Washington, August 19; Empire, Newark, 26, and Hudson, Union City, N. J., 28th. . . . Nick Elliott, former manager of Minnsky's National Winter Garden, Manhattan, and now an artist's representative, celebrated 45th wedding anniversary August 4. . . . Jack Fauer, booker of specialty acts for the Hirst wheel, is mourning the passing of his wife, Ada Gunther, who died August 1 in Jackson Heights, L. I., N. Y. She worked in vaude with Eddie Dowling, Sammy White and Dr. Rockwell, and in burlesque was substitute in the Mollie Williams show. . . . Ted Cowne, stage manager of the Burbank, Los Angeles, is also doubling out front, having replaced Bob Levy, who is reported going into home building. . . . Irving Selig and Milt Frome opened at Rick's Raft, Ocean City, Md., August 11 for two weeks thru Dave Cohn. . . . George W. Hill, former comic, is now a concessionaire at Harry Faros's Moulin Rouge, Oakland, Calif., where Robert T. Lewis is general manager.

ANN CORIO, upon her return from a London visit, will break in a new nitery act at the Goldman Hotel, Pleasantdale, N. J. . . . Bobby Morris, Ray Parsons, Jimmy Brown, Claudette, Jimmy Nolan, and Lizette and Ilona are at Club Zomba, North Hollywood, Calif. . . . Double back-stage birthday party at the Avenue, Detroit, August 1 honored Opal (Mom) Parks, retired performer, and Gertie Beck, of Hamp and Beck. A follow-up celebration attended by the entire company was held at the Cafe Paree. Frances Parks, producer, and Blaze Fury, headlining at the Avenue, daughter and granddaughter, respectively, of Mom Parks, gifted her with a movie projector. New feature is Anita Marie. . . . Roma joined Inez Claire, Johnny Delmar, Peggy Rice and Lavodis at the Follies, Los Angeles, August 12. . . . Jai Leta and her mother are spending a four-week vacation between Miami Beach and Key West, Fla. . . . Harold Minsky, with the shuttering of his Carnival nitery in New York, took his "Bring On the Girls" revue to Riley's Lake House, Saratoga, N. Y. Next stop will be Beverly Hills Country Club, Newport, Ky., for September 2 opening. . . . Jeanine (Jean) Weaver, dancer, closed recently at the Casino, Boston.

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## Rep Ripples

**HENRY A. DONNELLY** has a 16mm. pic outfit in the Boulder, Colo., area. After September 1 he will run a dance after-show idea in connection with his films. . . . **Essex Players**, four in cast, have finished their New England tour of resort towns and will lay off until after September 1 when they will resume their sponsored dates. . . . **Davis Family Show** has been around Ogden, Utah, recently. Trick has added museum numbers and will combine a flesh-museum-pic show in schools and halls this fall. Short-cast bills will be presented. . . . **Willard Kenney** has a three-person platform show in Central Pennsylvania. . . . After a week's illness **Mr. and Mrs. James Winter** have resumed their two-person trick near Wheatland, Wyo., show playing on platform. . . . **Ira Donaldson**, who has a one-man hall trick playing in the Stonington, Colo., area, reports okay returns. He says that the **Flye** family trick has been in Colorado most of the summer and doing okay. . . . **Gerald's Vaude-Pic Show**, having fair biz in Hooker, Okla., will later add short-cast bills. . . . **Al Tint**, minstrel and tab vet, cards that he is back on the West Coast and is dickering for a house near Burbank, Calif., which he hopes to purchase soon.

## Drive-In Assn. Reduces Its Fees To Lure Members

**CHARLOTTE, N. C., Aug. 13.**—The Drive-In Theater Owners' Association elected Mrs. Hazel Graves as secretary at a special meeting here Monday (8). R. O. Jeffress, president, presided at the session, which discussed two important matters.

The first topic involved the 1 per cent section of the association's laws and orders set up especially to intervene in possible ramp patent litigation against any individual member of this section of the association. In view of the large accumulation of money in this account, it was deemed unwise to continue the 1 per cent assessment for this purpose.

The second matter discussed was the possibility of increasing the membership of the association, whose offices are located here with a new secretary ready to transact business at 300 West Third Street. It was decided that the elimination of the 1 per cent section would help in the move to get new members, but that a reduction in dues would serve to greater purpose in the membership drive. Dues were, therefore, set at \$25 a year.

## S. Redmond Transferred

**HARTFORD, Conn., Aug. 13.**—Stanley Redmond, former manager of the Lockwood & Gordon Circuit's Lewiston Drive-In Theater, Lewiston, Me., has been transferred to the firm's Connecticut district staff.

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One 50' Top, Push Pole, with three twenty-foot Middles, one 20'x20' Marquee, Side Wall for Entire Tent, seven High Blues, 20 Sections 250 two people Benches, eight Sections Jump Seats, four '40 Chev Trucks, three Bob-Tails, one Semi, two Light P'an's, one 15 k.w., one 7 1/2 k.w., all Stakes, Center and Side Poles, two Home-Made Trailers. Tent only used one season. Reason for selling, to settle estate. First \$3,000.00 gets it. Contact:

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## In-Town Drive-In And Park Opposed By Philly Movie Men

**PHILADELPHIA, Aug. 13.**—Opposition to the proposed in-city drive-in to be erected by Charles Goldfine, independent movie owner, and Harry Bolhover, was voiced this week by the Philadelphia Theater Association, representing independent exhibitor organizations and the major theater chains.

The operators of the proposed city drive-in declared that their plans also include the building of an amusement park adjoining the open-air theater, as well as a playground for children which would be open to all children in the neighborhood.

Morris Wax, president of the association, in a letter to Frederic C. Gorman, president of City Council, charged that the construction of the drive-in on a site just north of Municipal Stadium would increase police enforcement and traffic problems in that area. However, it is no secret that the movie owners are more concerned over the opposition to their own box-office which the drive-in will create rather than the police or traffic problems.

The Zoning Board of Adjustment has already considered the application for the proposed South City Drive-In Theater and Amusement Center and announced this week that a temporary 30-day permit will be granted to Goldfine and Bolhover.

## Free Shows Arouse Ire of Theater Ops

**DETROIT, Aug. 13.**—Recent increase in number of merchant-sponsored shows in small towns is arousing the attention of up-State Michigan theater owners. The increase of free shows, tied in in some instances with ticket giveaways by merchants, appears to be a direct result of increased attention to promotional plans by retailers as a result of recession business conditions.

Theater owners, however, are seeking to find some way to restrict the free shows, which they feel to be direct competition, and rigid enforcement of safety rules by the State Fire Marshal or other public authorities may be sought as an answer.

## Lawrence Ozoner Opens in Trenton

**TRENTON, N. J., Aug. 13.**—The 850-car drive-in nearing completion on Brunswick Pike, two miles north of here, was scheduled to open yesterday (5). Built on a 16 1/2-acre tract by the Walter Reade theater interests, together with W. W. Smith, Camden, N. J., and Melvin Fox, Philadelphia movie owner, the new ozoner is named the Lawrence Drive-In, in honor of Lawrence Township, in which it is located.

The associates have already obtained options to another property for the erection of another drive-in of similar size for the southeast side of Trenton. Work on it is scheduled to start in the fall for opening next spring.

## Austin Switches Position

**LYNCHBURG, Va., Aug. 13.**—Soapy Austin, well-known former tab, rep and burlesque performer, is managing the Academy Theater here, his hometown. For the past three years Austin managed the Lyric Theater, Williamson, W. Va. He says that the house plays stagshows with the result that he has renewed acquaintances with numerous friends with whom he once trouped.

**HARTFORD, Conn., Aug. 13.**—Vincent O'Brien, former manager of the Hartford Drive-In, has been appointed manager of the Universal Theater, Fitchburg, Mass.

## How About It?

By Will H. Locke

**HENRY BRUNK'S** recent appeal on this page to showfolks to let themselves be heard from by an occasional item or letter in these columns, was apropos and timely. Of course, we know that the ranks of the Old Guard are thinning, that there are not many of us left; that the species is fast becoming extinct, and many of the old-timers of yesterday are plodding down that lonesome road where the shadows grow longer and, facing the penalty for growing old, are marking time by the side of the road watching the world go by. Many of the repsters, actors and managers have been driven into other vocations by the relentless forces that stamped out the opera houses and aimed extinction at the stage play. Many actors have been forced to forsake the profession they loved and find other lines of endeavor to keep the wolf of present-day realities from the door.

Excessive taxation, discriminating laws, prohibitive licenses and other discouraging elements, have forced many good tent repertoire shows to give up. Actors who have given the best years of their lives to the profession, seemingly have no right to live.

To be amused and entertained is a natural human desire. Therefore, those who provide such amusement and entertainment are as justly entitled to support as those who are in other walks of life. The spoken-in-the-flesh-on-the-stage play is the most legitimate and staple of all in the field of entertainment. So, let me echo Henry Brunk's appeal and send out my SOS to the showfolks for news of themselves and items of interest past and present. Let us remember that these columns, open to all real troupers, invite and welcome their letters, news notes and other items.

There are still a good many shows on the road. A good many old-timers as well as newcomers are trouping and amusing the natives of cities and hinterland with their artistry, whom it would be nice to hear from.

As for myself, to be consistent with the above, let me say that I am for an indefinite period, marking time at Tulare, Calif., South End Auto Court, on the Golden State Highway (99), between Fresno and Bakersfield. My lathstring is always out to welcome friends and all who happen along this highway, the longest and most traveled in the world.

## 3 More Drive-Ins For New England

**HARTFORD, Conn., Aug. 13.**—Three more outdoor theater projects have been announced in the New England states. The E. M. Loew circuit, now building a 600-car capacity drive-in at West Springfield, Mass., has plans for a 1,000-car capacity drive-in at West Boylston, Mass., while the Hillsborough Theater Company, of Concord, N. H., has revealed that it will erect a drive-in in that town.

Plans for a drive-in theater at Braintree, Mass., have been announced by Robert A. Grossman. He assured the Braintree Board of Selectmen that there would be no noise problems since individual speakers are to be used.

## Mobile Drive-In Going Up

**MOBILE Ala., Aug. 13.**—Work has started here on a drive-in theater on Highway 90, south of the city. Incorporation papers, filed July 23 in Mobile County Probate Court, lists officers of the project, to be known as the Auto-Show, Inc., as T. J. Rester, president; Kenneth R. Giddens, vice-president; W. M. Lyons, treasurer, and U. A. Schneider, secretary. Authorized capital stock is \$29,000. Firm announced it will operate other outdoor theaters in Mobile County.

## Rutter Tenter Moves North; Pa. Trek Eyed

**HOCKESSIN, Del., Aug. 13.**—After two years in the Carolinas, Harry and Irene Rutter's Tent show is making its first trek North, having registered good stands in Virginia, Maryland and here. Org plans to invade Pennsylvania for a number of dates.

In combating current economic conditions, manager Rutter cut admission prices to 15 and 35 cents. Show does not have reserved seats nor is a concert offered. Snow cone and pop corn stands are show owned. With business building here nightly, org planned to remain an additional two days.

The Rutters, former circus troupers, have the trucks painted silver with lettering in red. Top is a push pole of brown and white striped canvas, dramatic end and white side walls.

Program features a hillbilly jamboree and circus revue. Smiling Kurt Henson handles the cowboy and hillbilly songs, with the musical background furnished by Arizona Red, accordion; Hot Dog Carter, bass, and Henson guitar. Harry Rutter is show's comic, aided by his wife, Irene, and daughter, Dolly. Circus portion features Mlle. Irene and her Canine Collegians; Dolly, rolling globe; Magical Mysteries, and Miss Dolly and mule, Peanuts. Program is changed nightly, with performances on hold-over nights bolstered by moving pictures.

An item in this department in the July 30 issue mentioned: "Among visitors at the Madge Kinsey Play-ers' stand in Delphos, O., recently was **Forrest Brown**, who advises that it was the org's first appearance there in 21 years." A geographical gremlin got in somewhere. Brown hails from Delphos, all right, but the Kinsey org played Van Wert, O., during the time concerned.

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IN LOVING MEMORY OF



**SAM LAWRENCE**

Who Passed Away on August 18, 1945

SHIRLEY LAWRENCE LEVY

**THE FINAL CURTAIN**

**BARBA**—Alicante Emilio Sagi, 76, noted Spanish baritone, August 7 in Palo de la Paloma, Spain. Survived by a son, Louis, also a singer.

**COTTON**—Don, 69, showman for the past 40 years and owner of the Kiddie Playland Park, El Paso, Tex., August 4 in that city. Survived by a son. Burial in Denver.

**DAVENPORT**—Harry, 83, one of the screen's foremost character actors, August 9 at his Hollywood home of a heart attack. He was on the stage and in pictures for 78 years, appearing as a boy on the same bill with Lotta Crabtree. A native of Philadelphia, he appeared at the old Chestnut Street Theater in *Damon and Pythias* at the age of five. He had just appeared in the Rosalind Russell starrer, *My Next Husband*, at Columbia. Since 1936 he had appeared in 113 films. His father was the well-known tragedian, E. L. Davenport. Survived by a son, Edward L., television producer, and three daughters, Mrs. Dorothy Davenport Reid; Kate and Ann.

**DOMZALSKI**—Walter H. (Dom), 63, well-known Detroit magician and attorney, August 8 in Harper Hospital, that city, of leukemia. He was at one time a professional under the name of Dom, and was for a time teamed in magic with Al Caroselli. Domzalski was one of the organizers of the old International Magic Circle and was active for a time in the International Brotherhood of Magicians. He was also at one time president of the Society of Detroit Magicians. Survived by his widow, Mary; two daughters, Helen and Mary, and a son, William.

**EICHLER**—Henry, 78, trumpet player in bands led by Victor Herbert and John Philip Sousa, August 10 in Philadelphia (Pa.) General Hospital. He also played with many theater orchestras in vaude and was one of the oldest members of the Philadelphia Musicians' Union. Until his retirement 2 years ago he taught trumpet at various schools in Philadelphia. Three sons and seven daughters survive. Burial in Ardsley Park Cemetery, Philadelphia, August 12.

**FLEISHER**—Sidney R., 62, a partner in the law firm of Sidney R. Fleisher & Edward E. Colton, of New York, which handles legal affairs of many actors, producers, playwrights and agents. August 10, at Brewster, N. Y.

**GRAHAM**—Kenneth, 16, member of Graham's Western Riders and son of Mrs. Wilma Graham and the late Ole Graham, of Salina, Kan., July 15 in Corpus Christi, Tex., of injuries sustained in an auto accident. The Graham family appeared several years at State and County fairs throughout the country, and were featured 15 consecutive years at the International Livestock Show in Chicago. Besides his mother he leaves six brothers, Ralph, Edward, Floyd, Barney, Jerry and Alonzo Roy Jr., and three sisters, Mrs. Lorraine Roquiplot, Mrs. Joan French and Gene. Burial in Salina July 19.

**HALL**—Ruth Julia, 68, former concert pianist, August 1 in New York. She served as accompanist of operatic star Emma Calve for 35 years.

**ILLIONS**—Marcus C., 78, well-known Merry-Go-Round builder and father of Harry A. Illions, August 11 in Brooklyn. (Further details in General Outdoor Department.)

**KALVANDER**—Russell, 19, racing car driver, August 7 in a crash at the Windsor (Ont.) Speedway.

**KANE**—Joseph A., at one time with the commissary department of the Ringling circus, July 30 in Chicago. In 1921 he married Florence Dailey and left the circus to operate hotels in Oshkosh, Wis., and Owosso, Mich. At the time of death he was employed by the Public Vehicle Commission of Chicago. He was a member of the Show Folks of America.

**LITTLEHALES**—Lillian, 75, cellist and author, July 31 in Mexico City. For several years she was a member of the Olive Mead String Quartet. She wrote a biography on the famous Spanish cellist, Pablo Casals.

**NEFF**—Nathan, known as Van in the dance team of Benny and Van, August 10 at his home in Philadelphia. Survived by his widow, Dora, four sons and three daughters. Burial in Mount Lebanon Cemetery, Philadelphia, August 11.

**PANACEK**—Mrs. June, 47, wife of Charles Panacek, owner of Belle City Amusements, and sister of the late Charles Ellman, of the Ellman Shows, August 7 in Victory Memorial Hospital, Waukegan, Ill. Survivors include a daughter, June Tythcott; four sisters, Mrs. Ann Herdina, Mrs. Frances Gordon, Mrs. Marie Rother and Mrs. Elsie Lutz, and a brother, Henry Ellman. Burial in Holy Cross Cemetery, Milwaukee, August 11.

**SHEAN**—Al, 81, vaude, stage and screen star, August 12 in his suite at the Ansonia Hotel, New York, of a heart ailment. Shean made his final stage appearance in a revival of *Music in the Air* at Louisville last year. He leaves a son, Lawrence, and a sister, Mrs. Hannah Shickler. Burial in Mount Pleasant Cemetery, Pleasantville, N. Y. (See Page 3 for further details.)

**SPRINGFIELD**—William T., 58, former singer and vaude entertainer, August 5 at his home in Philadelphia. Professionally known as Billy Starr, he had played the Keith Circuit. In recent years he appeared in Philadelphia night clubs and on the radio. His widow, Clara; three sons and five daughters survive. Burial in Holy Cross Cemetery, Philadelphia, August 10.

**TALBOT**—Frank, 80, veteran Australian showman, recently in Melbourne. A pioneer in Australian legit and vaude fields, he managed tours of such artists as Harry Lauder and dancer Adelina Genée. Talbot was credited with showing the first movies in Melbourne, and in recent years was manager of Athenaeum Theater there.

**WASHBURN**—H. J. (Natick Whitey), 47, also known as Dick Shaw and formerly with the Ross Manning and Murphy Shows and the Mighty Sheesley Midway, July 19 in a Boston hospital. Survived by his widow, Edythe; four daughters, a son, his father, three sisters and two brothers.

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My Beloved Husband

**BERT WELCHMAN**

For their sympathy and kindness extended to me in this sad hour of bereavement.

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Our Dearly Beloved  
LIEUTENANT  
BILLEE L. HAMILTON

(Billee Carneau)  
Who was killed in action in Sicily  
August 23, 1943

Wife, NANCY  
Brother, TOMMY  
Mother, MIMI GARNEAU  
He either fears his fate too much or  
his desserts are small, who dare not put  
it to the touch to win or lose it all.

IN MEMORY  
Of Our Dear Friend  
VERNE SOWLES  
Who passed on August 20, 1948  
DON & KATE KIDDER

In Loving Memory of  
P. N. BRANSON  
Who passed away Aug. 21, 1947.  
We will always miss you, Darling.  
MRS. P. N. BRANSON  
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Communications to 188 W. Randolph St., Chicago 1, Ill.

## 25,000 Daily Gate Average For Chi Fair

1,181,535 Pulled in 47 Days

CHICAGO, Aug. 13.—Chicago Railroad Fair, nearing the half-way mark Wednesday (10), the 47th day of the 100-day event, was well on its way to its second million-mark at the gate, with a total attendance of 1,181,535 and a daily average of more than 25,000. First 47 days of the '48 edition had a total gate of 1,871,602. Last week-end fell off, because of humid weather.

Wheels A-Rolling, four-a-day pageant, attracts more than half the general patronage, playing to 19,260 Saturday (6), the best day of the week when the total was 35,804. Total 47-day attendance for Wheels was 607,311. Deadwood Central, 10-cent train ride, carried 15,599 Saturday.

Cypress Gardens Water Thrill Show, operated by Roby Parks, is gaining strength daily. Ice Show, the free gate attraction put in by Voorhees and Fleckles, plays to six full houses a day, and continues to operate in the heat without trouble with the outdoor rink.

Gold Gulch, Western mining town, at the south end of the fair, has been hit by the recent heat and humidity.

Prominent visitors at the fair in connection with promotion stunts during the past week included Adlai Stevenson, governor of Illinois; G. Mennen Williams, governor of Michigan, and Frank P. Zeidler, mayor of Milwaukee.

## Hastings, Mich., Up 12% at Front Gate; Midway Biz Near '48

HASTINGS, Mich., Aug. 13.—Attendance was up an estimated 12 per cent at the Barry County Fair, which closed its five-day run here Saturday (6). Frank W. Kelly, secretary, and Henry Rogers, president, announced. Despite the increase at the gate, the midway gross was about equal to '48 figures on rides and shows, while concessions were down about 5 per cent. W. G. Wade Shows No. 1 Unit played the fair.

Commercial exhibits were up 50 per cent from last year. Agricultural exhibits showed an increase of 10 per cent.

Grandstand shows drew capacity houses Tuesday night (2) with the WLS Radio Show, and Saturday (6) with Lucky Lott's Thrill Show. Lott also worked to a good Saturday matinee grandstand. Harness racing, offered other afternoons, pulled strong crowds. A Gus Sun booked revue played to satisfactory crowds Wednesday thru Friday (3-5).

Fair was marred Saturday by the death of Edward Williams in a parachute jump. His brother, Gene Williams, received minor burns when he struck an electrical wire in his own jump at the same time.

## Ruston, La., Premiums Are Hiked 100% to \$6,000

RUSTON, La., Aug. 13.—Premiums for this year's North Louisiana State Fair here October 12-14 will be in excess of \$6,000. The sum represents a 100 per cent increase over last year's prizes, and is due in part to the opening of a poultry department.

A modern swine exhibition building is under construction, and a flooring project is being completed in the commercial exhibit building.

## No Shotgun?

NEW YORK, Aug. 13.—Copiously illustrated story of Palisades Park super Joe McKee, by Emile C. Schurmacker, in current issue of *This Week* (Sunday mag supplement), should win him title of benefactor emeritus of the Lonely Hearts Club.

According to the writer, Coaster-builder Joe's recipe for a quick matrimonial hitch is a ride on one of his zippy Coasters to break the ice, followed by a slow trip in the Tunnel of Love, where the process of getting acquainted can be completed. Claims that's how he wound up with the ball and chain. Joe's birthstone is the Blarneystone.

## North Montana Paid Gate Hits 201,227; Up 7%

GREAT FALLS, Mont., Aug. 13.—North Montana State Fair, which closed its six-day run here Saturday (6), pulled a paid gate of 201,227, up 7 per cent from last year. Leo C. Dailey, manager, disclosed this week.

Grandstand patronage was up 11 per cent from 1948, Dailey announced, while pari-mutuel betting of \$204,291 represented a gain of 4 per cent over last year. Gross on the midway for Selbrand Shows on the final tabulation was 6 per cent below 1948.

## Chippewa Falls, Wis., Is Financial Winner

CHIPPEWA FALLS, Wis., Aug. 13.—Northern Wisconsin District Fair, which ended its six-day run here Sunday (7), was a winner, tho the gate was down 20 per cent, the grandstand 30 per cent and the midway at least 40 per cent, Archie Putnam, secretary, disclosed this week. The budget for the operation had been cut in anticipation of a drop-off, and this enabled the fair to emerge a winner, Putnam explained.

Closing day held to the same pattern of business of the first six days. Putnam said, with attendance good, tho down about 20 per cent from last year. Jimmie Lynch's Death Dodgers pulled a good grandstand crowd closing day afternoon but the thrill show was under '48.

## Charges of "Underhandedness" Tossed at Minn. Historical Soc. By Fired Centennial Employees

ST. PAUL, Aug. 13.—Charges of "underhandedness" were tossed at Minnesota Historical Society in the latest phase of the feud existing between the society and Minnesota Territorial Centennial office employees.

The employees struck back at the decision of the society, which has direction of the Centennial observance under its wing, to disband the Centennial office and discharge its employees September 15. This decision was made Monday (8) in a star chamber session.

Despite the fact the society was given \$150,000 by the 1947 Minnesota Legislature for Centennial observance purposes, Bergmann Richards, St. Paul, society prexy, barred reporters from the executive committee meeting Monday with the curt declaration that the organization was a

## Illinois State Fair Belted By Polio; Down About 50% At Gate in First Two Days

Kids' Attendance Thinned; G. O. P. Cancels Its Big Day

SPRINGFIELD, Ill., Aug. 13.—Belted by polio, the Illinois State Fair here, the second night of its 10-day run, was down an estimated 50 per cent in attendance from last year. This city of over 90,000 population is under a polio quarantine, with kids restricted to their home areas. The quarantine has been on over a week, and may be lifted Wednesday (17) if the number of polio cases holds to its present level. The polio situation here has been given widespread publicity and, apart from shutting off local children, it has slashed the turnout of youngsters from other sections of the State. Naturally, the cut in kids' attendance has been accompanied by a proportionate dip in parents' attendance.

Reflecting the reduction at the gate, the grandstand this afternoon for harness horse races was about half filled, whereas last year on the same afternoon it was packed. Indications of the drop-off also was given by a photographer on the local newspapers who, assigned early this morning to get a crowd picture, couldn't find what looked like one until as late as 2 p.m. Normally on a Saturday the grounds here are clogged long before noon.

### Polio Not All Too Blame

While polio takes the major blame for the drop-off, it is not the only (See *Illinois State Fair* on page 60)

## Raynor Lehr Sets Acts for Hanford's Outdoor Theater

HANFORD, Calif., Aug. 13.—An outdoor theater is being opened here by N. W. Fosberg, local cattleman, to be called Melody Ranch. A starting talent budget of \$500 to \$1,000 weekly will be set up by Fosberg and his wife, Ileen, who will act as manager of the new project.

The theater is being laid out in a corral. A straight 50-cent admission will be charged. Shows will be given twice daily during the summer, with matinees only during the winter.

Opening bill will include the Daltons, trampoline; Capt Jack Shaw, sway pole; Irene Vermillion and Company, Jack Cavanaugh and Company and the Taylor Clowns. Show will also feature the Fosberg's 5-year-old daughter, who specializes in trick roping.

Deal was set by Raynor Lehr, of the Bert Levey office.

## Joyce Books Westerns for Late Season

PHILADELPHIA, Aug. 13.—The Jolly Joyce Agency this week announced the booking of several Western attractions for wind-up of the outdoor season. Jimmy Wakely, heading West, will go to the San Francisco Fair September 2, and is also set to open November 24, for two weeks, at the Flamingo Hotel, Las Vegas, Nev.

Sons of the Pioneers, returning from Hollywood, resume their Eastern tour September 4-5 at Kennywood Park, Pittsburgh. Grandpa Jones and his Grandchildren are set for dates at Sally Ann Park, Kutztown, Pa., August 28 and September 18. Sleepy Hollow Ranch, Pennsburg, Pa., brings in Hawkshaw Hawkins for August 28, with Lulu Belle and Scotty coming in from Chicago September 4.

Montana Slim (Wolf Carter) is set for Fairyland Farms, Leighton, Pa., August 21, and Sally Ann Park, Kutztown, Pa., for a fourth return date this season, September 5. Johnny Olsen and his radio show are set for Warnersville (Pa.) Fair, August 20-21. Bookings for T. Texas Tyler include Mount Gretna (Pa.) Park, August 14; a third return, August 21, to Sally Ann Park, Kutztown, Pa., and a second return, August 28, to Fairyland Farms, Leighton, Pa.

## Bill Powell Returns From World Jaunt

NEW YORK, Aug. 13.—Bill Powell, chronic globe trotter, terminated his latest loop around the world last Saturday (6), arriving here from London via the air route.

Present-day conditions make long-distance treks a catch-as-catch-can job, subject to change at any time. Powell, thru using whatever means of transportation were available, completed a jaunt that took him thru the Pacific Islands, part of India, China and other Oriental lands, thru Italy, France and Scandinavia up into Lapland and then return to home plate via England.

On his jaunt Powell visited most of the circuses, carnivals and amusement parks in all countries he traversed and renewed acquaintance with many former friends in showbiz.

## Santa Rosa, Calif., Gate Mark 152,253

SANTA ROSA, Calif., Aug. 13.—Sonoma County Fair, July 29-August 6, pulled a total of 152,253 patrons for the nine-day run, according to fair officials.

This broke all preceding records Joseph T. Grace, president of the fair association and director of the California State Fair, declared.



**RIDE OWNERS** are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt, now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



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**Out in the Open**

Harold D. Kreft, of Kreft Flying Service, Mountain Grove, Mo., infers that he has been signed to do aviation exploitation for Ozark Empire Fair, Springfield, Mo.; All-Iowa Fair, Cedar Rapids; Minnesota State Fair, St. Paul; Kansas Free Fair, Topeka, and Texas State Fair, Dallas. Earlier in the season Kreft did similar work for Frank Winkley, auto race-thrill show promoter.

John A. Roberts & Co., Inc., manufacturers and distributors of bingo equipment and supplies, have moved into their own building at 817-823 Broadway, Newark, N. J. The Roberts firm has been in the field over 10 years. Their products are marketed at such distant points as Alaska, the Philippines and the Far East.

Rex M. Ingham and family caught Larry Sunbrock's Thrill Show at Danville, Va., as guests of agent Ed Hiler. Ingham and Jack Crawford visited Mr. and Mrs. C. A. Stephens, owners of the Just For Fun Shows, in Madison, N. C., and Manager Parrish, on the Steblar Shows, in Stoneville, N. C. Visitors at the Ingham Animal Farm, Ruffin, N. C., were Marion Spiller, owner, Marion Shows; M. E. Bauguss, Alleghany Exposition Shows, and Elzie Kinley and family, en route home from the Harrison Shows. Crawford left for Decatur, Ill., to pick up one of the society's trucks, and Dr. George D. Barrett, who has been in the hospital most of the summer, will return with him. Barrett is

framing two reptile units for schools this season. He recently took delivery on a new truck and house trailer.

J. W. (Patty) Conklin was the subject of a detailed profile, authored by Ronald Williams, in The Financial Post, Toronto, which is something of a Wall Street Journal to Canada. Patty, incidentally, returned recently from a 32-day vacation which took him to Alaska to find that his home had been burglarized and that among other things his liquor to the extent of \$700 had been stolen. Fortunately, the loss was covered by insurance, Patty reports. Excepting for a brief visit with Ben Davenport, of the Dailey Bros.' Circus, Patty didn't get to talk shop with any member of the fraternity all during the trip. And, that's a new record for Patty.

P. T. (Pa) Strieder, veteran manager of the Florida State Fair, Tampa, was a recent visitor to the Chicago office of The Billboard. Up in the North country for several weeks on fair business, Pa caught the Ringling circus at Milwaukee and planned to take in several of the major Midwest fairs. . . . Harry Illions, owner of Celeron Park, Jamestown, N. Y., and major owner of a Buffalo funspot, also was a recent visitor to The Billboard's Chicago office. . . . Harry was in the Windy City to take in the Chicago Railroad Fair and visit Major Lenox R. Lohr, top man of that event.

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3	Browning Bros.	Oregon	No. 3	651.40
4	George Nelson	Iowa	No. 3	500.00
5	Miller Amv. Ent.	Wisconsin	No. 3	499.34
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**Close-Ups:**

# Neighborliness Typifies 33-Year Reign of Henry A. Guenther Sr.

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

ONE RECENT evening at Olympic Park in Irvington, N. J., the first 5,000 patrons entering the funspot were told that they would find free coffee and cake in the picnic grove. The occasion marked the 33d anniversary of the park's operation by Henry A. Guenther Sr., one of the deans in the nation's amusement park industry.

Few of the customers were surprised at the treat, since North Jerseyans have come to expect such homey touches in the management of the park which third generations of their families are now visiting. The neighborly aspect of Olympic's operation reflects Guenther's personality. Newcomers get caught in the infectious web of well-being prevailing at the funspot, resulting from the constant on-the-spot supervision of the head man.

**Neighborly Approach**

Literally thousands of patrons greet Guenther by name and stop to chat about their families. His response often is an individualized question about how a son is doing in college, or who a new grandchild resembles, and other topics which tend to make customers feel at home. As a result, patrons have been coming back year after year with a regularity that could only be labeled a habit.



HENRY A. GUENTHER SR.

The presentation of multiple and varied free attractions has been a must thruout Guenther's tenure. There are 3,000 free bleacher seats available for the twice daily circus. The program usually features four top acts. And in the picnic grove—reflecting still another facet of the operator's nature—Joe Basile's band and his soloist, Bubbles Ricardo, play and sing almost without interruption until the midnight shuttering. Most ops, while agreeing on the crowd-attracting value of free attractions, would hardly back such generous offerings.

The Basile band now occupies a bandstand which in the past has harbored such noted bands as Sousa's, Creator's and Arthur Pryor's. Guenther is fond of music and has educated his patrons to be, too. Today's selections range from light classics to the more melodic popular tunes. Bebop is definitely out.

Guenther was an executive with a Newark brewery 33 years ago when he started to build Olympic Park from a beer garden which had been floundering financially. Its area, largely wooded, was but half the 40 acres encompassed today.

Biggest advance in the building program came in 1923 when Guenther opened the second section and constructed the 4,000,000-gallon swimming (See Neighborliness Typifies on page 57)

## LOOK!

Mr. L. H. Eastman, of Eastman Amusement Enterprises, Salamanca, N. Y., writes. "Dear Mr. Parker: We just received the machine last Saturday and want to say that I am very well pleased with it. The machine is running very good and we do not have any trouble at all." Mr. Parker can still be contacted at the Washington, D. C., address at 214 Savannah St., S. E. Phone Franklin 1440. Contact him if interested in rides for next season.

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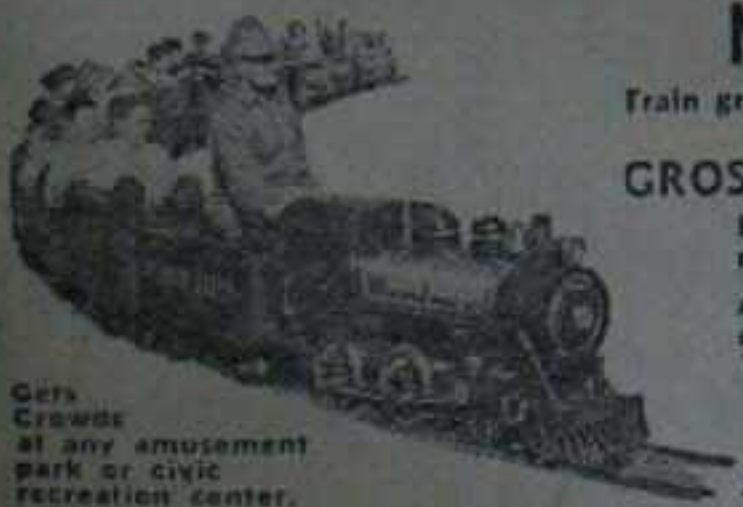
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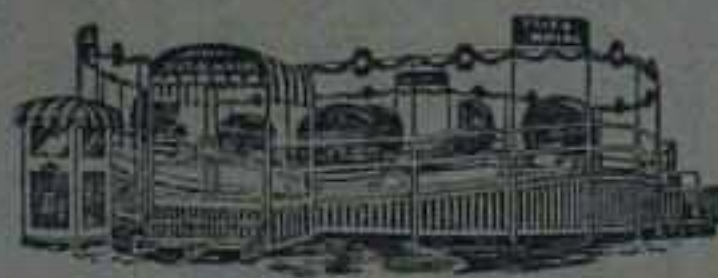


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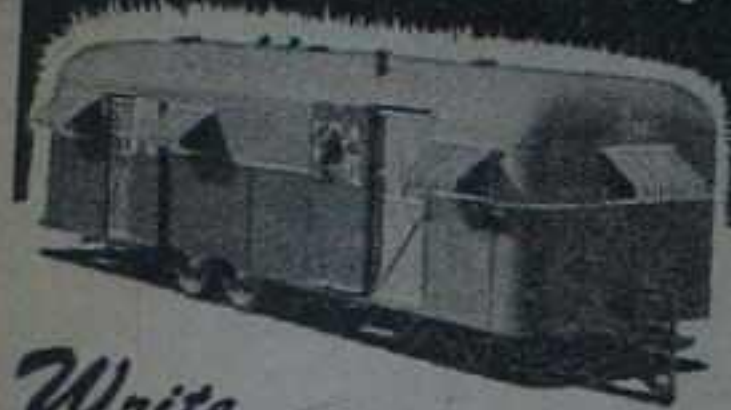
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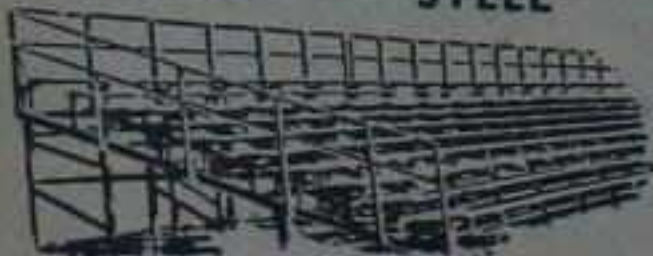
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# Talent Topics

Capt. Jack Shaw appeared at the Stanislaus District Fair, at Turlock, Calif., last week. Also on the bill were the Daltons and Loretta La-Pearl and her dog act. Another show, which replaced them later in the week, featured Billy Morrelle, Jack Cavanaugh, Knickle Sisters, Patricia Hawkins, the Great Lockman, Medley and Dupree, George Suzane and Pinky the Clown and his chimps. . . . Irene Vermillion and Her Six Trumpeters will be featured in the show at Grass Valley (Calif.) Fair. All bookings were by Raynor Lehr, of the Bert Levey office. . . . The Westminster Tumbler, under the direction of Jack Fish, will perform at the Orange County Fair later this month. The act is composed of moppets 5 to 16 years of age.

When the Manson (Ia.) Fair canceled due to a polio threat, acts that lost the date included Eugene and Barbara, trampoline; Tom and Betty, perch; Red Carter, singing bum cop; Hoffman and Kay, knockabout; the Waters Duo, wire act; Aerial Snyder, high act, and Pat McCaffery, emcee. Booking was thru Charlie Zemater, Chicago.

Louis and Eleanor Velarde, bounding rope and trapeze, respectively, have signed with the Bert Levey office to play fairs and celebrations. They were with the Clyde Beatty Circus earlier this year. First date under the new contract is the San Mateo (Calif.) Festival. The deal was set by Raynor Lehr, of the Levey office.

Mel Marcus, clown, has been added to the line-up of the free circus to be presented each afternoon and night during the four-day 94th annual Greater Cincinnati and Carthage Fair. . . . Cy Ritter's Dilapidated Lizzie was a feature of the American Legion Parade at Long

Beach, Calif., August 14 after making successful appearances at Weiser, Caldwell and Gooding, Idaho.

The Sherwoods, an unusual trio of novelty equilibrists, and Texas Tommy, with his educated horse, Baby Doll, are at the Palace, New York. . . . The Sheridan Brothers, Cuban wire-walkers, are the free attraction at Palisades Amusement Park, Cliffside, N. J. . . . Captain Keller and his lions, panthers, pumas and tigers were the attraction with the Granite State Shows at Rockport, Me., last week.

Acts at the Philae Shrine Circus, Halifax, N. S., included Loss Rio, aerial; the Three Goetschis, unicycle; Florence Hin Lowe, contortion; Al Gordon, dogs; Eileen Sutherland, electronic organ; A. Robins, clown magician; Linon the tramp; Saso, clown, and the "Showtime Revue." Acts were booked thru George Hamid & Son.

Acts playing the Osgood (Ind.) Fair August 1-2 were the Eight Dancing Rhythmettes; George Lerch, slack wire and juggling; Ferguson's Dogs and Ponies; Leo Francis, musical clown; Laddie Lamont, novelty ladder act; Jan Latin, roly-poly balancing; the Musical Chefs; Daffy Dan, blackface comedian, and the Rudynoffs and their horses. . . . Art and Marie Henry, who recently closed 11 weeks with Gil Gray's Fraternal Indoor Circus, opened their outdoor season at Craterville Park, Lawton, Okla. En route to their opening fair at Logansport, Ind., they visited with Jimmy and Dolly Conners, the Lindermans, Slivers and Myrtle Johnson and Deak Williams at the Manchester, Ia., Fairgrounds.

## Hamid Revue At Valleyfield

VALLEYFIELD, Que., Aug. 13.—Feature grandstand attraction at the Valleyfield Fair, which closes tomorrow night, is George A. Hamid's Ideal Revue, with Bill Behney in charge and handling the emcee stint. Show is supplemented by several good circus acts, including the Chamertys (4), comedy casting act; Montana Kid and the Campbell Sisters, with their horse, Coley Bay; Florence Hin Low, contortionist, and the Lawrence Trio, aerialists.

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It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

**Exclusive!** Draws any size drink continuously without turning lever; off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSER FOR COCA-COLA, ORANGE, OTHERS

STURDY OAK STAINLESS STEEL HOOP

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave St. Louis 10, Mo.

# BERMAN

## TRAILERS AND TRUCKS carry the load.



## Available

Now for immediate delivery—a full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment terms for you.

# BERMAN Sales Co.

PHONE 521, PENNSBURG, PA.

## 3000 BINGO

No 1 Cards heavy white, black back 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers. Tally Card 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers 50r. Wood Calling Numbers \$1. Printed Tally Card, 15c. Colored Heavy Cards, \$3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS No 1 size 5 1/2 x 14 1/2 10c each

## 3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100 \$1.25. In lots of 1,000, \$1 per 100. Calling markers extra, 50c. Ping Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls Ea. . . . \$8

3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000

M. W. Cards, 5x7, White Green, Red, Yellow Per 100	1.25
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M	1.80
3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose, no pads. M	1.75
Ady. Display Posters, size 24x36 Each.	.10
Cardboard Strip Markers 10 M for	.75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers Master Board; 3-piece layout for	13.00
Thin Transp Plastic Markers, 5/8" M	1.00
Red or Green Plastic Markers, 3/4" Square, Round or Scalloped, \$2.50 M	\$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery

**J. M. SIMMONS & CO.**  
19 W JACKSON BLVD. Chicago 4 Illinois

## The White Chief



Also Available: Crystal Coach Sr. & Jr. Models. For Complete Information Write Dept. B

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CHICAGO 28

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For Model #1 GE

Nose Plates—Negative Carbon Contacts (Upper and Lower), Negative Feed Rolls, Positive Feed Rolls, Contact Dressing and Aligning Tools with Replacement Sleeves All at reasonable prices

**DIXIE MACHINE SHOP**  
1023 Valley St. HOT SPRINGS, ARK.

- POPCORN CANDY APPLE SUPPLIES
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- SEASONING ECHOLS ICE SHAVERS
- COPPER KETTLES PAPER CUPS
- APPLE STICKS CUP DISPENSERS
- COLEMAN BURNERS PAPER TRAYS
- TIN SPOONS SNOWBALL SUPPLIES
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Get the Echols IMPROVED Ice Shaver. All the good features of the Echols High Speed Electric Ice Shaver retained and all the faults corrected. No choking, scoop furnished with which to fill machine. Feeds automatically, the fuller the machine the faster it cuts a uniform and fine grade of snow, giving you more time to make and sell snow cones. All prices F. O. B. St. Louis, Mo. Send 25% deposit, machine will be shipped balance C. O. D.

Machine and Case at above, \$270.00. Machine only, \$160.00. 1/3 H.P. 110 volt 60 cycle A.C. motor.

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St. Louis 18, Mo.

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Selling New Profit and Performance Records!



CHALLENGER EQUIPMENT CORP.

BOX 249 Harvey, Illinois  
Phone: Harvey 4036



### BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies. P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

## MIDWAY MARVEL CANDY FLOSS MACHINE

\$275.00



Slightly higher West of Rockies. double spinnerhead • rubber shock mounted • 25 in. aluminum pan • pilot light indicator • shaft rotates on ball bearings • dust cover • fused to prevent overload • accurate machining • ball bearing motor.

CHUNK-E-NUT PRODUCTS CO.

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## MAKE AN OFFER

One brand new latest model Mills Super Automatic Ice Cream Freezer, 2 1/2 gal.  
Five brand new latest model 60 Gallon Thermostatic Controlled Mills Hardening Cabinets.  
Five brand new latest model 40 Gallon Thermostatic Controlled Mills Hardening Cabinets.

Write or Phone

R. B. BOX, ELIZABETH CITY, N. C.

### Outstanding Kiddielands:

# Perfect Sylvan Setting Relaxes Ma and Pa While Moppets Crowd Ed Ball's 12 Olympic Kid Units

By Ted Wolfram

IRVINGTON, N. J., Aug. 13.—Space allotted to Ed Ball for his Kiddieland at Henry Guenther's Olympic Park is a natural from every angle. Laid out at the rear of Olympic's shaded grove surrounding the park's bandstand and bounded on either side by the main walks leading to rides, swim pool, midway and circus, the kiddie funspot is certain to catch the eye of parents and moppets.

For parents preferring relaxation in preference to accompanying their young offspring on the rides, the locale of the Kiddieland is ideal as they can purchase a combination ticket for each moppet and enjoy a band concert and refreshments at a table in the grove from which they can watch the kiddies in the midget park, which is enclosed by ornamental fencing. Combination booklets good for a ride on the miniature train, plus

### Ayres and Kathryn Davies Fair at Michigan Spots

HARBOR BEACH, Mich., Aug. 13.—Ayres & Kathryn Davies' Circus on its tour of Michigan, has been doing fair business. The first week of the trek starting July 10, was excellent, with good houses registered in Zeeland, Grand Haven and Frankfort. Three shows were given in Zeeland. Business fell off in the Northern part of the State, then Rogers City, Onaway and Otsego Lake, August 2-4, came thru with upped houses.

Org has a new banner line on the Side Show, purchased from the O. Henry Tent & Awning Company. Show has added Jack Harrison, clown, and Tom Questell, high school horses, dogs and ponies. Recent visitors were Mr. and Mrs. Joe Meyers, Auburn, N. Y., with their daughter and Shirley Henry.

### Angola, Ind., Skeds Free Annual September 5-10

ANGOLA, Aug. 13.—Town, Farm and Home Exposition, to be held here from Labor Day thru September 10 as a new fair, will be made an annual event, according to present plans. Expo will be held on the high school athletic field and adjacent street and will have a free gate.

Features will include fireworks, school band contests, parade, kid races and displays of automobiles, farm machinery and local merchants' products. Charles Skove is president, and J. W. Plank, secretary.

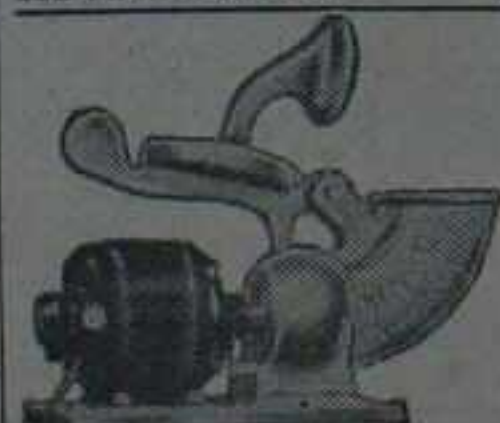
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This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW FREE parts given with each machine. We maintain an up-to-date service department.

ELECTRIC CANDY FLOSS MACHINE CO.

202 Twelfth Ave., So. Nashville 4 Tenn



ECHOLS ELECTRIC ICE SHAVER "The Old Reliable" PRICE \$60.00 With Stand. \$5.00 Extra S. T. ECHOLS 3700 S. Jefferson St. Louis 18, Mo

choice of eight of the kiddie park's 12 rides, sell at 60 cents.

### Units Built by Owner

Many of the rides in the Kiddieland have been designed and built by owner Ed Ball. Line-up of fun devices includes a Rocket ride, boat ride (See Outstanding Kidland, page 84)

## Pro Attractions For Peru Centen

PERU, Ind., Aug. 13.—An array of attractions are booked for the Peru Centennial Celebration, August 21-27, reports Harry S. Dorrington, business manager of the sponsoring Peru Centennial Association, Inc.

Along with Harry's Greater Shows as the midway attraction on downtown streets around the courthouse, there will be a queen's centennial ball with Skitch Henderson's orchestra, nightly Illinois Fireworks Company displays; Eric Erickson; free aerial act, and Peru's Heritage, an elaborate spectacle produced by John B. Rogers Producing Company, of Fostoria, O. The pageant, with more than 500 people taking part, will be offered nightly commencing August 22 in the football stadium. Other attractions planned include parades, band concerts and programs of speakers.

### IRA Fines Two Cowboys For Leading Reno Strike

PENDLETON, Ore., Aug. 13.—International Rodeo Association (IRA) and the Rodeo Cowboys' Association (RCA) fined cowboys Gerald Roberts and Clay Carr \$500 each for leading a strike of rodeo contestants for higher purses at Reno, Nev., early in July, E. N. Boylen, of Pendleton, IRA commissioner, reported.

The directors decided to reimburse the Reno Rodeo and Livestock Association for \$4,000, which was added to the July 4 purse to prevent scuttling the rodeo. According to Boylen, the strike was unauthorized, and RCA contestants already had completed two days under published rules.

## ASTRO FORECASTS

All Readings Complete for 1949

Crystal Balls Imported On Hand in three sizes: 2 3/4, 3 inch; 8 9/16; 4 3/16. Write for prices. Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00 4-p. Gold fish Pamphlet, 8 1/2 x 11. 12 Signs. Any Quantity. Each 10¢ "WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-P., 8x5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample 10¢ FORECAST AND ANALYSIS, 10-p. Fancy Covers. Ea. 25¢ Samples of each of the above 4 items for 25¢ No. 1. 45 Pages. Assorted Color Covers. 50¢

### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample 20¢ HOW TO WIN AT ANY KIND OF SPECULATION 24 p. Well Bound 8 1/2 x 11. 25¢ PACK OF 77 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 50¢ Signs Cards, Illustrated. Pack of 36. 15¢ Graphology Charts, 9x17. Sam. \$1. Per 100 \$7.50 MENTAL TELEPATHY. Booklet of 21 P. 25¢ Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra

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19 West Jackson Blvd. CHICAGO 4, ILL. Send for Wholesale Prices

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JUMBO PEANUTS (Raw or Roasted) PEANUT ROASTERS (With Warmers)

STAR POPCORN MACHINES, OILS, CARTONS, CONES, BAGS, ETC.

Price list of full line of supplies sent upon request.

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20 Gallon and 30 Gallon Model WRITE FOR FREE ILLUSTRATED BOOKLET Frank Thomas

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HERE'S YOUR CHANCE TO CASH IN ON THE MONEY-MAKING POPCORN BUSINESS ON AN INVESTMENT OF ONLY \$75.00

The new Electric Counter Model Popcorn Machine and Grill is built to last... backed by Concession Supply Company's 44 years of manufacturing experience. Equipped with 8 qt. Kettle Popper, 110 volt 1500 watt heating unit with three-way three-heat switch. Storage case is all aluminum with double strength glass on three sides. Stainless steel bottom meets all State health requirements. Buy this outfit today and get in on big cash profits. Also complete line of popcorn kettles from 8 qt. to 35 qt. capacity, new and used floss machines, candy pullers and waffle molds. Write for full story. Terms: 25% with order, balance on delivery F. O. B. Toledo; immediate shipment.

### CONCESSION SUPPLY COMPANY

3916 SECOR RD. TOLEDO 6, OHIO



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## New Steel CONCESSION TRAILER

MADE BY GOLDEN GATE TRAILERS, SAN PABLO, CALIF. Hydraulic, Retractable Wheels; Detachable Hitch; 20 ft. long, 8 ft. wide, 9 ft. high. ALL ALUMINUM FLUORESCENT LIGHTS WARNER ELECTRIC BRAKES

IN OPERATION IS AN ELECTRIC CIGARETTE FLASHER 6 ft. in diameter, which has been and is still highly successful at all locations. Can be seen in operation at CALIFORNIA STATE FAIR. FLASHER IS REMOVABLE. Trailer may be purchased WITH or WITHOUT Game. Family sick—Can't go on road. Trailer and game cost \$5,000 TO BUILD. I want a FAIR OFFER. Otherwise, don't write.

SOL WAXMAN, c/o Show Folks of America

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**Plus?**  
plus **EVERYTHING!**

**...PROVING THE BEST  
ALWAYS COSTS LESS!**

- Gives Butter-like Flavor and Color.
- Gives MORE Volume from a given amount of corn.
- Produces fewer "duds".
- Cleaner to handle.
- Costs LESS to use than ordinary coconut oil.
- No wonder it's always a leader!

In the easy-to-handle Gallon Can.

**IT POURS!**



America's Largest Selling Popcorn Seasoning

**popsit plus!**

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SEASONING SPECIALISTS TO THE NATION

**PEANUTS  
POPCORN  
and  
SUPPLIES**

**TOP-POP HYBRID  
POPCORN CARRIES A  
MONEY BACK GUARANTEE**

- Five Sizes Boxes—Complete line of supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—Sno-King Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Echols & Sno-Master Ice Shavers—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies

ORDER ALL YOUR SUPPLIES AND EQUIPMENT FROM CONCESSION HEADQUARTERS. SEND FOR BIG NEW 1949 CATALOGUE TODAY.

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But GREAT in Action!**

CADET MODEL 51

This low-priced counter model, completely finished in beautiful stainless steel, is the answer to limited space. The CADET MODEL is compact, yet produces an amazingly large amount of popped corn. Speedy and dependable, it offers a tastier product which insures increased profits.

Size: 18"x24"x28" high.  
Capacity: \$8.00 to \$10.00 popped corn per hour.

Manufacturers of  
Official Volume Tester and Other Models

**C. CRETORS & CO.**

602 W. CERMAK RD.  
CHICAGO 16, ILL.



**Carnival  
Routes**

Send to  
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Springfield, Mo.
- Alleghany Expo.: Rockwood, Pa.
- American Beauty: (Fair) Bloomfield, Ia., 15-18.
- American Eagle: Frankford, Mo., 15-17; Clarence, 18-20; New Boston, Ill., 22-24.
- American Expo.: Kendallville, Ind.
- American Funland: Ardmore, Okla.
- A. M. P.: Davis, W. Va.
- Badger State: Brainerd, Minn., 17-21; Fergus Falls, 24-29.
- Baker United: (Fair) Winamac, Ind.; Frankfort 22-27.
- Barker, Gerald: Lakewood, N. Y., 18-20.
- B. & C.: Fulton, N. Y.
- Beam's Attrs.: (Fair) Washington, Pa.; (Fair) Dayton 22-27.
- Bee's Old Reliable: (Fair) Lebanon, Ky.; (Fair) Brodhead 22-27.
- B. & H.: Dillon, S. C.
- Bill's Rides: Hahira, Ga.; Pearson, 22-27.
- Blue Grass: (Fair) Brownstown, Ind.
- Bogle & Reese: (Fair) Osage City, Kan., 16-19; Mound City 21-26.
- Bohn & Sons United: (Fair) Loup City, Neb.
- Boone Valley: Pocahontas, Ia., 15-18; Sioux Rapids, 19-20.
- Borderland: Sinton, Tex.
- Brodbeck: (Fair) Russell, Kan., 17-20.
- Brodbeck & Schrader, No. 1: Ellsworth, Kan.; Mulvane 22-27.
- Brodbeck & Schrader, No. 2: (Fair) Ashland, Kan.; Turon, 22-23; (Fair) Macksville, 25-27.
- Brownie Am.: Greensburg, Kan.; (Fair) Pratt 22-27.
- Brown's Greater: Hazleton, Pa.
- Buck, O. C.: (Fair) Elmira, N. Y.; (Fair) Malone, 22-27.
- Buffalo: Clayton, N. Y.; Franklinville, 22-27.
- Bullock Am. Co.: Flat Top, W. Va.; Mt. Glead, N. C., 22-27.
- Burke, Harry: Crowley, La.
- Burkhart No. 1: Geneva, Ill.; Bellevue 22-27.
- Burkhart, No. 2: Brimfield, Ill., 18-20.
- Capell Bros.: Anadarko, Okla.
- Capital City: Manchester, Ky.
- Caravella Amusements: Sunbury, Pa.; Mercer 22-27.
- Casey, E. J., No. 1: Sioux Lookout, Ont., Can., 16-17; Red Lake 19-20; (Fair) Dryden 23-24; (Fair) Kenora 25-27.
- Casey, E. J., No. 2: Englehart, Ont., Can., 15-17; New Liskeard 18-20; (Fair) Powassa 22-24; Mattawa 25-27.
- Cattlet Greater: Holton, Kan., 15-17; Eudora 19-20; Onaga 22-24; Overbrook 25-27.
- Cavalcade of Amusements: (Fair) LaPorte, Ind.
- C. & B. Am.: Tipton, Mo.; Iberia 22-27.
- Central State: (Fair) Norton, Kan.; (Fair) Abilene 22-27.
- Cetlin & Wilson: Pontiac, Mich.; Bay City, 22-26.
- Chanos, Jimmie: Cygnets, O.

(See CARNIVAL ROUTES, Page 72)

**PLASTER  
THE BEST**



12c-15c and 30c

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State Your Business in First Letter  
ACCEPTING ORDERS NOW FOR FAIR  
DATES TO ASSURE DELIVERY

**WISCONSIN DELUXE CO.**  
1902 N. Third St. Milwaukee, Wis.

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CORN  
POPPER**



PROFITS GALORE  
\$5 to \$50 daily  
earnings!

Get in the BIG  
PROFIT popcorn  
business with this  
popper — does  
work of \$500 ma-  
chine. Can pay for  
itself in a few  
days because of  
its low price.

**FULLY GUARAN-  
TEED.** New Gray  
Metallic finish, gleaming nickel trim; electric  
lighted, beautifully decorated with multi-  
colored popcorn signs. Uses less current—AC or  
DC, any cycle, connect anywhere. 17"x17"x26"  
high. Wt. 30 lbs.

SALESMEN, WRITE FOR PROPOSITION  
**EXCEL MFG. CORPORATION**  
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**HAND GEARED HEAVY ALUMINUM POPPER**



**\$12.50**

in doz. lots; lots of 6, \$13 ea.;  
3 or less, \$15.00 ea. 8 QT. CAP-  
gearless hand poppers, \$7.50 ea.  
POPCORN, Large S. A. HY-  
BRID, 16 cwt.; QUEENS GOLD-  
EN, 25 cwt., l.o.b. Ind. Less  
than 5, 25¢ extra per sack. Write  
J. B. ROBINSON  
Cleveland 22, O.

3682 Latimore Rd.

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Choice Dates Still Available for  
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**THE HEIDELBERG  
SPORTS ARENA**

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Five Miles From Down-Town Pittsburgh.  
All Types of Transportation Direct to Arena.  
Perfect Setting for All Outdoor Attractions.

For Information Write R. E. BALTZ, Gen. Mgr.  
**HEIDELBERG SPORTS ARENA, Heidelberg, Pa.**

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**POPPERS**  
can SUPPLY you!

What d'ya need? We've got supplies and new or  
used equipment for popcorn, candy apples, carmel  
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For the most complete line of supplies for these items at money-saving prices, get in touch  
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Our 1949 catalogue will be sent upon request to those in this business. Kids and curiosity  
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**BEE-HIVE**, the Super Quality Hybrid, guaranteed to make you more. In 100 lb. bags, now only... \$8.75  
**BEE-HIVE "331"**, six 10-lb. hermetically sealed cans per case. Just the thing for the traveling concessionaire. Buy 5 cans, get 1 free. Per Can ..... 1.25

## PEANUTS

**RAW, NO. 1 FANCYS**, Virginia grown. Per 100 Lbs. .... \$19.75  
**ROASTED NO. 1 FANCYS**, Virginia grown. Per 100 Lbs. .... 21.95  
 (Peanuts Slightly Higher in Texas)

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### FREE!

With Every CRETOR'S "Hollywood" or STAR "44" Popcorn Machine, Blevins Will Furnish Free of Charge Enough BEE-HIVE Popcorn To Earn \$1,000.

## FLOSS MACHINES

### SUPER WIZARD

The Recognized Leader. Delivers a smooth 3300 r.p.m., 70 10-cent cones from 5 lbs. sugar in less than 20 minutes.



Rigid construction, trouble-free operation. Double spinnerhead. \$295.  
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**FOOD COLORS**, Red, Yellow, Orange, Lb. .... 3.75  
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Feeds automatically after hopper is filled. Practically non-choke. Aluminum with stainless steel shafts & shaver blades. \$160. Stainless Steel & Plexiglas Display Case, \$45.



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**"SNOW-MAN"** Snow Cone Cups, Two-Color, Flashy! Per 1000 ... \$3.25  
 10M lots, \$3.00M—50M lots, \$2.90M  
**"SNOW-MAN"** Flavor Concentrates with Free Fruit Acid. Per Quart ... 1.75  
 4 Quarts, \$1.50 qt.—8 Quarts, \$1.25 qt.  
**"SNOW-MAN"** Syrups. Guaranteed to Contain 7 Lbs. Sugar Per Gal. 1.75  
 4 Gallons, \$1.50 gal.—8 Gallons, \$1.35 gal.  
**FREE WITH EVERY CASE OF "SNOW MAN" CUPS**  
 Two-Color Snow Concession Banner  
 Two Adjustable Concessionaires' Paper Caps

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 Popcorn Seasoning, Bags & Boxes and Salt Stacked in Public Warehouses in Memphis, New Orleans, Houston, Oklahoma City, Louisville, Cleveland, Dayton and Tampa. Consult Local Telephone Directories for Street Addresses.

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 GENERAL OFFICES  
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Beatty, Clyde: Iola, Kan., 16; Chanute 17; Independence 18; Coffeyville 19; Pittsburg 20; Parsons 21; Fort Scott 22; Warrensburg, Mo., 23; Butler 24; Nevada 25; Lamar 26; Carthage 27; Miami, Okla., 28.  
 Biller Bros.: Hazleton, Pa., 16; Berwick 17; Williamsport 18; Pottsville 19; Pottstown 20.  
 Cois Bros.: Wenatchee, Wash., 16; Everett 17; Bellingham 18; Seattle 19-21; Tacoma 22; Aberdeen (Hoquiam) 23; Olympia 24.  
 Dalley Bros.: Halifax, N. S., Can., 16; Moncton, N. B., 17; St. John 18; Fredericton 19; Edmundston 20.  
 Dayles, Ayres & Kathryn: Oxford, Mich., 16; Romeo 17; Algonac 18; Brighton 19; Garden City 20; Fiat Rock 21-23; Dundee 23.  
 Flamante: Taos, N. M., 16; Santa Fe 17-19; Bernalillo 20; Gallup 21; Holbrook, Ariz., 22; Winslow 23; Flagstaff 24.  
 Gainesville Community: Durant, Okla., 25-26.  
 Gould, Jay: Amboy, Ill., 16-18; De Kalb 19-21; Forrest 22-23; Marseilles 24-25; (East Side) Chicago 26-28.  
 Hagen Bros.: Kokato, Minn., 16; Algona, Ia., 18; Jackson, Minn., 19-20; Grand Rapids 21; Proctor 22-23; Cumberland, Wis., 24; St. Croix Falls 25; Monticello, Minn., 26; Appleton 27-28.  
 Kelly, Al G., & Miller Bros.: Oaks, N. D., 18.  
 King Bros.: Moosomin, Sask., Can., 16; Virden, Man., 17; Killarney 18; Carman 19; Selkirk 20; Morden 22; Emerson 23; Langdon, N. D., 24; Rolla 25; Bottineau 26 Rugby 27.  
 Mills Bros.: Gwosao, Mich., 16; Flint 17; Pontiac 18; Mt. Clemens 19; Trenton 20; Monroe 22; Port Clinton, O., 23; Fremont 24; Sandusky 25; Avon Lake 26; Garfield Heights 27.  
 Polack Bros. (Eastern): (Trotting Track) Lexington, Ky., 15-17 (Ball Park) Wilmington, Del., 20-23; (Lloyd Field) Chester, Pa., 25-27.  
 Polack Bros. (Western): (Stadium) Reno, Nev., 18-21; (Mitchell Field) Oroville, Calif., 23-25.  
 Ringling Bros. and Barnum & Bailey: Duluth, Minn., 16; Bemidji 17; Grand Forks, N. D., 18; Devils Lake 19; Minot 20.  
 Rogers Bros.: Alamosa, Colo., 16; Walsenburg 17; Trinidad 18; Ordway 19; Lamar 20-21; Syracuse, Kan., 22.  
 Seal Bros.: Redmond, Ore., 16; Bend 17; Prineville 18; Dayville 19; John Day 20; Fossil 21; Condon 22.

## Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Ameri-Congo Animal Exhibit: Moultrie, Ga., 17-18; Pelham 19-21.  
 Miller's, Irvin C., Brown-Skin Models (Bijou) Nashville, Tenn., 17; (Sunset Terrace) Indianapolis, Ind., 19-21; (Roosevelt) Cincinnati, O., 25-27.  
 McClung's Pythons: Davenport, Ia., 16-21.  
 Plunkett's Stage Show: Wallace, Neb., 15-17; Ogallala 18-20; Madrid 22-24; Hayes Center 25-27.  
 Silas Green Show: Clarksville, Tenn., 17-18; Paris 19-20; Paducah, Ky., 22-23.  
 Slout, Toby & Ora, Players: Waterloo, Ind., 15-20; Eden, O., 22-27.

## 61st Booneville Fair One of Best in Series

BOONEVILLE, N. Y., Aug. 13.—Sixty-first edition of the Booneville Fair wound up its five-day run Saturday (6), with Romeyn Vaughn, fair association president, describing it as one of the best in the fair's history.

Starting off with a gate of 3,500 Tuesday, attendance picked up on succeeding days and the average afternoon crowd was estimated at 6,000 while the turnout at night was nearly 10,000.

Annual horse show, livestock parade, free-for-all horse race and a Mardi Gras night festival were features on closing day. King Reid Shows made a good showing on the midway.

## La Crosse, Wis., Gets Washout at Opener

LA CROSSE, Wis., Aug. 13.—Rain Wednesday (10) washed out opening day of the five-day Interstate Fair. Kid's Day, Thursday (11), was good, but the gate was down an estimated 10 per cent from the corresponding day last year. Slimmer attendance of small fry was attributed to polio publicity.

Sam Howard's Water Show, plus six acts booked thru Ernie Young, Chicago, racked up a good Thursday matinee and a packed night grandstand. Grandstand bill is to remain the same thru out the fair's run.

William T. Collins Shows are on the midway.

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## Ringling Pulls Good Crowds In Wisconsin

### Chicago Stand Closes Strong

APPLETON, Wis., Aug. 13.—First three stands for the Ringling Bros. and Barnum & Bailey Circus in Wisconsin came up with good business. Night turnouts ranged from good to capacity and matinees from fair to good in the two-day Milwaukee engagement Monday and Tuesday (8-9) and the one-day stand at Sheboygan Wednesday (10), and here Thursday (11).

Weather had been hot. Polio, too, had been given much publicity throughout the State, hence the turnouts were doubly impressive.

The nine-day Chicago stand, which closed Sunday (7), proved one of the most successful in recent years. Weather, with the exception of one night, was good, being unusually cool for Chicago thru the first half, after which the mercury mounted, with the stand ending in hot weather.

Patronage, good from the outset, excepting a night when rain hit, mounted steadily, with turnaways on Friday and Saturday nights (5-6) and strong matinees in the home stretch. Following the past pattern for Chicago, the closing night was off from the nights immediately preceding it.

Cecil B. De Mille, who joined on near the end of the Chi run, has become almost a part of the program. During the early Wisconsin stands, he and his assisting movie technicians and secretaries constituted almost a continuous act as they maneuvered under the top making observations and taking notes preparatory to making a picture built around the Big One.

## Hunt Bros. Okay On New York Trek

COBLESKILL, N. Y., Aug. 13.—Hunt Bros.' Circus chalked up fair grosses on three stands in New York. Date here, Wednesday (3), provided a full night crowd after a near-full matinee.

In Stamford, Thursday (4), as the first circus to play the town in almost 20 years, org attracted two near-capacity crowds. Show drew only a half-house for the matinee in Margaretville Saturday (6), but came close to filling the house for the night performance.

## Dailey in Quebec; Kingston, Ont., Good

JOLIETTE, Que., Aug. 13.—Dailey Bros.' Circus, in its swing into Quebec from the Province of Ontario, racked up a capacity night house. Matinee was slim.

Kingston, Ont., supplied two good houses, despite showers before the matinee and humid weather at night.

## Rogers Straws 'Em in Colo.

LEADVILLE, Colo., Aug. 13.—Two overflow houses were rung up here Wednesday (3) by Rogers Bros.' Circus, despite a light rain in the afternoon. July 27 stand in Longmont, Colo., brought a three-quarter house for the one-night show.

## King Big in West Canada

TISDALE, Sask., Aug. 13.—King Bros.' Circus continued its successful tour thru Western Canada by racking up a full house at the matinee and a near-capacity night crowd here. Weather was ideal.

## R. B.-Cole Billing War Continues; Hits Cole in Salt Lake Stand

SALT LAKE CITY, Aug. 13.—This city, usually never on more than one circus route a year, became the scene of a knock-down and drag out publicity battle between the advance crews of Cole Bros., which played four performances, Monday and Tuesday (8-9), and Ringling Bros. and Barnum & Bailey, scheduled into town September 3.

More than a week before Cole was due, the Big One papered the area liberally with all sizes of paper with specially printed date sheets: "Wait for the Big Show—September 3." The fight was carried over into the press when on the day before opening (7) Cole Bros. regular ad copy was

dwarfed when it was nearly doubled in space by RB using regular show ad mats but with as much as 6 inches of space on the date insert urging "Wait for the Big Show."

Don Lang, advance for Cole Bros., carried the battle to the ad departments of the dailies, requesting the RB copy be refused until after the Cole date, and according to Amos Jenkins, advertising manager of The Desert News, threatened injunction proceedings under the State Fair Trade Act, as well as suit against the Big One and newspapers. He succeeded in getting the legal department of the papers to review the case, but the copy went.

Cole Bros. had other troubles when it came in at the tail end of a record-breaking heat wave. The weather was good but the populace too pooped to take a chance on heat under a big top. Attendance at both matinees were poor—while the Monday night (8) was better than three-quarter filled and Tuesday night (9) had capacity.

Clyde Beatty played the same spot earlier in the season.

En route here, Cole Bros. did okay at Grand Junction, Colo., strawing 'em at night and getting a good matinee. Canon City, Colo., played the previous day, provided a good matinee. No night show was given due to an early tear-down because of the long jump to Grand Junction.

## L. A. Gives Good Biz to Polack

LOS ANGELES, Aug. 13.—Polack Bros.' Circus Western Unit turned in good business here in the Shrine Auditorium during its 10-day run ending tomorrow (14). This is its seventh annual date under the auspices of Al Malaikah Temple.

Louis Stern, manager, said that matinees had been light but that evening performances had held up well. Afternoon business slump was attributed to the fact that Polack played this date one month later than last year and missed the school ticket distribution. An added factor in keeping the moppets away was the current polio scare.

Show management used a logical arrangement this year for the handling of its newspapers and radio. In the place of local flacks Justus Edwards handled the newspapers while Parley Baer handled radio. Dailies, including the Hollywood sheet, gave picture spreads on the opening and followed with generous space. Baer obtained 41 coast-to-coast plugs and interviews on 27 local outlets. A conservative estimate of 250 plugs on local and San Fernando Valley stations was made. One New York show made mention of this engagement.

Show has played more outdoor dates this year, turning in 14 as compared with eight in 1948. There was only one day of rain to affect the show.

Polack moves out of here for Reno and returns to Oroville for its last California date.

## King Owners Seek Macon Bldg. for Winter Quarters

MACON, Ga., Aug. 13.—Floyd King and Lucio Cristiani, co-owners of King Bros.' Circus, have applied for permission to use buildings in city-owned Central City Park for winter quarters. Mayor Lewis B. Wilson has referred the matter to the Public Parks and Property Committee headed by Alderman A. Mack Dodd.

The King show wintered here in 1947 and was granted right to use the quarters again last year but a disastrous fire in Texas caused org to close suddenly and the show wintered in Rosenberg, Tex.

## Michigan Gives 3 Good Ones To Mills Bros.

ALLEGAN, Mich., Aug. 13.—Three out of four Michigan stands by Mills Bros.' Circus were winners, with weather hitting the other one hard.

Date here, sponsored by the Junior Chamber of Commerce, was hyped by potent publicity in local and Kalamazoo, Mich., papers. Two strong houses were pulled despite hot, muggy weather. Org reaped two full ones in Ludington Friday (5) with perfect weather.

In Manistee, Thursday (4), the house was almost full at both performances, but Boyne City, Monday (1), was slashed by wind and rain.

## North Hunts German Talent

COLOGNE, Germany, Aug. 13.—John Ringling North, on a talent hunt for next year's edition of the Ringling circus, has been here this week looking over acts appearing with Emil Wacker's Circus Apollo, one of the most important of the German circuses on tour this summer.

North is reported to have signed up two acts caught here. One is a pair of exceptionally well trained elephants and their Swedish trainer, and the other a French stunt man who hits a sloping ramp with his chest after a dive from a 20-foot-high platform.

North is leaving for Copenhagen and will look over the large number of circuses in Denmark, Sweden and Norway, after which he will continue his search in England.

## Harvest, Weather Hurts Kelly-Miller

BRECKENRIDGE, Minn., Aug. 13.—Harvest time gave Al G. Kelly-Miller Bros.' Circus strong competition at its matinee here Friday (5), but farmers thronged out at night to give show a three-quarter house.

Extremely hot weather in Larimore, N. D., Tuesday (9) held crowds down to about half a house for both performances.

## Robert Ringling Stricken; Hospitalized in Chicago

CHICAGO, Aug. 13.—Robert Ringling, 51, former president-chairman of the board of the Ringling Bros. and Barnum & Bailey Circus, is in St. Luke's Hospital after being stricken with an internal ailment here Friday (5).

Hospital officials today described his condition as not critical and said that he was recovering. He had come from his Sarasota, Fla., home to catch the show here.

## Bad Breaks Cut Biller Business In N. Y. State

LIBERTY, N. Y., Aug. 13.—Biller Bros.' Circus was snowed under by bad breaks here Saturday (6) and played to half-houses, matinee and night. Area caters to summer visitors from New York and the polio scare kept most of them away. Competition was provided by the finale of an Elks-sponsored carnival, an American Legion air show in Monticello, 12 miles distant, and Lee Bros., playing four miles away.

Show's luck was no better in Malone, N. Y., Tuesday (9), when scorching temperatures kept both houses light. Kingston, N. Y., proved an exception to Biller's pull in the State. It furnished two full ones Tuesday (2). Date, in Municipal Stadium, was auspiced by the Wicks Engine Company. Marion Knowlton, bulls, was out of the show in Kingston, her home town, due to illness in her family.

## Wichita Good, Others in Kan. Slim for Beatty

SALINA, Kan., Aug. 13.—Kansas stands generally have not yielded good business to the Clyde Beatty Circus. Wichita, is an exception; it provided two full houses.

Hutchinson, which had been expected to provide good turnouts, was far below expectations, with polio publicity ascribed as the cause. Matinee crowd was on the slim side and the night show pulled a three-quarter house.

This city came thru with a three-quarter night house but the matinee was light. Both performances at Newton, Kan., resulted in thin turnouts.

## Ward, Bell Plan 2d Seven-People Act For Polack Eastern

LOS ANGELES, Aug. 13.—Harold Ward and Gus Bell announced here during the run of Polack Bros.' Circus Western Unit that next season they will have a seven-people flying act on both Polack units. The Seven Ward-Bell Flyers, now with the Western Unit, will remain intact. This troupe consists of Gus and Betty Bell, Harold Ward, Eddie and Dotty Ward, Eddie Kohl and Millie Keafley.

The act now playing the Eastern Unit will be increased from four to seven members. At present it comprises Bob Porter, Jack Harris, Walter Long and Clara Lavine.

Ward and Bell have arranged with A. Morton Smith for four weeks of rehearsals at the quarters of the Gainesville (Tex.) Community Circus, starting December 15.

In addition to the flying acts, Ward and Bell will produce an aerial presentation number for each Polack unit. They expect to have a total of 22 people in rehearsal at Gainesville. They will use the quarters in the daytime for their own activities and coach rehearsals of the Gainesville Community Circus personnel at night.

## Oliver Succeeds Kitzman As Beatty Advance Car Mgr.

ROCHESTER, Minn., Aug. 13.—Francis Kitzman has been replaced as manager of the No. 1 advance car on the Clyde Beatty Circus by William L. Oliver. Kitzman left to administer the estate of his brother, Morey, who died here July 17 of injuries incurred in an auto accident, and will return to the Beatty org next year. Oliver took charge July 30 in Lawrence, Kan.

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Aug. 23-25—Oroville, Calif.

**EASTERN COMPANY**

Aug. 20-23—Wilmington, Del.  
Aug. 25-27—Chester, Pa.

Eastern Unit has some open time from Oct. 21 to Nov. 10. For information wire or call

**POLACK BROS. CIRCUS**

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**Under the Marquee**

Roy's One-Ring Circus was off the road recently for two weeks to reorganize. Roster now includes Harry LaRoy, owner-manager; Marie Hayes LaRoy, treasurer; Emma Raymond, traps, rings and web; Archie Silverlake, traps, rings and clowning; Ruby Tyler, swinging ladder and pony act; Carl Tyler, dog act and clowning; Herbert Riley, emcee; Worrall Family, in Side Show, and Hart's Wild West in concert. Org will play in Ohio until Labor Day and then go south. George Fink is doing the advance. Recent visitors were Mr. and Mrs. Lampton, World of Pleasure Shows; Buzz Brown, at one time agent for Billy Wehle's Billroy's Comedians; Madge and Harry Graff, of the Midge Kinsey Players. Mrs. LaRoy has bought a new Shultz house trailer. The LaRois visited the Ringling show in Fostoria, O., meeting Joe Browning, cornetist, who was with the LaRois several years ago. . . . Hugh J. Johnston, Grand Master of Michigan, and George W. Drew, 33d degree Mason of Traverse City, Mich., were special guests of Mills Bros. at Traverse City August 2, where the Commandery Drill Corps, Knights Templar, sponsored the circus. Harvey M. Lohr was chairman for the corps and had the Michigan State senator and the mayor as his honor guests at the performance.

Capt. Albert Spiller, with his seal act, wound up a two-month stand Wednesday (10) at the Coliseo, Lima, Peru, then opened Friday (12) at the Teatro Norte Americano, Rio De Janeiro. Spiller originally planned to do one season in South America, but high attendance convinced him to extend his tour to two years.

All commodities are once more in good supply except the real yesteryear workmen.

When Seal Bros.' Circus played Forest Grove, Ore., recently, it was old home week for clown Eddie Sheelar. Members of his family who helped yock up the show included (See Under the Marquee on page 85)

Dressing Room Gossip appears this week on pages 82 and 83.

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DeBrazza Monkeys, young, Pr. . . . .	200.00
Red-Faced Macaques, Pr. . . . .	200.00
Stumptail Monkeys, Pr. . . . .	125.00
Cherry-Headed Mangabeys, Pr. . . . .	150.00
Cream Gibbon, Ea. . . . .	200.00
Spider Monkeys, all sizes, Ea. . . . .	35.00
Kinkajous, Ea. . . . .	40.00
Pacas, Ea. . . . .	20.00
Moustache Monkeys, Pr. . . . .	\$150.00
Pigtail Monkeys, Ea. . . . .	75.00
full grown, Ea. . . . .	150.00
Sooty Mangabeys, large, Pr. . . . .	80.00
Spectacle Monkeys, Pr. . . . .	250.00
Black Gibbon, Ea. . . . .	150.00
Slender Loris, Pr. . . . .	150.00
Java Monkeys, Ea. . . . .	30.00
Coati-Mundis, Ea. . . . .	20.00
Agoutis, Ea. . . . .	20.00

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13 ft. Ea. . . . .	250.00
12 ft. Ea. . . . .	200.00
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Have at liberty for booking or leasing. Two-Elephant Act.

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## Drop in Spending, Plus Heat, Puts Minnesota's Excelsior Business 20-25% Below 1948

EXCELSIOR, Minn., Aug. 13.—With two-thirds of its season over, Excelsior Amusement Park is running 20 to 25 per cent behind its total business of last year, Joe Colihan, park manager, reported. "Spending is down on all our rides, stands and other entertainment we offer here," Colihan said. He declined to make public any actual figures. Tho this is the park's 25th anniversary year, promotion of that fact hasn't helped bring in any more customers. Its July 4 week-end, for example, ordinarily the best day of the season, was 30 per cent off. Colihan attributes the drop-off to two things. One is that the general spending pattern is down. The other is that the terrific heat this summer hurt business. That was the case of the July 4 week-end drop. The weather those days was stifling.

### Miss Minn. Contest Looms

With another month of full-time operation it shutters except for week-ends after Labor Day and closes down completely September 30. The big promotion ahead for Excelsior is the Miss Minnesota contest, with preliminaries tomorrow and finals August 21.

Capitalizing on the fact that Miss Minnesota of 1948, BeBe Shopp, became Miss America at Atlantic City, Colihan and his publicity man, Rudy Shogren, are putting much effort behind this year's contest. The show will be televised by KSTP-TV, of the Twin Cities for the first time in its history. Cedric Adams, WCCO radio personality and newspaper columnist, will head up the board of judges. Excelsior withheld its promotion on Miss Minnesota until July 31 so as not to interfere with the Minneapolis Aquatennial festival which closed on that date.

### Picnics Mount

Colihan reported that the picnic business this year is "better than ever." To date there have been 150 picnics held at the park, 100 of which were school picnics. He reported drawing groups from as far away as Iowa, North Dakota and Wisconsin for annual picnics. The picnic promotion also is handled by Shogren, who has contact men out in the schools as early as October lining up dates. Special prices for the various rides and attractions at the park are offered, with strips of tickets sold to the picnickers. Next year's plans call for more concentration on the Wisconsin area to attract more school picnics to Excelsior from that State.

Largest picnic held to date was that of the Seeger Refrigerator Company, St. Paul, July 16, attracting some 8,000 persons to the park. Colihan said that was the best Saturday of the season. Coming up are outings for General Mills, Minneapolis Musicians' Union, Minneapolis Gas Light Company and Zuhrah Temple Shrine. In all, there will have been at least 200 picnics at Excelsior by the time the park shuts down.

### High School Night Pulls

Another top promotion was the Twin City High School night conducted in May, which this year brought some 6,000 teen-agers to the park. Special reduced rates were provided. Shogren has kids in each school thru whom he makes the contact to draw the heavy attendance. The observance is an attraction to the youngsters who are permitted to enter the ballroom in whatever garb they are dressed—jeans, slacks, sunsuits, etc. Otherwise admission to the ballroom requires street dresses or formals. This year's observance went off without any disturbance, with the youngsters themselves helping to police the situation.

The two-hour weekly radio show tie-up, in which WCCO, the Columbia Broadcasting System (CBS) outlet in Minneapolis-St. Paul, brings its top personalities for four half-hour sponsored air shows, has attracted from 3,000 to 3,500 persons to the park each week. Broadcasts are made from the bandstand in the (See Minn. Excelsior 25% opp. page)

## Polio Scare Hits New York Beaches, But Heat Helps

NEW YORK, Aug. 13.—Terrific heat wave the past week-end, which became even more torrid during mid-week, drove comfort-seeking New Yorkers to beach resorts, pools and amusement parks despite advice from New York's health officials to avoid taking young children to crowded spots and to avoid polluted beaches in order to combat the near-epidemic of polio which seems, at the end of the week, to be diminishing.

Polio scare was blamed by some sources for somewhat of a slump in attendance at the bigger shore spots in this area. With the mercury above 90 degrees Sunday (7), Coney Island estimated its attendance at 600,000, while Rockaways counted 700,000, both more than one-third under the previous Sunday. Jones Beach drew 94,500, which was nearly normal. Atlantic Beach had 80,000, and Orchard Beach, 30,000, a third off for the latter.

Fireworks displays at Coney Island Tuesday, and at Rockaway's Playland Wednesday, attracted around 400,000 at both spots, which was above the average. According to Fred Murray, who supervised the pyro displays at both spots, there was a very noticeable falling off in the number of young children at both resorts.

Rockaway's Playland Tuesday was host to nearly 2,000 underprivileged kiddies, who made the round trip

## CONEY ISLAND, N. Y.

By UNO

Radioed warnings by health authorities to avoid crowds and shun beaches because of polio spread served to lessen attendances somewhat over the last week-end (August 6-7) despite perfect weather.

Dan Lane's Irish House on the Bowery has for its army of green-aproned talent James McCullough, manager; Maurice Ceiling Lowery, assistant manager; Jack Ponton, emcee; Tony Mac Saviano, host; Bill Johnson and his Celtic ork; Rube Shoefly Hanson, trombone; Ed Whip Herbron, accordion; Ed Black, piano; Blimp McLaughlin, wire-walker; Lillian Sheridan, dancer; Peggy Gorman, Danny Tierney, Frank Lager McCabe and Joe Conlon, jiggers; Bob McMillian, yodeler, and Joe Guff Gonzalez, "Smiling Johnny" Brenna, Mickey Jersey Sheridan, Joe Tears Morris, Paul Windy Revere, Chris Sliding Bershera, and Billy Worthy, singing waiters. Drink doctors are Steve Ryan, Joe O'Hara, and Speedy Kaveney, and the clam chef is Tony Usolumo.

### Bowery Concessionaires

Bowery concessionaires leading from Jones Walk to West 12th includes Leo Stober's Penny-Pitch-to-the-Line, managed by Julius Schiff, assisted by Acuda Krause and Eugene Corap; Isadore Rubenstein and Sam Silverman, aided by Oscar Rabinowitz and Jerry Cohen, 19 units of Greyhound Race; Irving Shapiro, Lou's Star Game, with Charles Goofy Kaufman, supervis-

## Right To Sue Park On Bias Charges Upheld on Appeal

PHILADELPHIA, Aug. 13.—The Circuit Court of Appeals, Wednesday (10), declared that a group of 10 white and Negro residents of New York have the right to prosecute a \$100,000 damage suit against the Palisades Amusement Park (Cliffside, N. J.) and the chief of police of Fort Lee, N. J., charging discrimination against the Negroes, as a result of their having been refused admission to the park's swimming pool in July, 1947.

## Chlorine Poisoning Hits 20 Near L. A.; Blame Faulty Valve

LOS ANGELES, Aug. 13.—A faulty valve which controlled the chlorination system for the pool at Pop's Willow Lake near here was blamed for the chlorine gas poisoning of 20 swimmers, 17 of them children. The valve had apparently jammed, experts said, building up a backlog of gas which suddenly blew across the pool in a matter of seconds. Four of those overcome were said to be in serious condition.

Five lifeguards and a number of parents went to the rescue of those overcome. Their prompt action is believed to have saved many lives.

Three resuscitation crews from the Los Angeles Fire Department answered the emergency call.

from the Battery to the park on the Wilson Line's big excursion boat, Liberty Belle. Party was sponsored by a group calling themselves the Knights before Christmas, who provided eats and refreshments, including 5,000 hot dogs and rolls, 2,450 sandwiches, 2,000 packages of candy, 5,100 orange drinks, 45 cases of milk and 30 cases of fruit. A. Joseph Geist, head of Rockaway's Playland, gave the kiddies run of the park and its rides and attractions, with concessionaires all chipping in their bit.

ing; Jack Reiben's Cake-Eater ball game, managed by Bub Garmes; Reiben's Skee-Ball and Skee-Roll games, and Stanley Reiben's 28 units of Pokerinos, where Yama Uchujama is in charge of merchandise and Susan Goldstein, Sol Chernoff, Jack Millman, George Rosenstein, Harold Hynes and Sam Dam are other fixtures.

Neil Kyrimes, who jumped out of a private plane last week and suffered shoulder and leg injuries, is out of the hospital but still under treatment by Dr. M. A. Bluestone. The crash occurred while he was flying to Newburgh, N. Y., to visit his wife, Poppy; two sons and daughter.

Shorts: For a bigger, better 1950 season, a first meeting of the younger element of Island ops took place August 2 at Play the Races. Main topic was to strengthen and increase Chamber of Commerce membership. . . . Al Shaw has been appointed temporary chairman. . . . Roberta Lee, of Tirza's show is under doctor's care for a spine injury sustained in a fall while on a crabbing expedition.

### Topper Opens in Bedford, Pa.

Ernest Topper has quit the general mechanic's job at Pleasureland to open August 9 with Prell's Broadway Shows in Bedford, Pa., with his penny pitch and money wheel. . . . Queenie Joyce, acro dancer, is held over at the Shamrock. . . . Statistics show that the Island's biggest season (See Coney Island opp. page)

## Heat Wave Sends Boston Area Biz To New Records

BOSTON, Aug. 13.—Attendance records were broken by all funspots in this area as a terrific heat wave swept in Monday (8), bringing temperatures around the 100-degree level. Record weekday crowds of 150,000 jammed Revere and Nantasket beaches, with food, ice cream and soft drink concessionaires having a struggle to supply the demand.

The biggest weekday crowds in history were reported at all outdoor spots starting Monday, when the mercury started climbing, and reached their peak Wednesday. It was estimated that over 500,000 daily hit beaches and funspots in the area during the heat wave. Absence of rain and continuous high temperatures for almost 10 consecutive weeks has put all ops on the right side of the ledger this summer.

## Tele Programs Big Draw at Woodside

PHILADELPHIA, Aug. 13.—Large screen television is drawing Sunday night audiences up to 2,300 at Woodside Park, believed to be the first to inaugurate TV programs as a life-size free attraction. Park management said that weekly attendance for the shows in Woodside's Sylvan Hall is running up to 7,000.

Park discontinued its free Sunday concerts in the hall, which seats 2,000 early this season and substituted nightly television shows. Initial plans for intermissions during the evening to avoid competing with other park attractions, were dropped when experience showed an unexpectedly high audience turnover of about 75 per cent after each feature.

Sylvan Hall's equipment consists of an RCA Type TLS-86 projector, a translucent screen measuring 6 x 6 feet, and powerful sound equipment.

Use of rear-screen projection permits operation of the equipment out of way and view of the audience. When not in use, the projection unit can be locked away, while the screen, mounted on a fly, can be hoisted to the fly loft of the auditorium.

"Large-screen television has aided attendance at the park this season and has helped create and maintain good will," N. S. Alexander, park lessee said. "Furthermore, television has demonstrated its drawing power without cutting attendance at any of the park's revenue-producing attractions."

## Rock City's Crowds Up 12%; Expansion Planned for 1950

BRADFORD, Pa., Aug. 13.—Rock City Park, located between this city and Olean, N. Y., has shown a 12 per cent increase in attendance this year over last season, according to Clair Allen, lessee-manager, who reopened the park in 1948 for the first time in 25 years. Allen says part of the increase is attributable to the elimination of 25-cent parking fee for autos.

Rock City is a rock area with deep caverns and passageways, which during the horse and buggy days was a natural for family outings. At present a refreshment and novelty stand is in operation, with several hundred picnic tables for the patrons. Park management also operates a Penny Arcade which has proved a big money-maker.

Next year's plans call for enlargement of the picnic area, adding a bingo game and special Indian days. Big draws this year were ox roasts held by near-by fire departments.



## Marcus Illions Dies in B'klyn

NEW YORK, Aug. 13. — Marcus Charles Illions, 78, widely known builder of carrouseis, and father of Harry A. and Rudolph C. Illions, well-known park men, died August 11 in Brooklyn.

Illions started his career as a sculptor in the old country, but went to the wood-carving plant of Walter Savage in London, which he left in his early 20's to come to the United States with the Frank C. Bostock Wild Animal Circus as a carver of how fronts for Bostock.

After his marriage Illions began carving carrousel horses and woodwork, in association with Theodore Hunger, on Dean Street, Brooklyn. After Hunger's death he became associated with W. F. Mangels, in Coney Island, where he did all the wood carving on carrouseis, while Mangels did the iron work.

Leaving Mangels, Illions and his sons started their own plant on Ocean Parkway, Coney Island, where they turned out complete carrouseis, of which some 20 are still in operation, including one operated by Feltman's at Coney Island. Plant is at present owned by Harry A. Illions, operator of Celoron Park, Jamestown, N. Y., and New Liberty Park, Buffalo.

In addition to his sons, Harry and Rudolph, Illions is survived by a third son, Bernard J. Illions, artist, of Los Angeles, and a daughter, Mrs. Rose Sokolow, of Coney Island.

Funeral services Sunday (14) from the Midwood Memorial Parlors, Brooklyn.

## CONEY ISLAND

(Continued from opp. page)

was in 1946, but even then there were plenty of beefs about bad business. . . . Joe Bonsignore's Bob Sled on the Bowery, managed by son John, has on the payroll Harry Rapp, operator; Anthony Corona and Al Anderson, second fare men; Richard Lenz and Teddy Stillman, ticket sellers; Tony Tagliaferro, brakeman, and Harry Engelhart, ticket taker. . . . Ameen Abbott continues as principal general ticket seller for all of Kyrimes rides. . . . Lou Klein, former Coney Arcade owner, is now operating the combo Pepsi-Cola-Howard Johnson eatery in Times Square, Manhattan.

DETROIT, Aug. 13.—Major family day will be staged Sunday (21), by the Kaiser-Frazer Corporation (K-F) for an estimated 40,000 employees. Event will be held in Willow Run Park, near the factory, with an all-day picnic and entertainment program and food supplied by the company.

## FOR SALE

### SPECIAL BUILT MOON ROCKET AND TUMBLE BUG

Located at large, Eastern Amusement Park. Both Rides in excellent mechanical condition and good money makers. Reasonably priced at \$30,000. Address inquiries to:

**MR. S. HOLESKO**

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## FOR SALE

Miniature Train, practically new, V-8 Ford Motor Power, 3 Coaches with Coil Springs, painted streamline style, 870 ft. Rail or 435 Track Ties and Spikes. Located West Lake Park near Bensenville.

**W. T. THOMPSON**

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## FOR SALE

This is one of the original BUBBLE BOUNCE rides. Has been re-engineered with new ideas and safety devices. Surpasses anything you can see new from factory at NEW price. It is not an "elevator," but provides bubbly action, keeps ride coming back. Figuring a new ride for next year? See this one IN ACTION NOW, move it after Labor Day. \$7500 cash. A real ride, not lot of hardware.

**MIKE CROCE**

Walnut Ave. Revere Beach, Mass. Phone 8-1927 around 6 p.m.

## Neighborliness Typifies 33-Year Reign of Henry A. Guenther Sr.

(Continued from page 49)

pool, one of the largest fresh water tanks in the country.

### Newest Units Added

The growth of the park was more rapid thereafter, and as each new amusement device was offered, it found a ready market at Olympic. Many units had initial tryouts at Olympic to test public response before being put into large-scale production.

The theme of presenting wholesome entertainment to North Jersey neighbors proved sound business acumen. A week-long Mardi Gras, with varied programs for each evening, became the event which park patrons discussed most in advance each season. The fun week was replaced by a baby parade. The mop-pets have their day in August and the doings annually result in reams of publicity since the contestants come from miles around.

### Success in Other Fields

Guenther's success is not limited to park operation, proving that the neighborly approach is sound in any field. He is an authority on building and loan associations, having been president of the New Home and Longworth associations in Newark, as well as a member of the boards of directors of several others. He is a director of the National Commercial Title & Mortgage Company.

One of the senior advisers of the Republican party in Essex County, New Jersey, Guenther for many years was GOP county committee treasurer. He served as a trustee of the Newark City Home for Boys and was a member of the Newark Board of Education.

Fraternally, he is a past exalted ruler of the Elks in Newark, a past State president of the New Jersey Elks, and a past grand trustee of the national organization. For several years he was the trustee in charge of the Elks' National Home in Bedford, Va.

## Minn. Excelsior 25% Below 1948 Marks

(Continued from opp. page)

park pavilion. Again the Cedric Adams popularity helps draw attendance because he emcees two of the half-hour segs.

### Picnic Garden's Boon

Colihan reported that the Roller Coaster was far and away the best ride money maker, with the Dodgem cars in second place, followed by the Funhouse and the Flying Scooter. The miniature railroad train, installed a year ago, is attracting as many if not more adults than mop-pets, he said. Kiddie Auto and Kiddie Whip, operated during week-ends only, have had only fair patronage. The management for the present at least has no intentions of putting any special emphasis behind its kiddie rides.

The new picnic garden and smaller pavilion added this year have been a great boon to private family picnic parties, with many appreciating the fact that added facilities have been made available. Colihan said. The picnic garden, located in space formerly used for parking, was designed by Fred W. Pearce, Detroit, owner of Excelsior.

Excelsior long ago gave up the idea of bringing in name bands for its ballroom, with Bud Strawn's orchestra back on the bandstand for the umpteenth consecutive year. Also abandoned several years ago were free acts brought in for holiday observances. Instead, the park puts on fireworks displays on holiday nights.

He is a 32d degree Mason, a Tall Cedar, member of the Jr. OUAM, Irvington's Chamber of Commerce, Newark's Downtown Club and a number of other local civic and fraternal groups.

### Hospital Trustee

Charitable institutions also have occupied his interest and attention. Annually, groups of underprivileged children have Olympic Park outings. He sends park shows to orphanages and homes where inmates can not come to the park. He provided USO shows for the Newark canteen during the war. He has been a trustee of the Home and Hospital for Crippled Children and the Newark Memorial Hospital.

He is a past president of the National Association of Amusement Parks, Pools and Beaches and a member of the National Showmen's Association.

Altho he is now 70 and has worked since he was 13, he is as cheery, alert and neighborly as ever. Two sons, Henry Jr., and Robert A., handle many park administrative chores, but the perplexing ones are still decided by the head of the clan.

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## For Sale—Yankee Lake

14 miles north of Youngstown, Ohio, Route #7. Property consists of approximately 200 acres, including 58 acre private lake, beach and fine fishing, lots for building, bathhouse, restaurant seating 600 by beach, boats, dance hall 105x190 seating 1500 or more, 12 Bed Room Inn, Office Building, Truck, Tractor and other things too numerous to mention. Interested party write for appointment to PAUL JURKO, Brookfield, Ohio.

## 1947 LOOPER

FOR SALE

Must be sold before Sept. 15. Like new. Now booked in Palisades Park, N. J. Can be booked next year or taken out of park. No reasonable offer refused.

**EARL PURTLE**

312 Warren Ave. Palisades, N. J.

## FOR SALE OPERATING AMUSEMENT PARK

325 ACRE LAKE — 185 ACRES LAND

LAKE ARIEL, PA., in vicinity of Scranton, Wilkes-Barre and Carbondale. Complete Amusement Park on 25 acres with Roller Coaster, Merry-Go-Round and many Adult and Children's Rides, Dance Hall, 10 Concession Buildings, large Picnic Grove, Parking Space, Private Bathing Beach with 600 bathing Lockers, two 40-Passenger Motor Boats, 40 Row Boats. Very profitably operated by same owner since 1927. Sacrifice price \$125,000. Adjoining is 325-acre spring-fed lake and 160 acres land ideal for profitable bungalow development, children's camp, hotel and real estate subdivision. There are 120 homes adjoining lake and they pay a yearly lake fee. Will sell 160 acres and lake \$125,000. Entire property sacrificed \$225,000. A real money-maker.

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**NATIONAL AMUSEMENT DEVICE CO. — Dayton 7, Ohio**

## QUITTING—after 35 years of entertaining the public RAINBOW BEACH

Playground of Southern Michigan at Manitou Beach on Devil's Lake, Mich. **MUST BE SOLD**

We are under joint instructions from our doctor to cut down and change climate. We are accepting the verdict and offer for immediate sale one of oldest, best established and most profitable resorts in Southern Michigan. Located approximately 50 miles from Toledo; 70 miles from Detroit. The only Public Beach on Devil's Lake and adjoining Round Lake. Ideal swimming, fishing. Bath house boat and motor rentals, speed boats, 450' of docks, complete marine sales and service, valuable franchises, Mobiloil marine station, diving boards, slides, kiddie play equipment, gift and tackle shop, snack bar, restaurant all new equipment and building 8 year-around rental units over \$7000 annual income from rentals alone. Ample supply approved water; all modern plumbing and sanitation. All buildings and equipment A-1 condition. Established clientele. Business this year tops previous records. See this—be convinced. Full investigation invited. Terms to suit responsible party. Write, wire, phone, or better yet come and see

**P. RAY TOUNEY and YVONNE TOUNEY, Owners, or FLOYD HUDSON, Agent, Manitou Beach, Michigan**

## FOR SALE

14 DODGEM CARS, 16 ELECTRIC MOTORS, WIRE CEILING, STEEL PLATES for a 40x60 floor space building. TENNANT ELECTRIC FLOOR CLEANER. Extra parts and all wiring, new canvas curtains. Ride complete. Building to be demolished. Priced right for quick sale.

Write Billboard, BOX D-230, Cincinnati, Ohio

# IONIA SHOWS ITS STRENGTH

## Turnouts Off Only About 10%

Grandstand dips similar amount—midway in lesser drop as show unit clicks

By Hal Reves

IONIA, Mich., Aug. 13.—Ionia's Free Fair, bolstered by a stepped-up advertising campaign that fanned out more widely than last year, today entered the final day of its six-day run after showing a sturdy attendance, down only an estimated 10 per cent from last year.

Grandstand patronage also was 10 per cent under last year. Cetlin & Wilson Shows, on the midway, showed slightly greater strength, its gross thru the first five days being only between 8 and 9 per cent under '48, Rose Sarlow, fair secretary, disclosed.

The fair management, anticipating a drop-off this year, conducted a potent advertising drive in an effort to curb the expected sag from changed economic conditions. But for extreme hot weather the first three days, it is believed that total attendance and receipts would have approximated that of last year.

Polio situation has been mild in the immediate area, but in Grand Rapids, not far distant, it was more severe, and doubtless some of the drop should be attributed to polio publicity. Miniature train was off 20 per cent from last year, whereas most major midway rides did not show as great a fall. Shows, more numerous and some with more strength than last year, held up firmly, and the shows' grosses as a whole were close to last year, with a dip in ride play accounting for the over-all midway drop.

The heat cut into grandstand patronage the first three afternoons. The grandstand total for the first five nights and days was 44,000. Customary two Thursday night shows were blocked by a storm which washed out the afternoon show, causing a refund of \$2,700 in tickets, and delayed the start of the first scheduled night show so much that the second performance was canceled.

### Trip Top Prices

To make up for the loss of the latter performance, an extra night show was held Friday, with the first show pulling 5,673 paid, and the second, an estimated 2,500. Grandstand prices were trimmed slightly for the auto race days, Friday and Saturday (12-13), with top priced seats of \$2 cut to \$1.80. New feature this year was special kids seats for the other grandstand programs, with these seats going at \$1, instead of the previous charge of \$1.80.

Joie Chitwood's Hell Drivers were the Monday afternoon attraction, with harness horse races following for three afternoons, with big car automobile races (promoted by John Sloan) in the last two afternoons. Seven acts from the night program (revue plus acts) booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, also were presented each afternoon.

## Minden, La., Erecting Commercial Exhibit Bldg.

MINDEN, La., Aug. 13.—A new concrete block commercial exhibit building, similar to the one built last year, is under construction at the Webster Parish fairgrounds here.

Other construction work includes enlarging the livestock building. Fair is skedded for mid-October.

## Santa Ana, Calif., Sets Cycling Day; Will Admit Peddlers Free

SANTA ANA, Calif., Aug. 13.—A new gimmick to bally interest to the Orange County Fair, August 18-21, will be tried by Manager L. A. (Dan) Patch, with the inauguration of a cycling day. Adult bicycle clubs are being contacted thruout Southern California to pedal to the grounds on the final day of the fair. Admission will be free to anyone entering the main gate on a bike.

Junior bike enthusiasts also will have their day August 18 when they will convene at Santa Ana's Santiago Park for a parade thru the city to the fairgrounds. They will participate in a bicycle round-up and rodeo, under the direction of Y. F. Hammatt in the interest of a nationwide bicycle safety program.

### 14 Bldgs. for Exhibits

The events, starting at noon, will feature riding skill, topped off with a carrier boys' race with bike riders throwing newspapers at targets for accuracy. All teen-age bike riders up to 18 years of age will be admitted free to the fairgrounds that day.

The fair will be staged this year on a 45-acre portion of the 175-acre area the fair management obtained from the War Assets Administration (WAA). The area formerly housed the Santa Ana Army Air Base. The area contains 126 former army build-

ings. Of these 14 will be used to house exhibits. Additional exhibit space of 35,000 square feet will be under canvas.

### 36G in Premiums

Construction of 200 box stalls, erected near the 5,000-seat arena, to house horses appearing in the four-day horse show, have been completed.

An outlay of \$65,000 will be necessary to stage the 1949 event, Patch said, with \$36,000 being offered in premiums.

Improvements on the grounds include dormitory accommodations for exhibitors, who will furnish their own bedding; rest rooms, drink fountains, a rest lounge for mothers with a free nursery and play area and a free picnic area.

A former Red Cross recreation center has been converted into permanent fair offices. The adjoining officers' lounge has been turned into a headquarters for exhibitors.

## Billings Kid Day Hits New Peak; Gate Upped 2%

BILLINGS, Mont., Aug. 13.—Kids' Day at the Midland Empire Fair here Tuesday (9) hit an all-time high in attendance, overcame a drop-off on the previous day, the opener, and by Thursday (11), half-way mark in the six-day run, attendance was 2 per cent ahead of last year to the corresponding point. The strong gate was registered despite a heat wave which had the mercury hovering close to the 100-degree mark.

Grandstand patronage, both day and night, was down about 5 per cent from last year. Harry Fitton, secretary, said. Midway receipts for the Seibrand Shows were running about on a par with last year. Parimutuel betting was off 20 per cent.

Leo Kramer's Rodeo is the afternoon grandstand attraction, with the night bill offering a revue and acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago.

## Gouverneur Fair Off to Good Start

GOVERNEUR, N. Y., Aug. 13.—This year's Gouverneur and St. Lawrence County Fair got off to a good start Monday (8), with an afternoon turnout of 6,000, which topped last year's opener. Feature attraction was Jack Kochman's Hell Drivers, who put on a good show. Mickey Sullivan's band and the Star Spangles revue were the drawing cards at night and brought out crowds equal to those of last year.

Joe Hughes, of the George A. Hamid office, was in charge of the night revue, which featured several top-notch circus and vaude acts plus a line of 20 girls and the music of Mickey Sullivan. Line-up of acts included Paul and Paulette and Jimmy Gardner, trampoline; Flying Romas, trapeze; Gautier's Bricklayers, canine comics; Shanghai Twins, contortionists, and the Comedy Quartet.

O. C. Buck's Exposition Shows occupied the midway. Friday (12) was Children's Day, with moppets under 12 getting in gratis. Fair winds up its run tonight.

## Austin, Minn., Gate, Midway Shows Hike

AUSTIN, Minn., Aug. 13.—Mower County Fair here thru Thursday (11), half-way point of its six-day run, was 10 per cent ahead of the '48 gate, 5 per cent up in midway receipts but down 20 per cent in grandstand patronage.

Increased attendance was registered in the face of rain, menacing skies and polio publicity. Rain hit Tuesday (9) and again Wednesday (10). Heavy rain fell at 7 p.m. Wednesday, but Joie Chitwood's Hell Drivers, which had performed before a fair matinee grandstand, nevertheless showed on a muddy track that night to a good grandstand.

Original Amateur Hour, opening night, pulled a fair crowd. Bill booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, Thursday (11) opened a four-night engagement to a good grandstand.

Harness horse races, presented Tuesday and Thursday, lured fair crowds. Big car races (Sweeney-White promotion) were scheduled for Friday (12) and this afternoon, with hot rod racing, to be staged by Gopher Racing, Inc., skedded for tomorrow afternoon.

Dodson's Imperial Shows on the midway added much to the strength of the fair. A railroad show, it succeeded a truck show.

Annual was notable for the marked increases in livestock entries, and for the record proportions of the sheep and swine show. The latter, it was pointed out, surpassed that of the Minnesota State Fair.

## Coal Strike Hampers Queensland Show

BRISBANE, Australia, Aug. 13.—The Queensland Royal Show, which opened here August 6, had to buck a nationwide coal strike which crippled rail transportation thruout the country.

Shipments by rail were limited to perishable goods, so much of the livestock and other exhibits for the fair had to be brought in from New South Wales, Victoria and South Australia by motor transport in order to be on the fairgrounds in time for the opening.

## 1st Public Showing Of Official Atomic Exhibit for Detroit

DETROIT, Aug. 13.—First public showing of the official Atomic Energy Show, sponsored by the Atomic Energy Commission, will be held at the Michigan Centennial State Fair, as the result of a flying trip this week by Fair Manager James D. Friel to Oak Ridge, Tenn. Friel was accompanied by Assistant Manager Stanley Telesz and board member Edwin Smith.

The show, still under construction, will weigh 14 tons and occupy 2,000 square feet in the white hall. Admission will be free. Show will cover an explanation of atomic energy, peacetime uses, radiation poison, and a variety of applications and equipment. One part will use an explanatory cartoon, while a special popular feature is expected to be a dime radiator, which uses atomic energy to convert a spectator's dime into admium.

# 105 Degree Heat Whacks Regina On Closing Day

REGINA, Sask., Aug. 13.—Sizzling weather and lack of drawing power, particularly in the afternoon, were major factors in attendance at the Regina Exhibition being off 8,203 from last year. Closing total Saturday (6) was 130,848, as compared with 139,051 last year. Start of the harvesting season and cautiousness on the part of spenders were also regarded as reasons for the slump.

## Feel Rodeo Loss

Grandstand figure for the six days was 65,098, a hefty slump of 19,349 from last year's 84,447 figure. Most of the grandstand drop was attributable to poor afternoon turnouts. Daily attraction was horse racing, with six acts of Barnes-Carruthers vaudeville, whereas last year a rodeo was presented. Altho the rodeo had been found too costly to be continued, it apparently lured the customers.

Daytime grandstand decrease was 15,015, while evening grandstand audiences were down only 4,334. Grandstand total, afternoon and evening, was up on only one day, Monday (8), when kids were admitted to the stand for 5 cents. Figure was 11,938, an increase of 401.

Poorest day was Saturday (6) when intense heat kept people away from the grounds until late at night. Grandstand total was a weak 8,932 for the day, compared with 17,472 in 1948.

## Hottest Day in 12 Years

Hottest day in 12 years and the hottest August day in 50 years, Saturday's temperature was a blistering 105 degrees, with little let-up during the evening.

Gate attendance was up on only two days, Monday, Children's Day, and Wednesday, Citizens' Day, when a civic half-holiday was declared. Monday saw 24,296 go thru the turnstiles, an increase of 3,143 over last year's 21,153, and Wednesday's figure was 31,186, a jump of 7,489.

The gate stayed ahead until Friday and probably would have surpassed 1948 had it not been for the heat. Saturday's figure was 19,147, a decline of 13,167 from the 32,314 total of last year.

## Mutuel Play Increases

Saturday's pari-mutuel play was \$89,390, compared with \$108,848 last year—a decrease of 18 per cent. It was the only decline in the six-day event. The week's total was \$447,533, a 6 per cent increase over last year's \$421,997. Wednesday's pari-mutuel turnover was \$113,001, a 23 per cent boost over the same day last year and a new high for any one day.

Press stories were abundant during the week.

Grandstand fare was Barnes-Carruthers Cavalcade of Stars and the Royal American Shows was on the midway. As usual, complaints were that the grandstand attractions platform was too far from the stand.

# Barnes-Carruthers No. 1 Revue Clicks at Ionia, Mich., Opening

IONIA, Mich., Aug. 13.—No. 1 grandstand revue produced by Barnes-Carruthers Theatrical Enterprises, Chicago, for a route of major Midwest fairs bowed at the Ionia Free Fair here Monday night (8) and was rated on a par with last year's edition.

Costumes again are outstanding, being elaborate and colorful. Lighting control, theater-like in quality, is excellent. Ainsworth dancers (24), presented in four impressive production numbers, are superb. Ditto Lester Cole's single ensemble of 12, which features five singing couples and which work in the production numbers. Cole also handles the emcee chores in pleasant manner.

Opening number, Saturday Night in Central Park, starts with the policeman-nursemaid routine, and has a ballet of a dozen girls, garbed summer-fashion, plus a dozen huge grotesque dogs doing a unique ballet on all fours.

Other production numbers are Showboat, charming Southern divertimento, and Winter Wonderland finale, notable for a delightful chime number by the line and a snowflake dance, done to black light.

Costuming in all numbers is eye-appealing. Singers work well and score with a medley from South Pacific.

Acts here were Bert and Hilj, eccentric dancing, with charming pantomime, executed in huge black and white costumes; Woolfords Daschunds, eight, and one toy, combination of juggling gymnastics and comedy, pointed up with comic touches; Six Pages, unicyclists, brilliantly arrayed in gold and scarlet, who register with their unicycle dancing, and the Four Evans, who mix tap and variety dancing and are at their best in fast rhythm numbers.

Other acts are Rietta, high swaying

pole, skillfully worked for sock thrill effects; Johnny Burke, stentorian deadpan in World War I uniform, with solidly written sure-fire patter of sad sack-style war experiences; Nine Karrells, skillful unsupported ladder act; Piroaska, ballet-style acrobatic dancer; Lane Brothers, eccentric acrobatic combo, high in comedy and skill; the Nine Wallendas, outstanding high wire act, and Art James, roller skater. Hal Reeves.

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended August 12.

The complete List of Fair Dates was published in the issue dated July 9. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson St., Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- ALABAMA**  
Laverne—Crenshaw Co. Fair. Nov. 7-12. W. J. Bell.
- INDIANA**  
Goshaw—Wells Co. 4-a fair. Aug. 15-20. Lindsey Huffer.
- KENTUCKY**  
Painville—Johnson Co. Fair. Sept. 19-24. Manuell Arnett.  
West Liberty—Morgan Co. Fair. Oct. 3-8. Marie Henry.
- LOUISIANA**  
Jennings—Jefferson Davis Parish Fair. Nov. 3-6. T. E. Owens.
- MARYLAND**  
Gaithersburg—Montgomery Co. Fair. Aug. 25-27. R. N. Whipp. Rockville, Md.
- NEW HAMPSHIRE**  
Northwood—Fair & Horse Show. Aug. 19-20. Eddie Lowrie.
- OREGON**  
Heppner—Morrow Co. Fair. Sept. 8-11. N. C. Anderson.  
Madras—Jefferson Co. Fair. Sept. 3-4. Mrs. B. N. Conroy.
- PENNSYLVANIA**  
Meyersdale—Somerset Co. Fair. Aug. 22-27. Harry A. Finegan.
- SOUTH CAROLINA**  
Rock Hill—Colored Fair. Oct. 31-Nov. 5. Rev. B. J. Anderson.
- VIRGINIA**  
Wise—Wise Co. Fair. Sept. 8-10. J. M. Roberson, Veterans Foreign Wars.

**CARNIVAL WANTED**  
FOR  
**CLARENDON COUNTY AGRICULTURAL EXPOSITION**  
OCTOBER 24, 25, 26, 27, 28 and 29.  
G. J. KERWIN, Secretary  
Manning, S. C.

## Plan To Double Capacity Of Shreveport Stadium

SHREVEPORT, La., Aug. 13.—Capacity of the Louisiana State Fair football stadium, which now seats 15,000, is to be doubled at a cost of \$364,000, according to plans announced by the fair's stadium expansion committee thru R. T. Andress, chairman.

## NOTICE—FAIR SECRETARIES Iowa, Minnesota, North and South Dakota

We invite you to visit our Midway during our engagement at New Ulm, Minn., Fair, Aug. 18th thru 21st, and Albert Lea, Minn., Fair, Aug. 22d thru 26th to view one of the finest Carnivals in America. Beautiful Panel Show Fronts, Cotton Club (Colored Revue), Vanities of '49 (Girl Revue), Circus Side Show, Motor Drome, Posing Show, China Town, Snake Show, Fun House, Glass House, Crime Show and other attractions. Modern Riding Devices (including Auto Scooter), Diesel Light Plants, Light Towers, Giant Searchlights, Concessions and Free Attractions. Everything office owned. Why buy something you have not seen? See for yourself. Seeing is believing. We will be seeing you.

**EDDIE YOUNG, Gen. Mgr.**

## ROYAL CROWN SHOWS

AMERICA'S FINEST CARNIVAL FROM FLORIDA TO THE BORDERS OF CANADA.

## THOMPSON FAIR

THOMPSON, CONN., SEPT. 27-OCT. 1

Speedway Fairgrounds, the Indianapolis of the East.  
RACES—THRILL SHOW—FIREWORKS—FREE ACTS.

## WE WANT

Organized Carnival, nothing too big. Want Shows, Rides, Stores for Mammoth Midway. Sensational acts advise if open. Our bonded booking agent will contact you. Grandstand Show Acts send photos. Showmen who want to play a Virgin Banner Spot doing from five to ten thousand nightly on races alone—get busy—If you plan playing Springfield, Mass., follow in here. We expect 100,000 attendance. Low gate, heavy publicity, day and night.

Address All Correspondence to

**JOSEPH RALSTON, Secretary**  
Thompson Fair, Thompson, Conn.

TELL & SELL WITH POSTERS THAT BRING THEM IN

PROMPT & IMMEDIATE SERVICE... WE MEET DEADLINES

COLORFUL STRIKING FLASHY

**Posters**  
INCORPORATED  
835 CHERRY ST., PHILA., PA.

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"THE AERIAL SENSATIONS"

110 FT. DOUBLE CRISS-CROSS SWAYING HIGH POLE ACT

BEAUTIFUL FIREWORKS FINISH

RICARDO and GRACIE

**ORTON** • ADEL, IOWA

... sensational!

slide or life

**Selden** THE STRONGEST MAN

climaxes his act with this feat that leaves grandstand patrons with heart-in-mouth.

C/O THE BILLBOARD CINCINNATI 22, OHIO

**WANTED**  
For  
**LYONS COUNTY FAIR**  
Emporia, Kans., Aug. 23-24.

Concessions—Diggers, Photo, Popcorn, Candy Apples, Lead Gallery, Hoop-La, Glass Pitch, Coke Bottles, Fish Pond, Scales, Cark Gallery, Shows—5-in-1, Wild Life, Monkey, Snake, Fun House, Mechanical or Arrade, Hides—Octopus, Tilt, Rolloplane, Little Train, Contact

**KENNETH SCOTT**  
Fair Secy.

**CARNIVAL WANTED**  
FOR  
**HARPER COUNTY FAIR & STOCK SHOW**  
AUGUST 23, 24, 25 & 26

Want at least 8 good Rides and 25 or more Legitimate Shows and Concessions.

**MARTIN S. HALL, Chairman**  
Harper, Kansas

**1,000 COSTUMES**  
**150 DROP CURTAINS**

Never offered for sale before. Direct from the stock of Lester Ltd. Must see to appreciate. Costumes in sets from 4 to 24 in good condition. SORRY, NO MAIL ORDERS.

**THE COSTUME MART**  
47 E. Lake St., 3d Floor, Chicago, Ill.  
Open Tues., Wed., Fri., Sat. noon till 5 p.m.

**WANTED**

Concessions, Rides and Shows. No Food Concessions or Cypicals wanted. Brooklyn Fair, Brooklyn, Conn., oldest fair in Connecticut, Sept. 15 to 18, inclusive.

**Agent, N. E. DESROCKER**  
(Frenchy)  
D-147 Charter Oak Terrace Hartford, Conn.

**ACTS WANTED**

Can use a three, four or five people feature act for August 23-25. Acts with open time wire or phone.

**J. C. Michaels Attractions**  
110 Reliance Bldg. Kansas City, Mo.

**WANTED**

Two Rides (Merry-Go-Round and Ferris Wheel preferred), also one clean Side Show. September 20th and October 1st, 1949.

**STOKESDALE COMMUNITY FAIR**  
STOKESDALE N. C.  
(20 miles north of Greensboro, N. C.)

**WANTED**

Six to ten Rides for County Fair, week October 10th.

**WILLARD MILLS**  
Waynesboro Ga.

## Illinois State Fair Belted By Polio; Gate Way Down

(Continued from page 47)

cause. Business conditions in this city are away off, with some 5,000 employables out of work. The change-over in the fair's management also is attributed by some as a partial cause.

It was polio which was blamed for the cancellation, announced earlier, of Republican Day, invariably one of the big days of the fair. However, there were indications that the real reason was a split within the G.O.P. ranks and that the polio situation provided a convenient excuse for cancellation of the day which had been skedded for next week.

### Midway Jolted Hard

The polio situation had canceled out the Knights of Columbus picnic, staged here annually a few days ahead of the fair. Following past pattern, the holder of the fair's midway contract, the Endy Bros.' Shows, was to supply the midway attractions at the picnic, and that cancellation hurt the Endy org.

That jolt was trifling compared to

## Despite Heat RAS Tops '48 Take at Regina

REGINA, Sask., Aug. 13.—Royal American Shows wound up a six-day stand at the Regina Exhibition with a gain of approximately 15 per cent over last year and could have done better but for intense hot weather.

Org was ahead on the first three days and slumped on the last three, due to the heat. Saturday (6) a record-breaking 105 degree temperature was chalked up.

Start of the harvest season and cautious spending were also deciding factors in the amount of business done.

### Gypsy Paces 'Em

As usual, Gypsy Rose Lee topped the show line-up, with Harlem in Havana running second and Terrell Jacobs' circus nudging mighty close for third spot. The Lorows' Freak Show and Henry Kramer's Hollywood Midgets shared fourth position.

### Circuit Biz Up 20%

Business for the Western Canadian Class A fairs circuit, which ended with the exhibition here, was ahead about 20 per cent despite rains in most other centers.

Press play for Royal American was exceptionally heavy in *The Leader-Post*. Concentration was on Jacobs' circus and Gypsy Rose Lee, with Jacobs getting front page pictures and Lee garnering a three-column bathtub shot.

Radio Station CKCK, with a studio on the grounds, did several interviews and programs with midway personalities.

## Wm. T. Collins Org Tosses Benefit Show, Raises \$329 for SLA

LA CROSSE, Wis., Aug. 13.—Jam-boree tossed Thursday night (11) by the William T. Collins Shows on the midway of the Interstate Fair here netted \$329 for the Showmen's League of America.

The Collins org was hit by rain Wednesday (10), opening day of the five-day fair, but Thursday (11) caught a good kid's day. Fair's attendance that day was down 10 per cent but the turnout was sufficiently large to give Collins a good gross.

the one Endy has been getting on the fair's midway. Rides and shows are off even more than the fair's attendance, as patrons have been spending less per capita than '48 fairgoers.

An edict, announced months ago by the State's attorney against games and concessions, has been enforced. An attempt to operate bingo under another title, with State names, instead of numbers called, was ended quickly.

## Alligator Show, Rodeo Unit Set For CNE Midway

TORONTO, Aug. 13.—Refreshed from a 32-day vacation which took him to Alaska, J. W. (Patty) Conklin has plunged into the business of making ready for the midway attractions he and his brother, Frank, will have at the '49 edition of the Canadian National Exhibition (CNE) here.

New to the line-up this year will be Tuffy Truesdale's Fighting Alligator Show and a rodeo show, Conklin disclosed this week. Rodeo unit will be produced by Roy Hinkson, who now has a show playing at an Atlantic City pier.

John Collins, English carnival operator, will have a new Boomerang in the ride line-up, Conklin also said. Other rides to bow will include the Circus Kiddie Ride, manufactured by Leon Cassidy, who will have his son, Bill, in charge of the unit; a streamlined version of the Hey Dey, manufactured by the Allan Herschell Company, and a new model of the Rock-o-Plane, manufactured by Eyerley Aircraft Company.

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Chariot, Wyo.  
August 13, 1949.

Dear Editor:

When it comes to booking loud-shouting, but not cheering fairs, Lem Trucklow is tops. He prefers Bible Belt annuals to Gold Coast promotions. Last winter when our aggressive general agent signed this one, The Rostrum Hog & Hay Festival, he agreed to bring only educational and spiritous attractions and people, which automatically null and voided our "hep" guys and our human containers for fermented spirits.

When the boss learned that none of our shows would work at this date, he booked 45 bingos that come under the heading of church and bazaar booths. Thru the columns of the local newspaper, *The County Pumpkin Balers' Weekly*, a virgin sheet untouched by sheet writers, the office advertised for 10 camp meeting conductors, who had their own canvas and transportation. Not 10 but 15 answered the ad. Their appearances here gave the shows the longest midway of its career. However, on opening day, Tuesday, one of the spiritous attractions was sloughed by our legal adjuster when he learned that it was a Fairy in the Well. The operator of the show fooled the boss thru his moss-covered beard and he was also misled by the lavender and old lace that was staging a 30-year comeback as a dancer.

Refinement reigned supreme during the rest of the day. The crowd was light. On Wednesday, farmers' day, fire and brimstone broke loose among two of our camp tents when they started bucking ballys by switching from their old-time fold-

## Letter to the Editor

San Jose, Calif.  
August 7, 1949

Gentlemen:

Believe it or not, reader Jack M. Baker (whose Letter to the Editor appeared in the August 6 issue of *The Billboard*) was not the only one taken in by that "tunnel tale" penned by Starr De Belle.

It sounded a bit fishy at first reading but then I've known so many odd things happening to those small carnies in the sticks that I could believe almost anything provided it was told in so plausible a manner as Starr De Belle reported the incident.

He (or should it be she) really gave out with the story about the Lansing Teeterboard Circus and every circus fan in the land will be looking forward for further reports on the Won, Horse & Upp Combined Circus.

By all means keep us informed and the sheriff away.

Anxiously yours,  
Gus Gullible  
(H. G. Shaw)

## World of Mirth Pulls Crowds at Bangor

BANGOR, Me., Aug. 13.—Frank Bergen's World of Mirth Shows is playing a still date here under the sponsorship of the Norman N. Dow VFW Post No. 1761 and drawing good turnouts to the lot in Bass Park fairgrounds. Gerald Snellens is handling publicity and getting good assist from the local papers.

Buckie Allen reports good biz at last week's stand at the Northern Maine Fair in Presque-Isle and infers that Frank Bergen inked in contracts for the next three years at that spot.

Org resumes its fair dates next week when it occupies the midway at the Skowhegan (Me.) State Fair, followed by the week of August 22-27 at the Central Canadian Exhibition in Ottawa.

ing Bilhorne organs to calliopes. One switched his Jubilee Singers to healthy exampoles of Dr. Formula's Hair-Straightening Shellac. The other changed his Other World Hummers to the Hiawatha Indian Fountain of Youth Elixir, better known as liquid monkey glands. Before the boss could close the two misrepresenters, two of the other camp promoters clashed over who had the exclusive on pitching postage-stamp-size miniature bibles. Furthermore, one claimed that the other lifted his shipment leaving him short of stock. To settle the squabble the boss closed the four camps.

Things went along smoothly for the rest of the day as biz was nil, but that night Satan again stepped into our midst by backing up the other camp promoters who started to sell paring knives sharp enough to skin the devil, himself; electric belts that drive evil spirits and rheumatism from human bodies; glass cutters to cut the design windows for cathedrals; liquids made from the sweat of blood-sweating behemoths that relieves all worldly aches and pains; guidances for health and happiness and many other items that guaranteed the donators everything from longevity to eternity in dollar economy size packages. With Pete Ballyhoo a contract is a contract and must be lived up to, so, he closed the remaining 11 camp meetings while the fair secretary stood near by beaming with approval. That night they tore down their tents leaving the midway bare. But the next day we found them all working in exhibit buildings at \$50 per location. Hell hath no fury like a pitchman scorned.

## Cetlin - Wilson Ionia Dropoff 9 Per Cent

### Show Units Do Excellent Biz

IONIA, Mich., Aug. 13.—A strong line-up of shows, headed by Raynell's Girl Show, enabled Cetlin & Wilson Shows to hold their midway receipts, exclusive of concessions, to within 9 per cent of last year as the org entered the final day of its stand at Ionia Free Fair here today.

The fair's attendance, cut by hot weather the first three afternoons and dented Thursday (11) by rain, was off 10 per cent from last year. Polio publicity, too, probably played some part in the drop-off, tho the polio situation in the immediate area is mild.

Major rides were off about 15-20 per cent, with kiddie rides tumbling about 25 per cent, probably because of the polio publicity. This drop, tho, was counteracted by the heavy line-up of money-getting shows.

Raynell's Show Girls, featured unit, about held its own with last year. Art Noble's Midget Star topped the take for another midget unit in here last year. Earl Chamber's Wildlife and Hollywood apes were reported up 25 per cent. Club Zanzibar, minstrel unit, was about 10 per cent over a like-type unit last year.

Concessions were off about 15 per cent.

## Joe E. Conley Dies; 50 Years a Showman

CRISFIELD, Md., Aug. 13.—Death of Joe E. Conley, 85, a concessionaire with the Virginia Greater Shows the past 10 years, on the shows' opening day here, Monday (1), saddened his associates on the lot.

Conley, a showman for more than 50 years, had been ailing for more than a year but had continued to operate his concession until a few weeks ago and remained with the shows, succumbing to a sudden heart attack while seated in his car on the lot here.

Conley being without any known relatives, funeral arrangements were handled by Owner Rocco Masucci, assisted by his staff and the show personnel, who saw to it that he was given a dignified burial in Spring Ridge Cemetery here. Pallbearers were Jimmy Cooper, Eddie Curtin, Paul Linebarrier, H. W. (Hap) Arnold, Oliver Jones and Louis Augustino, all of the show.

Floral tributes were provided by Mr. and Mrs. Rocco Masucci, owners of the show, and by Mr. and Mrs. Bob Coleman, bingo operators, while the grave was covered by blanket of flowers from the shows' personnel.

## Delphos Sets Own Annual; County Event to Lima, O.

DELPHOS, O., Aug. 13.—Local business men will hold their own fair this year, September 27-October 1. The decision was reached when the Allen County Fair was moved from here to Lima, O. Lima Fair is skedded August 23-27.

The Delphos Fair will run without State aid. Platform and high acts for the grandstand are booked thru Henry Lueders, of the United Booking Association, Detroit, the same office that is booking the Lima event. Gooding Amusement Company will have the midway.

## Martone Folds Jayhawk Org

HIGGINSVILLE, Mo., Aug. 13.—Tony Martone, owner of the Jayhawk Amusement Company, will close his shows here today and move the equipment into winter quarters at Kansas City, Mo. Martone said he plans to sell his rides.

# MARKS SHOWS

MILE LONG PLEASURE TRAIL

WEST VIRGINIA STATE FAIR—RONCEVERTE—LEWISBURG, W. VA., week of August 22, followed by the GREAT ROANOKE FAIR, ROANOKE, VA., week of August 29, and all fairs up to the middle of November.

RIDES: Spit Fire, Fly-o-Plane, Dark Ride or any novelty ride.  
SHOWS: Any show of merit with or without transportation.  
CONCESSIONS: All legitimate concessions open. Good opening for American Palmist. Get with the money.

Can always use reliable ride HELP.

All replies to

**JOHN H. MARKS**

Galax, Virginia, this week. Ronceverte, West Virginia, next week.

# PLAYLAND SHOWS

WANT FOR

STANDISH, MICH., FAIR—THIS WEEK

WEST BRANCH, MICH., FAIR—NEXT WEEK

and a Solid Route of Fairs Until the Middle of October

SHOWS—Girl Show, Monkey Show, Mechanical Show, etc.  
HANKY PANKS—Stock Concessions of all kinds.  
RIDE HELP—Must be sober and drive semis.

**JOHN GALLAGHER, Mgr.**



**BEE'S** Old Reliable Shows  
CLEAN AMUSEMENTS INC.  
*you won't get stung!*

**WANTS WANTS WANTS WANTS WANTS**  
For the BROADHEAD FAIR, Broadhead, Ky., Aug. 22 to 27; WESTERN KY. PARK FAIR, Bowling Green, Ky., Aug. 29 to Sept. 3; HUMPHREY COUNTY FAIR, Waverly, Tenn., Sept. 5 to 10; HORSE CAVE AGRICULTURAL FAIR, Horse Cave, Ky., Sept. 12-17.

CONCESSIONS—Want Novelties, Ice Cream, String, Bowling Alley, Six Cat and Hanky Panks of all kinds. RIDES—Will book any we don't have, 25% to office. SHOWS—Want Monkey, Illusion, Unborn and any other ones not conflicting. Want Girls for Girl Show. For Sale—One 1948 King Fun House with or without tractor, no reasonable offer refused, and will book on show if desired. Reason for selling, no help. Have nicely framed Bingo, blue top, 20x36, complete, ready to go. You will have to see to appreciate. Will also book on show if desired. Have several Concession Tops and Frames, including Fish Pond, Duck Pond, Coca-Cola Bottle, Balloon Dart, Cigarette Gallery, Huckly Buck, nice Popcorn Outfit and many others. Going out of concession business, will sell at one-third actual worth. Come and get what you want, or will sell and book on show.

**BEE'S OLD RELIABLE SHOWS, INC.**  
Lebanon Fair, Lebanon, Ky., Aug. 15 to 20; then as per route.

## FOR SALE

Moon Rocket. New Moon Rocket Ride used two seasons. Has all modern improvements, including neon signs, ticket booth, etc. Cost new nearly \$20,000. Will sell for \$10,000.

Streamlined Trackless Train. Kiddie and adults. Gasoline driven, forty passenger capacity. Rubber tires. Pictures on request. Both rides can be seen in operation. \$3,000.

## SEASIDE PARK

Virginia Beach, Virginia

## Fairs—PAGE BROS.' SHOWS—Fairs

Want for Lewis County Fair, Hohenwald, Tenn., next week and 9 more to follow: Pop Corn, Custard, Ice Cream, Cotton Candy, Snow Balls, P.C. if you have hanky panks, Slum Outfits of all kinds, Ball Games and Mitt Camps. Want Man and Wife for Grab and Agents for all Concessions. Will book Chairplane or any ride not conflicting.

Linden, Tenn., now; Hohenwald Fair Next.

P. S.: Karl Alsora Wants Acts and Side Show People of all kinds. Salary no object.

## OMAR'S GREATER AMUSEMENTS SHOW WANTS

For Coffeyville, Kansas, August 15-20; Howard Elk City County Fair, Aug. 24-26; Neodesha, Kansas, Aug. 29-Sept. 1; then the big one, Fall River Dam Dedication and Labor Day Celebration, Sept. 3-4-5 and Southern Fairs to follow. Tiltawhirl, Octopus, Spitfire, one more Wheel. Shows of all kinds with own equipment, especially large Animal and Hillbilly Shows. Concessions of all kinds. Need two large Cookhouses. Need Agents for Ball Games and other Concession, Ride Help. Need Griddle Men, Cookhouse Help.

# BAY COUNTY FAIR

August 22d to 28th Inclusive  
Bay City, Mich.

# INDIANA STATE FAIR

September 1st to 9th Inclusive  
Indianapolis, Ind.

CAN PLACE—All Legitimate Merchandise Concessions and Eating and Drinking Stands for all fairs ending the middle of November.

CAN PLACE—American Palmistry.

WANT—Workingmen experienced in all departments. Want Chairplane Foreman.

CAN PLACE—Worthwhile Grind Shows that don't conflict.

CAN PLACE—No. 5 Eli Wheel for Indiana State Fair.

CAN PLACE—Hi-Ball or any ride not conflicting for long circuit of large fairs.

All Address This Week Pontiac, Mich., then as per route.

# CETLIN & WILSON SHOWS

## CAN PLACE

FOR THE

# CANADIAN NATIONAL EXHIBITION AND LONDON FAIR

TORONTO, CANADA, AUGUST 26TH TO SEPTEMBER 10TH  
LONDON, CANADA, SEPTEMBER 12TH TO 17TH

HAVE 70 FT. CHOICE LOCATION FOR OUTSTANDING GRIND SHOW. MUST BE IN KEEPING WITH STANDARD OF C. N. E. WILL ALSO CONSIDER CONTRACTING FOLLOWING RIDES: CATERPILLAR—TILT-A-WHIRL—WHIP.

WE ARE INTERESTED IN PLACING A FIRST CLASS FUN HOUSE.

Apply

**J. W. CONKLIN**

Midway Office C. N. E., Toronto

Phone Plaza 5474

## WANT FOR

BROWN CO. FAIR, NEW ULM, MINN., AUG. 18TH THRU 21ST  
FREEBORN CO. FAIR, ALBERT LEA, MINN., AUG. 22ND THRU 26TH

### CONCESSIONS

Grab, Pop Corn, Apples, Floss, Snow, Novelties, Jewelry, Scales, Age, Ball Games, High Striker, Hoop-La, Pitch-Till-Win, Rotaries or any Science and Skill Hanky Panks.

### SHOWMEN

Want Operator for Motor Drome; have complete Drome, panel front, two semi trucks; ready to operate. Operator must have own p.a. sets and Help for same. Capt. Ritz, call or wire. All replies to

**E. L. YOUNG, Mgr.**

# ROYAL CROWN SHOWS

Rock Rapids, Iowa, until Thursday, August 18th; then New Ulm, Minn.

# PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"  
Want for Somerset City Fair, Meyersdale, Starting Monday, August 22-27, and 15 Big Fairs to Follow

Want Midget Show, Fat Show, Mickey Mouse, Wild Life or any money getting show. Have equipment for same.

Want first class Lot Man. Want Eat and Drink Stands, all kinds of Grind Store Concessions. Can use one large Merchandise Stand.

Ride Help, come on. All address

**SAM E. PRELL**

Butler Fair Grounds, Butler, Pennsylvania, this week; Meyersdale to follow.

## FLOYD O. KILE SHOWS

WANT FOR AMERICAN LEGION FESTIVAL, DE QUINCY, LA., AUG 15TH-20TH  
Other Choice Spots including 5 Louisiana Fairs starting third week in September. Get set now. Crops will be rolling in three more weeks. We Know Our Spots. Exceptionally Good Opening for BINGO COOKHOUSE, DIGGERS, AMERICAN PALMISTRY ONLY, BALL GAMES, All Stock Stores. WANT A 1 Chairplane Foreman. Also Merry-Go-Round Foreman. Must stay sober and be able to cut it. Salary all you are worth, come on now. RIDE OWNERS: Starting first week in September We Can Place Octopus, Tilt, Fly-O-Plane, Kiddie Autos. Exceptionally Good Opportunity for ELK WHEEL. Bill Harrington, Marie Smucker, any wheel owner wanting 12 more good weeks, contact now.

**FLOYD O. KILE, Mgr., De Quincy, La., Aug. 15-20**

**MORRIS MANDELL**

announces  
that the

**BIG 6  
WHEEL**

AND OTHER CARNIVAL WHEELS  
are ready  
for delivery

SEND FOR CIRCULAR!

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26 East 13th St. (Dept. B)  
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**CARNIVAL WHEELS**

24"-30"-36"-  
42"-48" sizes  
Mdse. and Paddle  
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"Big Six" Dice  
Wheel, \$95.00,  
Horse Race & Dice  
Wheels in all sizes,  
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Manufacturers of Carnival Wheels and  
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Evergreen 7-5027

**EZE-WAY  
CUSTARD MACHINE**

20 Gallon Capacity; completely  
equipped; powered by 2-h.p.  
water-cooled compressor; single  
phase 110-220 voltage. Used less  
than year, flawless condition.

\$750 F. O. B. INSPECTION INVITED

**LAMBERT BROS.**

PLAYLAND PARK  
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By  
**GLENN DAVIS**  
Write for Complete List.

**KLI-O-PEE RECORDS**  
BOX 1555 SANTA ANA, CALIF.

**WANTED**

CONCESSIONS and SHOWS. Everything  
works. Especially want Bingo, Wheel,  
Skillos, Novelties, Cookhouse (no exclusives)  
for Brooklyn, Ill., Aug. 22-28. John McKee's  
Rides booked for these dates. Contact:

**EUBY COBB**

415A Chestnut St., St. Louis, Mo.  
(Phones: Central 1133 or Jefferson 6559)

**FOR SALE**

1 22½ k.w. Hercules Generator, 1 30 k.w.  
Chrysler Generator. Both mounted on a  
Ford V-8 2 Ton Truck. Sacrifice complete.  
First \$1,000 takes all. Also Snow Ball Ice  
Machine. New, used once. First \$35 takes it.

**CHARLES GERARD**  
900 Grand Concourse Bronx, N. Y. C.

**MIDWAY CONFAB**

No. 1 Unit of the Bill Lynch Shows, now touring the maritime provinces, is using two free acts. Bert Ganter, veteran advance agent for the Lynch outfit, continues to work altho being afflicted with arthritis. . . . The All-Maritime Shows, operated by Len Dryden and Bernie O'Neill, are playing the smaller towns in the maritime provinces. Charles Josephs, a veteran with carnivals in the area, is with the org.

Nothing seems as ridiculous as yesterday's midway.

Mr. and Mrs. E. M. McIntyre have been fishing and vacationing on the Cape Charles River, Winchester, Va., since concluding their tour of Northern fairs. They are mapping plans to play a number of Southern fair dates soon. . . . Members of Inland Shows tendered Mrs. Johnnie McCain a birthday party during their stand at the Grant City, Mo., Rodeo, July 28. Party was held in Mr. and Mrs. N. E. Davis's trailer home and guests included Johnnie McCain, Dorothy Conway, Mr. and Mrs. William Davis, George and Frank Davis, Mr. and Mrs. Johnnie Davis and Ace King. . . . Rita Raye has joined United States Shows with a new Side Show.

Whoever figured it was cheaper to move than pay rent never owned a show train.

Cortez Lorow was a visitor in Chicago August 11 en route from Miami to Superior, Wis., where he will rejoin his brothers, Snooky and Skeeter, in the operation of the Freak Show on the Royal American midway. . . . Roy Thomas is making

the rounds of the fairs with Robert K. (Diggers) Parker. They were accompanied to Ionia and Battle Creek, Mich., and Fort Wayne, Ind., by Ned E. Torti. . . . Chuck Magid, now on the Cetlin & Wilson midway, proudly exhibited his son and heir to all comers at Ionia, Mich. . . . Mrs. Roots Paddock was the guest of Mrs. Leona Parker at Lake Delavan, Wis., August 12, while Pat and Agnes Purcell invaded the Ned E. Torti's summer home at the same spot. . . . Ginger Rae, Girl Show talker, formerly with the World of Mirth and Imperial Exposition shows, is now with the West Coast Shows.

It's lucky for the people who have to sew the titles on ride boys' shirts that the Mighty American Midway Exposition Shows & Gigantic Free Act Circus Combined hasn't enough money to buy shirts.

Joseph Lehr reports that William Hagelman, concessionaire, closed with Krause Amusements six weeks ago to play dates in and around Philadelphia with his 10 stands. Hagelman's line-up includes Clark Irick, dolls, lamps and parasols; Frank Grabouski, grocery wheel; Tex King, concession manager, fruit wheel; Bud Wyckoff and Jimmie Tellow, darts; Fred Gruber, balloon darts; Jimmie Austin and Tom Gilmore, ball game; Lucky Arpa and Moe Cantor, pan game, and Charles Ross, spot-the-spot. Lehr says that he played 10 days at Cahill Field, Philadelphia, to the best business of the season thus far. He adds that Grabouski is getting top money with the grocery wheel. . . . Harry A. Rose is in Halifax Hospital, Daytona Beach, Fla., where he will undergo an operation next week.

**don FRANKLIN shows**

WANT RIDE HELP—Foreman for Tilt, Second Foreman on Twin #5 Wheels, Another Foreman on New Kid Rides, Second Men who drive semis, Ticket Sellers.

WANT RIDES—Will book Octopus, Rolloplane, Fly-O-Plane. Norman Smith, Buck McClannahan, Hans Anderson, please wire if still interested.

Will buy or book Late Model Caterpillar or Looper.

SHOWS—Want Organized Jig Show. Have Complete Modern Outfit; 60-40 proposition. Will book Monkey Show and other Shows not conflicting. Want Magician for Our Big Illusion Show.

CONCESSIONS—Will sell "Ex" on Custard, Chocolate Dip and Novelties. Can place a few Manky Panks. No Grift. Will place large Cookhouse for balance of season.

This week Fredericksburg, Tex. (Fair); next week Boerne Fair and Centennial Celebration, 5 Big Days and Nights. Other Fairs are Franklin, Riesel, Crockett, Wharton, Rosenberg, Angleton, La Grange, Coliad, all Texas.

**DON FRANKLIN, Mgr.**  
Fredericksburg, Tex., All This Week.

**BUFF HOT HOLE SHOWS**

Want For

**RICHLAND COUNTY FAIR, OLNEY, ILL., AUG. 21-26**

**JACKSON, MO., HOMECOMING (ON THE STREETS), AUG. 30 TO SEPT. 3**

**HAMILTON COUNTY FAIR, McLEANSBORO, ILL., SEPT. 5-11**

**WITH SIX OF LOUISIANA'S BEST FAIRS TO FOLLOW**

Concessions that work for stock, especially String Game, Hoop-La, Hi-Striker. Can place Custard for balance of season. Need Shows with own outfits. Ernie Slavin, contact me.

ALL REPLIES:

**BUFF HOTTLE, Mgr.**

Nashville, Ill., this week.

**fidlers United shows**

WANT

Tilt-A-Whirl and Fly-O-Plane Foremen, also other Ride Help. Bingo wanted, starting at Aurora next week. Stock Concessions of all kinds. Can place Several More Grind Shows.

Address: Savanna, Ill., this week; Aurora, Ill., next week; then Calumet City, Ill.

**CONCESSIONS WANTED**

Will book Long and Short Range, Jewelry, Scales, Age, Ping Pong, Bumper, Cookhouse, Country Store, Watch-La, Novelties, Basket Ball, String, Cake Boffie, Fish Pond, Balloon Dart, Hi-Striker, Glass Pitch, for following: Culbertson Fair, Aug. 18-21; Minden Fair, 24-26; Orleans Fair, 28-31; Davenport Street Celebration, Sept. 2-3; Kenosaw Street Celebration, 5-7; all Nebraska. Washington, Kan., Fair, Sept. 8-10; Albion, Neb., Fair, 13-16. Have equipment for First Class Girl Show. Want Funhouse, Snake, Mechanical Show, etc.

**Loren Leach Greater Rainbow Shows Roger Ward**

**Get Ready for the Fairs**

Immediate delivery on most of our items.

HERE'S SOMETHING NEW!

**SIX ARROWS**  
by RAY OAKES

Always has been the class of percentage games. Spaced so as to run free—oil bearings. Arrows have heavy nickel plate. Chart is 48"x48". Has 13 names of popular horses, using 13 pegs with split widows. Threaded with wing nuts.

Complete Game—\$75.00.

**Ray Oakes and Sons**  
BOX 106 BROOKFIELD, ILL.



Never a breakdown with guaranteed Ameco Quick cameras. Patented features mean more profits. Obtain list of bargains. New, Used. Beautiful. Durable. Also Portable Cameras.

American Stamp & Novelty Mfg. Co.  
Houston 4, Tex. (formerly of Okla. City)

**CALLIO RECORDS**

ELMHURST, ILLINOIS  
"The Original Calliope Record"  
Excellent list of old-time "Circus" and "Carnival" tunes. Just the record for Midway, Bally, Sound Trucks or Merry-Go-Round. Break-resistant plastic.  
WRITE FOR FREE LISTINGS

**WANT AGENTS**

Three Men for Buckets, also Men to take Head Store, also Sium Spindle Agents.

**ROY T. DUFFY**

c/o BLUE GRASS SHOWS  
Brownsown, Ind.

**Batesville Fall Festival**

Batesville, Ind., Sept. 26 to 24,  
ON THE STREETS  
Can place legitimate Concessions and small Shows. Have booked Gooding's Rides.  
Address:

**FRED WAGNER**

Supt. of Concessions Osceola, Ind.

**WANTED  
SEBRING'S 50th ANNIVERSARY CELEBRATION**

Aug. 31 to Sept. 5  
Concessions—Sno Cone, Floss, Mug, Manky Panks of all kinds, High Striker, Short and Long Range Shooting Gallery, French Fry, Monkey, Athletic or any new or novel Show. Contact

**WILBER BRADLEY**

SEBRING, OHIO Phone 84259

**FOR SALE**

Frozen Custard Outfit, Mills 5-gallon electric freezer, only used few times, new 10-gallon electric dipping can, 3-horse compressor, serve 3 ways mounted on 2-wheel trailer, enough stock to bring in \$1,500.00. Cost \$5,500.00, take \$2,000.00 with stock if sold at once. Can join Carnival at once. Nice Bumper Game, almost new green top, portable frame; Penny Pitch, nice board, portable frame, sell cheap. WEBER CROUCH, R. R. 10, Box 333, Indianapolis 44, Ind.

**SPECIAL FOR TWO WEEKS ONLY  
MICE, WILD FIELD**

50¢ Each.  
Regular price, 75¢. Guaranteed live delivery. Best runners. Express-C. O. D.  
Also place FUTURE orders NOW for this LOW price.

**E. K. BARBOUR**

Route 4, Hopkinsville, Kentucky  
Write, Wire or Phone 1595-W-3

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$85.00 Wall Tent, 16x22 feet, with Poles.  
\$58.00 Concession Tent, 14x14 ft., used, bargain.  
\$4.00 Adjustable Stool for Bingo, have plenty.  
\$4.00 Government Desk Trunk with lock.  
\$2.00 Hand Klaxon Horn, great for Bally.

**WEIL'S CURIOSITY SHOP**

20 South 3d Street Philadelphia 4, Pa.

**TENTS FOR RENT**

20x50—Placed within thirty miles around Cincinnati, for Carnivals, Fairs. Low prices.

**MAIN AWNING & TENT CO.**

230 Main St. Cincinnati, O.

**WANTED**

For Old Settlers' Reunion, Sept. 1-2-3

Independent Rides and Concessions or small, clean Carnival with no lunch and cold drinks. Fat, please contact.

**CHAS. C. SWINEY**

Eminence, Mo.

★ FIRST CALL FOR FIRST FAIR HELD HERE IN 25 YEARS ★

# WESTCHESTER COUNTY FAIR

"GREATEST COUNTY FAIR ON EARTH"—400,000 ATTENDANCE  
(Est. by Research Dpt., Convention & Trade Shows Magazine)

Located in the Heart of the Richest County in U. S.

(Blind Brook Polo Grounds) (9 Big Days and Nights)  
HARRISON, N. Y. SEPT. 9-17 Inclusive

WE HAVE: 2 Ferris Wheels, Merry-Go-Round, Roll-O-Plane, Whip, Chairplane, Tilt-a-Whirl, Caterpillar, Kiddie Autos, Kiddie Train and Kiddie Boats.

WE WANT: Non-Conflicting Rides such as High Ball, Octopus, Scooter, Funhouse, Leoper, Kiddie Whip and Ferris Wheel, Little Dipper, Comet, Rocket, Spitfire, etc., etc.

—AND—Completely Framed and Equipped Shows such as Motordrome, Circus Side Show, Water Show, Hawaiian or Unusual Girl Show, Monkey Show, Snake Show, Illusions, Wild Life, Unborn, Colored Minstrel, War Crimes, etc., etc.

ALL ATTRACTIONS Must furnish freshly painted equipment, clean canvas, etc. We provide current for light and power.

WRITE-WIRE-PHONE:

**Charles Gerard, Gen. Mgr., Gerard Greater Shows**  
900 Grand Concourse, Bronx New York 56, N. Y.

Phone: JERome 7-4700 . . . Ext. 819



"HONESTY IS OUR POLICY"

Now playing Platteville, Wis.; Badger State Fair opening Thursday; Danville, Indiana, Street Fair following; Covington, Ind., Free Street Fair, Aug. 29-Sept. 3.

Can place Cookhouse, Novelty, Short Range, Cork Gallery, Custard, Taffy, Ice Cream Sandwich, Bumper, Scale and Age, Popcorn, Floss, Jewelry, Dart Games, Coke Bottle, Basketball, High Striker and Hoop-La. Rides—Spitfire or Roll-o-Plane, Shows—Monkey, Illusion, Ten-in-One or Motor Drome. Fair Committees, Attention: Now booking for 1950 season. Have seven office-owned Rides, all good, clean equipment. Look this show over before you contract any other.

All replies JOHN PORTEMONT, Platteville, Wis.

## WILLIAMS AMUSEMENT CO.

WANTS WANTS WANTS

Booking Hanky Pank Concessions of all kinds. Want small Cookhouse or Sit Down Grab. Good opening for any kind of Grind Shows, Bingo, Pea Pool and Popcorn sold.

West Jefferson, N. C., next week; Bland and Lebanon, Va., Fairs to follow. No drunks. No gypsies. All replies to

**TROY E. WILLIAMS**

WILLIAMS AMUSEMENT CO., Wytheville, Va.

## CLINTON COUNTY FAIR

FRANKFORT, IND., AUGUST 21-27 AND CELEBRATIONS TO FOLLOW

Can place legitimate Concessions of all kinds. No exclusives. Can also use any worthwhile Shows with own outfits. No Girl Shows. Can place First Men for Rolloplane, Tilt.

**BAKER UNITED SHOWS**

Winamac, Ind., this week.

## WANTED

For the following two Fairs—GREENE DREHER FAIR, Newfoundland, Pennsylvania, August 25 thru 27, and PIKE COUNTY FAIR, Milford, Pennsylvania, Sept. 1-2-3.

Hanky Panks of all kinds for both Fairs. Due to fact my Rides are all booked for the week of Greene Dreher Fair, can use one Major and one or two Kid Rides. Address all mail to:

**JERRY SADDLEMIRE**

Manager, Garden State Ride Unit, Newfoundland, Pennsylvania.

## CRYSTAL SHOWS

11 STRAIGHT FAIRS IN VIRGINIA, TENNESSEE, GEORGIA

No Racket or Flat Stores.

Can place Legitimate Concessions of all kinds. Will book Side Show or Snake Show with own outfits. Want Ferris Wheel Foreman who can stay sober. Tazewell, Tenn., this week.

## THOMAS SHOWS

WANTED FOR INDIANA'S BIGGEST CELEBRATION, FORTVILLE CENTENNIAL

6 BIG DAYS AND NIGHTS, AUG. 22-27.

No exclusive except Bingo. All Concessions must work for stock. No flats. No gypsies. Can use good Flashy Photos, Scales, Novelties. Can always place good Ride Help. No drunks. No chasers. Best wages for best help. Spencer, Ind., Owen County Fair, this week; Medaryville Street Fair, Monon Fair, South Bend to follow.

CLIFF THOMAS, Owner; T. J. SMITH, Mgr.; RUBY SMITH, Sec'y

WANT WANT WANT

AGENTS FOR STOCK STORES WHO CAN STAY SOBER. All Fairs until closing. Green Bay Fair at De Pere, Wis., Aug. 17 to 22.

**JACK ROWE**

c/o SNAPP GREATER SHOW

# PIONEER SHOWS

high class midway attractions

TROY FAIR, TROY, PA., AUG. 22-27—DAY AND NIGHT

Then FULTON COUNTY FAIR, McConnellsburg, Pa., Aug. 30-Sept. 3

Want Legitimate Concessions of all kinds—Jewelry, Custard, Novelties, Candy, Floss.

Want Shows of merit. Leavangood, Dave Logan, Johnny Eck, John Rea, answer.

Want Kiddie Rides, Penny Arcade, Motor Drome, Fun House or Glass House.

Want Pitchmen, Diggers, Ride Help. Answer by wire Western Union, Milton, Pa., this week.

**MICKEY PERCELL**

## RAFTERY'S SHOWS

NEW BERN, N. C., Aug. 22 to 27, First Show in Three Years.

Nashville, N. C., Aug. 29 to Sept. 3, Legion Tobacco Festival.

All Good Fairs and Celebrations Until November 26.

Want outstanding Free Act to join Aug. 22d, also contracting Grand Stand Acts, Thrill Shows, Auto and Motorcycle Races for the following Fairs: Great Littleton Fair, Oct. 3d to 8th; Carteret County Fair, Oct. 10th to 15th; Beaufort, N. C., Onslow County Fair, Oct. 17th to 22d; Jacksonville, N. C.; Wilmington Fair, Oct. 24th to 29th, Wilmington, N. C.

WANT Frozen Custard, Snow Cones, Novelties, Age and Scales, Candy Floss, Mug, Cigarette Gallery, Fish Pond, Lead Gallery, Short Range, French Fries or any legitimate Concessions. Some P.C. open.

WANT Ride Help on all Rides, semi and truck drivers.

WANT Side Show, have complete frame-up inside and outside. Will book Fun House, Big Snake, Wild Life, Girls for Girl and Posing Shows; also Ticket Sellers and Canvasmen. Want Grinder for Geek Show.

**JAS. M. RAFTERY, Greenville, N. C., This Week**

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Pocomoke City, Maryland, Old Home Celebration and Fair, Aug. 22-27; then the Big Keller, Virginia, Fair, Aug. 29-Sept. 3; followed by Tidewater Eight County Fair, West Point, Virginia; Firemen's County Fair, Enfield, North Carolina.

Want at Once—Pan Game, Rat Game, Frozen Custard, French Fries, Penny Arcade. All Hanky Panks open; Age and Scales, High Striker.

Want at Once—Girl Show Manager with two or more girls and wardrobe; also Platform Shows of merit. Want Organized Minstrel Show Troupe. Have Tops and Wagon Show Fronts for both Girl Show and also Minstrel Show complete. Scotty, answer. Have good territory from now on for Plant Show. Bill Sell wants Side Show Acts.

Salisbury, Maryland, this week. All mail and wires to:

**WM. C. (BILL) MURRAY**

## JACK J. PERRY SHOWS

"Everybody's Favorite"

FAIRS

WANT FOR

FAIRS

PAGE COUNTY FAIR, LURAY, VA., AUG. 22-27

Followed by

SHENANDOAH COUNTY FAIR, AUG. 29, WOODSTOCK, VA.

Then

TRI-CITY COUNTY FAIR, LEAKSVILLE, N. C., SEPT. 5-10

SHOWS with own transportation. MINSTREL SHOW that is a show. You know what our route is for this type of show. Will book Snake Show, Wild Life, Arcade and Unborn. CONCESSIONS—Photo, High Striker, Novelties, Penny Pitches and other Hanky Panks. RIDES—Will book Caterpillar, Tilt and Roll-o-Plane. RIDE MEN in all departments. Semi drivers. All replies to

**JACK PERRY, Gen. Mgr.**  
ROANOKE RAPIDS, N. C., THIS WEEK

## GARDEN STATE SHOWS WANT FOR LIGONIER VALLEY FAIR

Day and Night, August 22 to 27, and LEHIGHTON FAIR to follow.

WANT Custard, Floss, Novelties, Age, Scales, Cork Gallery and Hanky Panks of all kind, Long Range Gallery. Some P.C. open. RIDES—Want any major Ride not conflicting. SHOWS of all kind with own outfits. HELP—Can place Wheel Man for #2 Unit. Jimmy Tiernan, bus, mgr., wants Help and Pin Store. Hanky Panks and Ball Game Agents. C. Stephenson, contact Jimmy Baker. All address:

**R. H. MINER, Gen. Mgr.**

Tower City, Pa., this week; Ligonier Fair, Ligonier, Pa., next week.

**WANTED**  
**HIGH AERIAL ACT**  
 MUST BE GOOD  
 Also Other Acts For Our  
**61st Labor Day Celebration**  
 SEPT. 3th-4th-5th.  
**FRED J. SALVATI**  
 General Chairman  
 STREATOR, ILLINOIS

**GRANGERS' PICNIC AND FREE FAIR**  
**WILLIAMS GROVE PARK**  
 Aug. 29 to Sept. 5, Inc.  
 "This is one of the best spots in the State for shows"—and we can also place legitimate Concessions. Write—Wire—Phone  
**ROY RICHWINE**  
 MECHANICSBURG, PA.  
 (Phone 437)

**ARCADE HELP**  
 If you are looking for steady work at top salary, write  
 Box No. 194, c/o Billboard, Arcade Bldg., St. Louis, Mo.

**GIRLS**  
 Honey Lee Porter (Walker) and Roland Porter  
 Want Girls for two Shows. Enlarging for Fairs. Hula, Strip or just plain Hawaiian. Top salaries to all.  
 c/o JOSEPH J. KIRKWOOD SHOWS  
 Laurel, Md., Aug. 14-20; Richmond, Va., following.

**FOR SALE**  
 Allan Herschell 10-Car Kiddie Auto  
 \$2,000.00. Streetcar driven with trolley.  
 \$600.00. Delivery after September 11th.  
**KIDDYLAND**  
 95th and Crawford, Chicago.

**For Sale in Canada**  
**12 CAR RIDE-O**  
 Can be seen at Lakeside Park, Pt. Dalhousie, Ont. Apply  
**H. P. BROWN**

**CARNIVAL WANTED**  
 TO PLAY FALL FESTIVAL SEPT. 8-9,  
 WIGGINS, COLO.  
 CONTACT:  
**MRS. GILBERT GRAFF**  
 Wiggins, Colo.

**RIDE HELP WANTED**  
 Foreman for No. 16 Wheel. No moving. Work the year round to the right man. No propositions, and pay your own wires.  
**GRIFFEN AMUSEMENT PARK**  
 Jacksonville Beach, Florida

**WANT**  
 Foreman for new Eli No. 5 and Foreman and Second Man for Parker Baby Q Merry-Go-Round. Can place Concessions that work for stock.  
**JOHN HANSEN**  
 6448 Milwaukee Ave. CHICAGO, ILL.

**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.

**WANTED**  
 Capable Chair Scale Man; must be able to guess six weeks' work at Riverview Park, Chicago, Ill. Contact  
**RALPH GLICK**  
 5927 Yates Ave. CHICAGO 48, ILL.

**FROM THE LOTS**

**Southern Valley**  
 MACON, Mo., Aug. 13.—Show here Sunday (24) for the fair, and opened the next day with a kids' day. Jimmie Lynch's Death Dodgers were on hand and pulled two big crowds. Manager Eddie Moran called it the org's best fair date in Missouri in several seasons. Mrs. Eddie Moran's bingo took top concession honors with Pat Wilson, caller.  
 Concessionaires on the show include Frank and Dorothy Bromlee; Mr. and Mrs. Roy Mackey; Virgil Boone; the Barrys, photos; Al Sommers; Mr. and Mrs. Fred Lasseter; Mr. and Mrs. J. D. Duncan; Mrs. Eddie Moran, with six besides bingo, and Mr. and Mrs. Sidney Brown, diggers. Benny Hazen is on the lot every day, as are Jim Moran, legal adjuster, and his wife, Lulabelle. Eddie Fleming, nephew of Mr. and Mrs. Jim Moran, is spending his vacation on the show as ticket seller on the pony ride. Show's staff reported excellent co-operation from Mrs. Mildred Sanford, secretary of the Macon Fair.  
 Visitors from the All-American Shows, playing Lineville, Ia., included Mr. and Mrs. R. L. Jobel, Mr. and Mrs. James G. Hammond and Mr. and Mrs. Blackie Wertman and daughter.  
 —ZINA LOEBER.

**W. C. Kaus**  
 GLENNVILLE, W. Va., Aug. 13.—Last week's stand of Gauley Bridge was marred by rain. It was a virgin spot and those who braved the elements co-operated. American Legion committee, headed by M. Haddad, formerly of the St. Louis Police Department, had a field day. It was old home week for Haddad.  
 Local stand is shows' first fair of the season. Advance, headed by D. P. Yanson, enjoyed co-operation from Fair President C. W. Marsh and Secretary Nellie Lee Taggart.  
 Doc Hamilton, joined as business manager and added his concessions. Anne Lucas and daughters, Patty and Ailene, left for a Miami vacation. Recent visitors were Hugh Mearns, of West Virginia Tax Department; Claude Heinhart, sheriff of Fayette County; Ben Wolfe, owner, Wolfe Amusement Company, and Billy Burton and Johnny Bullock, of Bullock Amusements.—GRAVES H. PERRY.

**Lawrence Carr No. 2**  
 YORK BEACH, Me., Aug. 13.—Org moved here from Stoughton, Mass., which proved to be another red one. Steve Zero has joined with his mitt camp. Fred Landquette reports that his three stores are doing good biz. Jimmy Dawson returned from a booking and billposting trip in time to enjoy several days at the beach. Larry Carr Jr. is back with his mother after an operation. Ziggy V. Sabotha is back after touring with the No. 1 unit.  
 Mr. and Mrs. Steve Zero gave a party at their trailer for all show personnel on July 27. Art Herbat and Tom Robinson went deep sea fishing and brought back a 50-pound tuna.—ZIGGY V. SABOTHA.

**WANTED TO BUY**  
 Kid Rides, Merry-Go-Rounds, Wooden Merry Horses, and parts; also Ferris Wheels and parts. State make and condition. Must be cheap for cash.  
 Also Rides and parts for sale.  
**ALLEN**  
 1400 Brewerton Rd. SYRACUSE, N. Y.  
 Phone 2-5332

**POWELSON AMUSEMENTS**  
 Want For  
 MILLERSBURG, OHIO, COUNTY FAIR, AUG. 17-20  
 BELLAIRE, OHIO, STREET FAIR, AUG. 23-27  
 MOUNDSVILLE, W. VA., COUNTY FAIR, AUG. 23-27  
 SHOWS of all kinds—Motor Drome, Penny Arcade.  
 CONCESSIONS—Candy Floss, Apples, Photo Gallery, Root Beer, French Fries, Novelties.  
 GAMES of all kinds—No Grift. Address Inquiries:  
**POWELSON AMUSEMENTS**  
 Box 125, Coshocton, Ohio

**SPENCER FAIR**  
 SPENCER, MASS., SEPT. 3-4-5  
 Want for these two outstanding dates, Shows and Concessions. Space limited, act fast.  
 CONTACT:  
**TOM WALL or HARRY J. KAHN**  
 STANDISH HOTEL WORCESTER, MASS.

**CHESHIRE COUNTY FAIR**  
 KEENE, N. H., SEPT. 8-9-10  
 CONTACT:  
**TOM WALL or HARRY J. KAHN**  
 STANDISH HOTEL WORCESTER, MASS.

**FOR SALE**  
 3 Diesel Light Plants, CM, with Switch Boards; Late Model Super Roll-o-Plane, Downey Flake Donut Machine, Wurlitzer Calliols, Large Burch Popcorn Machine. All in good shape. Reasonable. Contact:  
**BOX 743, CAROLINA BEACH, N. C.**

**FOR SALE**  
 7-Tub Tilt-a-Whirl (reason for selling, have two). Also 45 Kw. General Motors Diesel Light Plant, mounted in Dual Wheel Factory-Built Trailer.  
**WANT**  
 Ride Help for Wheel, Tilt, Mix-Up and 3 Kiddie Rides. Also want Shows with own outfits. Agents for Hanky Panky, Skillo and Grind Store. Will book Merry-Go-Round and non-conflicting Rides. Opening Sept. 1 with 5 good Fairs, then Texas cotton. Address:  
**TOBE D. McFARLAND**  
 7117 APPLETON ST. (Phone: Melrose 1772) HOUSTON 9, TEX.

**FOR SALE**  
 3 Evans Chicago Spindles, \$25.00 each; one or three. First come, first served. \$10.00 or mail deposit.  
**T. L. SELIGMAN**  
 444 Mace Ave. New York 47, N. Y.

**KOUTS (INDIANA) ANNUAL HOME COMING**  
 WEEK OF AUGUST 22D  
 Will place Legitimate Concessions of every description for this date and long season South. Can place One Major Ride. All wire this week:  
**JAMES H. DREW SHOWS, CULVER, INDIANA, or come to KOUTS, IND.**

**WANTED**  
 For Tonitown, Ark., Grape Festival, Aug. 17-20; West Tulsa Lions' Club, then Fairs to follow.  
 Merry-Go-Round or other Non-Conflicting Rides and Shows. Cookhouse, Popcorn, Snow, Ice Cream, Candy Floss, Apples, Photo, High Striker, Glass Pitch, Lead Gallery, Hoop-La, Basket Ball, Jewelry, Fish Pond or what have you?  
**ROSA M. RAINES**

**CAPABLE READER**  
**WANTED FOR MITT CAMP**  
 FOR FAIRS  
**RACHAEL LILLY**  
 WORLD OF MIRTH SHOWS  
 This week, Skowhegan, Me.

**S. B. WEINTROUB**  
**WANTS**  
 Agents for Slum Stores, also P.C. Agents and Truck Driver.  
 Care Baker's United Shows. This Week Winamac; Next Week Frankfort Fair, All Indiana.

**READERS WANTED**  
 For new framed camp, also front man who will care for outfit, for 9 bona fide Fairs. No still dates, no lay offs. Prefer those who know me. Charlie Pennington, come on.  
**HELEN BARFIELD**  
 Aug. 15 to 20, Connersville, Ind.; then Lewisburg, W. Va., State Fair.

**FOR SALE**  
**7-CAR TILT-A-WHIRL**  
 Completely reconditioned. Looks like new Ride.  
**\$4,750.00**  
 Can be seen in Fair Park, Little Rock.  
**T. A. FUZZELL**  
 5300 Edgewood Road Little Rock, Ark.  
 (Phone: 37280)

**Silas Green Show Wants**  
 Musicians, Performers, Chorus Girls, Acts. Longest season of any show. Florida all winter. Bowling Green, Ky., Aug. 15-16; Clarksville, Tenn., Aug. 17-18; Paris, Tenn., Aug. 19-20; Paducah, Ky., Aug. 22-23.  
 Address:  
**W. P. JONES**  
 Permanent Add.: 151 Lyndon St., Athens, Ga.

**FOR SALE**  
 Play your fairs with a Flashy 1948 Calumet Coach Sr. Trailer equipped complete for Popcorn, Apples, Peanuts, Carmel Corn. All Stainless Steel Counters, 2 602B. Protane Tanks, Largest Size Popper, Candy and Carmel Tubs plus all the little extras that must be seen. Offer Appreciated.  
**CHAS. LAKE**  
 Brownstown, Ind., Fair, Aug. 15-20.

**WANTED**  
 Wheel Man, prefer Married Man. Have nice Concession for wife on percentage, or sell it to you. Must be sober at all times and no fooling. Can use Agents the same way.  
 Canton, Kan., Fair, Aug. 16 to 20; Lamont, Okla., Celebration, Aug. 23 to 27.  
**GIFFORD'S SHOWS**

**BINGO CALLER WANTED**  
 Join on wire. Salary and percentage  
**PEPPERS ALL STATES SHOWS**  
 Scottsville, Ky., this week; then Glasgow, Ky., Fairs.

**FOR SALE-CHEAP**  
 3 Evans Chicago Spindles, \$25.00 each; one or three. First come, first served. \$10.00 or mail deposit.  
**T. L. SELIGMAN**  
 444 Mace Ave. New York 47, N. Y.

**AVAILABLE OCT. 1**  
 COMPLETE ACTS FOR SIDE SHOW—CONTACT  
**Tex DuBose**  
 Lenoir, So. Dakota—c/o Bombshell Shows  
**Want—Concessions—Want**  
 September 22-23-24, Bloomington, Ind.  
**HOME COMING AND FISH FRY**  
 Free Acts—Prizes—Auto given Saturday night.  
**E. R. PEFFLEY**  
 Marshall, Ind.



# INSURANCE

- 0 -

**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**FOR SALE**

Parker Merry-Go-Round, 24 Horses, two Chariots, good condition, new top, paint good, ride complete and now running—price, \$3,500.00; Miniature Stream Line Train, Engine, two Cars, fifty foot Circle Track, good condition, price, \$650.00; Ten-Seat Chairplane, has fence, good condition and complete, price, \$550.00; Air-o-Plane Kid Ride Six Planes, has top, erections, good condition, priced \$750.00; Auto Kid Ride, has top, erections, good condition, price, \$750.00; Pony Ride, Seven Ponies, five young ones, two old ones, Saddles, Pony Track, Light Tower, Fence, etc., price, \$850.00 or will sell any part of them; Nine Electric Diggers on trailer, price, \$650.00. See them working in park here. Possession after Labor Day.

Address:  
**HARRY H. ZINDARS**  
Box 69, Hot Springs, Ark. (Tel. 3530W)

## LABOR DAY

September 5th—One Day.

Want Ferris Wheel, Merry-Go-Round, Kiddie Rides, Stands, Shows and Games. MELON DAY, Thomson, Ill. Call at once.

**DICK McGINTY**  
Thomson, Ill.

## WHITEY BUTLER WANTS

On account of disappointment, Griddle Man for Sit Down Grab and Short Order Man and Wife for Counter. Those who wired before wire again.

c/o MOUND CITY SHOWS  
Troy, Mo., Aug. 15 to 20

### Garden State

LITTLE FERRY, N. J., Aug. 13.—Spot here was a quick change over due to the small lot at West Milford, N. J. The change proved satisfactory, as all rides and shows reported good biz. Hillert's Snakes topped the shows, and the Tilt led the rides. While making the jump here from Mt. Freedom, N. J., the power truck was pushed off the road. No one was injured, however.

Mt. Freedom went far above expectations, as the Wheel and Sky Ride topped the rides, and the Garden State Revue headed the shows. Mrs. Grace Sheaks reports good popcorn and candy apple biz.

A new Kiddie Bomber was purchased recently and is being readied for the fairs. All ticket boxes and several rides are now equipped with fluorescent lights. Charlie Dennen is doing good business at his French fry stand, and Whitey Siegfried continues to do good job with paper.

Peg Van Camp, duck pond operator, closed the season here. Pop Glass and is handling the Kiddie Jeeps, and William Palmer handles the Bomber. Hip Roberts has the sound truck, and Joe Rooney, Frank Iskey and Mike Hornak are operating the Sky Ride, Wheel and Tilt.—HIP ROBERTS.

### Volunteer

McMINNVILLE, Tenn., Aug. 13.—Show closed its first fair date of the season here Saturday (6). Business was good. Horris Drennon joined with his cookhouse and Steve Eli with his mitt camp and ball game.

Staff includes T. J. Apple, manager; Mrs. Mickey Apple, secretary-treasurer; Paul Mankin, agent and billposter, and Jack Hardin, electrician.—T. J. APPLE.



## EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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**H. C. EVANS & CO.**  
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# ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN  
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AFTER ORDER RECEIVED!  
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FOR SHOW TENTS  
WIDE SELECTION OF MATERIALS  
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**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

## FAIRS — NEED — FAIRS

FOR BEST FAIR ROUTE

GRIDDLE MEN — FLOSS OPERATORS  
SNOW CONE OPERATORS — CANDY APPLE MEN  
SEAT BUTCHERS — NOVELTY MEN  
AUGUST DATES

12-21—ILLINOIS STATE FAIR, SPRINGFIELD, ILL.  
14-20—WEYMOUTH FAIR, WEYMOUTH, MASS.  
16-30—SIDNEY FAIR & RODEO, SIDNEY, IOWA.  
21-28—MISSOURI STATE FAIR, SEDALIA, MO.  
24-SEPT. 2—IOWA STATE FAIR, DES MOINES, IOWA.  
29-SEPT. 2—NORTH CENTRAL KANSAS FREE FAIR, BELLEVILLE, KANS.

SEPTEMBER DATES

10-17—BROCKTON FAIR, BROCKTON, MASS.  
10-16—KANSAS FREE FAIR, TOPEKA, KANS.  
13-17—YORK INTERSTATE FAIR, YORK, PA.  
18-24—EASTERN STATES EXPOSITION, SPRINGFIELD, MASS.  
22-OCT. 1—MID-SOUTH FAIR, MEMPHIS, TENN.  
24-30—OKLAHOMA STATE FAIR, OKLAHOMA CITY, OKLA.  
26-OCT. 1—BLOOMSBURG FAIR, BLOOMSBURG, PA.

OCTOBER DATES

3-10—ARKANSAS LIVE STOCK SHOW, LITTLE ROCK, ARK.  
10-15—MISSISSIPPI STATE FAIR, JACKSON, MISS.  
22-31—LOUISIANA STATE FAIR, SHREVEPORT, LA.

CIRCUS DATES TO FOLLOW

Top salaries and commissions for sober, experienced Griddle Men, Floss Operators and Candy Apple Operators.  
Answer in person at locations above or write to  
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Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles, Cats, Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

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CARNIVAL CONCESSION, CIRCUS, SKATING RINK  
Beautiful Colors—Individually Designed

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## JOE E. KAUS SHOWS

Playing Cream of Tobacco Market

Can place for balance of season: Concession that works for stock—Fish Pond, Dart Game, Scales, Guess Your Age, Cork Gallery, High Striker, etc.

SHOWS—Five-in-One, Monkey Snake, Fun House or Glass House.

Want capable man for Kiddie Rides, Agents for P.C. stock and grind stores.

Will book or lease Merry-Go-Round, Chairplane, Loop-o-Plane or Super Rolloplane. George and Steve Mort, write or wire. Buck Williams, write.

For Sale—Long Range Shooting Gallery mounted on truck, Short Range Gallery mounted on trailer, Custard mounted on truck. Can be seen in operation. Wire or Write:

**JOE E. KAUS**  
Richland, North Carolina

# W.G. WADE

Shows 

**SANILAC COUNTY 4-H FREE FAIR, AUG. 23-27**  
**SANDUSKY, MICH.**

LIMITED AMOUNT OF LEGITIMATE CONCESSIONS  
Space still available for neat, flashy, clean stands only.  
**W. G. WADE SHOWS**  
Mason, Mich., Fair, All This Week.  
Huron County Fair, Bad Axe, Mich., Follows Sandusky.

## TAYLOR BROS.' OUTDOOR AMUSEMENTS

Now Booking for Fairs and Celebrations

Seneca, W. Va., Annual Picnic, Aug. 25-26-27; Rivesville, W. Va., Fair, Aug. 30-Sept. 1-2-3; Crafton County Fair, Sept. 1-2-3; Firemen's Celebration, Sept. 5-10; Petersburg, W. Va., Fair, Sept. 14-15-16, with Southern Tobacco Markets to follow.

All legitimate Stock Concessions open. Need Agents for office-owned Concessions; also Bucket Store Agents.

TAYLOR BROS., Firemen's Celebration, Aug. 15-20, Bloomington, Maryland.

## WANT

**L. W. ELLIOTT AMUSEMENT CO.**  
FOR THE MESCOSTA COUNTY FAIR, BIG RAPIDS, MICH., AUG. 23 THRU 27

Can place Ball Games, Fish Pond, Clothespins or any legitimate Concessions; also some P.C. Can also use Mechanical Farm, Fun House or small Side Show. Can use Cookhouse.

All replies to  
**LON BISHOP**  
WESTERN HOTEL

## WANT

**BIG RAPIDS, MICH.**

## LA CROSS AMUSEMENTS

WANT FOR THE FOLLOWING FAIRS

Newport, N. H., Grange Fair, Aug. 24-25-26-27, and Canaan, N. H., Fair, Aug. 30, 31 & Sept. 1.

All kinds of Grind Stores and Hanky Panks at \$2.00 per front foot. American Palmistry, Photos, all kinds of Shows and P.C. Stores. Will book Grabs and Cook Houses. Also one or two Major Rides. I will not overbook for these Fairs, so get in touch with me early. All answer to LA CROSS SHOWS General Delivery, Peterborough, N. H. until Aug. 20; then Newport, N. H. Can use good Ride Help that drive

**PEERLESS CELEBRATION AMUSEMENT**

**WANT**

For Mt. Savage, Md., Firemen's Celebration, Aug. 22 to 27. Book or lease Ferris Wheel. Want Grab, French Fries and Legitimate Concessions not conflicting. No Ball Games. Use Fish Pond, Guess Your Age or Weight, Palmistry, Want Bingo Caller, Agents and Ride Help, drivers preferred. Independent Shows contact. Portage, Pa., this week or as routed. Address or wire:

**WM. J. MESPelt**

**GEORGE H. HARMS WANT AGENTS**

To join Aug. 22 for Solid Route of Fairs starting Luray, Va., Aug. 22; Woodstock, Va.; Martinsville, Va.; Leaksville, Spry, N. C.; High Point, N. C.; Asheville, N. C.; Lancaster, S. C.; Manning, S. C.; Shelby, N. C. Twelve in all in succession. Can place two Country Store Agents and two Alley Men. Also Percentage Agents who will work long hours. Contact me now Roanoke Rapids, N. C., leading hotel through Bob Cohn.

**WANTED**

Shows—Fun House, Illusion, Mechanical, Snake Show. Concessions—All kinds of Hanky Panks. Want Concession Agents.

**Merriam's Midway Shows**

Algona, Iowa, Fair, Aug. 17-20; Oakland, Nebraska, Fair, Aug. 24-27; Columbus, Nebraska, Fair, Aug. 30-Sept. 2.

**WANTED AT ONCE**

Talker for Posing Shows, also Girls, highest salaries. Gerry and Mickey O'Brien, contact at once.

**GEORGE WARD**

Prell's Broadway Shows Butler, Pa.

**WANTED**

Rat Game Agent, Beat the Dealer, Pass Ball and Over and Under Agents. All replies to **CHARLEY REYNOLDS** c/o GEORGE W. NELSON SHOWS As per route: Leland, Iowa, Aug. 16th and 17th; Ceylon, Minn., Aug. 19th and 20th; Ottosen, Iowa, Aug. 23d and 24th; Thornton, Iowa, Aug. 26th and 27th.

**Midway of Mirth Shows**

**WANT**

CONCESSIONS: Milk Bottles, Bumper, Photo and Hanky Panks of all kinds. Second Man for Ell Wheel. We go to the "Cotton" soon. East Alton, Ill., this week; Greenville, Ill. (Fair), Aug. 23-27.

**NAIL AGENTS WANTED**

For Sidney, Neb., this week and Fairs to follow. North Platte, Neb.; Liberal, Kan.; Iowa Park, Texas, and Haskell, Tex. Six other Fairs to follow. Show out until December 1st.

**JACK "TEX" TALLEY**

VICTORY EXHIBITION SHOWS

**WANTED**

Experienced Tilt-A-Whirl Foreman. Must be sober and must know how to drive a semi. Good wages, good treatment.

**SAM MENCHIN**

11 W. Division St., Chicago, Ill.

**WANT SIDE SHOW TALKERS**

Illusion Show Talker, Snake Show Talker, Girl Show Talker, Inside Lecturer for Illusion, prefer Magician or Any Act to feature. No drunks, only those who can stand prosperity for Fourteen Outstanding Fairs. All replies to:

**THOMAS CUTSINGER**

Esanaba, Mich., this week; Manitowoc, Wisconsin, next.

**INTERNATIONAL SHOWS**

Want Ride Help, also Ferris Wheel Foreman. Want to book Fun House and Mechanical Show or any Show not conflicting. Will book Kiddy Cars and Pony Ride. Concessions wanted—Photos, Novelties, Jewelry, Snow Cone, Candy Floss; also Slum Concessions of all kind. Want Grind Store Agents. Have the following Fairs: Osawatome, Smith Center, Sylvan Grove, all Kansas; Collinsville and Chandler, Oklahoma. Two more pending. All replies:

**COLEMAN LEE, Mgr., Osawatome, Kansas**

**FROM THE LOTS**

**Johnny T. Tinsley**

ATLANTA, Aug. 13.—Org, playing here this week at Jonesboro Road and Miller-Reed Avenue under auspices of the Lakewood Boys' Club, has been getting good biz. Last week org rang up a good week here at Maple and Hunter streets on the athletic field of Ware School.

As the show prepares to start the fair season, many new faces are in evidence. Fred Cantrell replaced Red Hicks, who left to join the Johnny J. Denton show. Concessionaires who joined recently include Bill Hancock, Humpy Hewitt; Mr. and Mrs. E. Jordan, frozen custard; Buck Harrison, Bob and Benae Moore, astrology, Reagen Brothers, glass pitch, and Charles Goodnough, assisted by Johnny Simms, candy floss. Brownie, clown, keeps busy attending civic functions with show sponsors.

Cyclone Betson took over on the Motordrome, assisted by Reckless Hellon Floyd. Former manager Speed Mullins left to sell amplifying equipment and motorcycle accessories. The new front on the Minstrel Show, built on a semi, is finished and will be touched up by artist Hancock. Charley Vincent is pinch hitting all over the lot until fair time.

Mrs. Sid Alcido, assisted by Mrs. Crandall, Mrs. Thompson and Juanita Alcido, was hostess at a baby shower for Mrs. Mina Howey and Mrs. Jeanette Longstreet. A buffet luncheon was served, and the expectant mothers received many gifts. Guests included Mrs. Dorothy Bucklaw, Mrs. Rubye Davis, Mrs. Kathryn Cantrell, Mrs. Dorothy Hancock, Naomi Hewitt, Hellon Floyd, Mrs. Ruby Everling, Mrs. Florence Kalansky, Mrs. Mayo Tinsley, Mrs. Reva Betzhold, Margie Betzhold, Mrs. Mollie McCaslan, Myra Ann Thompson and Judy McCaslan.

Mrs. Bob Brockaway, wife of the electrician, left for home in Baltimore with her son, David, and daughter, Marsha Ann. David will enter school this fall.

Recent visitors included Mr. and Mrs. Bernie Shapiro, of Southern Poster Printing; Pat Crowe, of Whittie's Novelty House, Knoxville; Mr. Crumley, secretary of the Greensboro (Ga.) Fair; members of the Mad Cody Fleming Shows, and Hank and Pat Stulken, of Georgia Amusement Company.

Owner John T. Tinsley announced the show will winter in Florida, and, for the first time will play winter annuals in that State.—H. SAWYER.

**Motor State**

NORWALK, O., Aug. 13.—Org moved here from Hoytville, O., where everyone had a banner week. L. G. Turner has returned to the semi-active list. Playing here under auspices of the Moose, org is set up on the Milan Road circus lot. A shipment of snakes has been received for the Jungle Show, also two monkeys for the Monkey Speedway. Jack Ziegler has added novelties. Frenchie Schmidt is the new Tilt-a-Whirl foreman.—W. H. ROWELL.

**Lawrence Greater**

BURLINGTON, Ia., Aug. 13.—Last week's stand at Washington, Ia., was for five days only, as show was skedded to open at the Burlington Fair here Sunday (7). Show was set in ample time, with all rides and equipment freshly painted and looking like new.

Also not a date to rave about, Washington proved better than it looked when the shows first hit the lot. Sponsoring Legion committee co-operated, as did *The Washington Evening Journal*, which used pix, including a front-page spread, three times. Sons of the Legion Band paraded from town to the lot, played a concert at the front gate, and ballied in front of shows Thursday and Friday nights. Matinee Thursday was not up to expectations.

Tex Webb joined to take over twin Wheels and did a fine job on the first set-up. Mr. and Mrs. Myers, cookhouse ops, left to join another org. Herb and Abe purchased grab joint from the Myers and are operating it here. Bob Young has taken over the Ridee-O.

Mrs. King, wife of the Monkey Show operator, in the hospital, but her condition is not serious. Mrs. Shirley Levy, Fritzie Brown, Bob Murray and the writer visited the L. B. Lamb Shows, which were playing near by. Harry E. Wilson and wife visited Mr. and Mrs. Harry Lottridge on the L. B. Lamb Shows.—HARRY E. WILSON.

**Virginia Greater**

EASTON, Md., Aug. 13.—Shows in here after a good week, ending Saturday (6), at Crisfield, Md.

Business at Crisfield was very satisfactory despite the fact that Monday (1) night's business was cut by a heavy shower in late afternoon. Remainder of the week was favored by good weather. Active co-operation of the sponsoring American Legion post and local papers helped boost biz. Children's nine-cent matinee Saturday (6) proved a drawing card.

Owner Rocco Masucci spent a few days in North Carolina on business. Concessionaires joining at Crisfield were Frank Shockheart, with cotton candy, and Clement Juby, with *Bouquet of Life and Health Show*. Bob Coleman on the sick list.

Visitors on the lot included Johnny Keeler, of the Modernistic Shows, and Wallace Goodrich, of Suffolk, Va., with his daughter, son-in-law and their children.

**Pioneer**

SAXTON, Pa., Aug. 13.—Shows are doing well in Pennsylvania. Stands here and in Jennerstown and Mechanicsburg brought good grosses. A new Funhouse and a 10-in-1 were added here.

Mickey Percell, general manager, brought a Ferris Wheel and Merry-Go-Round for the No. 2 unit, which will start a tour in the South September 1 under Slim Fein and Paul Minick.

Staff besides Percell includes Mrs. A. Percell, secretary-treasurer; Norman Fitzgerald, business manager; Joe Martin, advertising; Peter Percell, scenic artist; George Duval, electrician, and Rog Drumheller, mechanic.

Fairs on the schedule include Troy, McConnellsburg and McClure, all in Pennsylvania.—MICKEY PERCELL.

**One Custard Stand Location For Sale**

Charleston, West Virginia, Fair, for 9 days. Starts Sept. 3 to 11.

**A. HYMES**

General Delivery, Springfield, Ill., from Aug. 14 to 20; General Delivery, Lewisburg, W. Va., from Aug. 21 to 26.

**WANTED**

For Oldham County Kentucky Fair, August 25 to 27; Meade County Fair following, August 30 to September 3.

Grab, Bingo, Photo, Hanky Panks, Mitt Camp and P.C. These are two red dates. Veterans' Celebration following.

**Virginia Rose Midway Attractions**

1244 S. 3rd St. Louisville, Kentucky  
Phone: Magnolia 1918

**N. F. KAUFMAN, Mgr.**

**MYERS SHOW**

**WANT**

For proven all uptown lots, the best towns in Georgia.

Hanky Panks of all kind, Ball Game, Hit and Miss, Darts, Add 'Em Up, Balloon Dart, Long or Short Range, Colie Bottle, Age and Weight. What have you? Bob Sawman, can use you.

**WILLIAM MYERS, Mgr.**

Tifton, Ga., this week; then Moultrie, Albany.

**AMERICAN EAGLE SHOWS**

**WANT FOR CLARENCE, MO., HOMECOMING, AUG. 18, 19, 20**

ANY CONCESSIONS WHICH DO NOT CONFLICT. GIRL SHOW, ANIMAL SHOW, ANY FLAT RIDES. We are playing 2 to 3 spots a week, including New Boston, Ill., Fish Fry, Aug. 22, 23, 24.

**WILL SELL 1946 SPITFIRE**

With transportation. Reasonable. Good condition. Come and get it! Address: DANNY ARNETT, Mgr. Frankford, Mo., Aug. 15-17; then Clarence, Mo., and as per route.

**WANT**

PRETZEL FOREMAN, ALSO OTHER RIDE HELP. Top wages. Address:

**E. ERIKSEN**

Care ROYAL AMERICAN SHOWS

Superior, Wis., this week

**WANT AGENTS**

For Slum Concessions of all kinds. Have 6. Also can use two Skillo Agents. Fairs start now. Wire:

**JACK or BIRDIE FRICK**

International Shows, Osawatome, Kan.

**WANTED IMMEDIATELY**

Rides and Concessions for Mammoth Harvest Festival, Sept. 12th-17th. Write, wire or call:

**HARVEST FESTIVAL**

UNION, S. C.

**EARL R. LONG**

Please contact

**R. C. BRYAN**

608 Tampa St. TAMPA, FLA.

**AGENTS WANTED**

For Hanky Panks. Prefer Man and Wife. One Concession of a kind. Long season. Frank or Howard, get in touch with me. Wire or Write:

**H. Jelly Griffin**

Coleman State Side Shows  
Liverpool (Suburb of Gary), Indiana

**WANT CARNIVAL**

For nationally known Labor Day Celebration, 3 Big Days, Sept. 3-5.

**AUBREY D. WEBB**

Ripley, Tenn.

**BARGAIN**

3-Abreast Parker Baby Q Merry-Go-Round, deluxe model. Ride purchased from factory March, 1948, like new, now operating. Reason for selling, interested in park type 2 or 4-abreast machine. Address:

**FRANK G. WICKERSHAM JR.**

318 Butler Blvd. Daytona Beach, Fla.

# ITHACA, NEW YORK, FAIR

AUGUST 22 TO 27 INCLUSIVE

CONCESSIONS—All Science and Skill Games, Grab, Cook House, Novelties, Hi Striker, Ball Games, Long or Short Range Galleries, Photo. Ex. sold on Custard, Bingo and Candy Floss.

Earle Meyers can use useful Side Show attraction.

SHOWS—Can place Iron Lung or Wild Life.

Concessions booking can stay with it for Brockfield, N. Y., Fair, Labor Day; also for York, Pa., Fair and Danbury, Conn., Fair. Write or wire:

## ROSS MANNING

ROSS MANNING SHOWS

Carlisle, Pa., This Week

NEW ENGLAND'S GREATEST FAIR

# MIDDLEBORO, MASS.

AUG. 28-SEPT. 4 INCLUSIVE

Want All Kinds of Legitimate Concessions, Including

Stock Wheels, No Gypsies. Contact

EDWARD O'BRIEN

7 Milford St., Boston, Mass., or Fair Grounds, Aug. 25 to Opening.

# TURNER BROS. Shows

NOW BOOKING FOR DU QUOIN, ILL., STATE FAIR

Starts August 27th Thru Labor Day.

STOCK CONCESSIONS — SHOWS WITH OWN TRANSPORTATION — FUN HOUSE, GLASS HOUSE, ARCADE — MAJOR RIDES NOT CONFLICTING. Mr. Jackson wants Scale Agent.

Write—Wire—Phone (Mobile Phone Z. A. 52637)

Address: Decatur, Ill., this week; Greenup, Ill. (Fair), August 22-25; then Du Quoin.

# GEORGE CLYDE SMITH Shows

Ball Games, Custard, Pitch-Till-You-Win, Buckets, Swinger, Penny Pitch, Photos, Hoop-La, Spot the Spot, String Game, Fish Pond, Huckley Buck, High Striker, Mechanical City. Want: Truck Mechanic, Side Show, Monkey Show, Jig Show, Half and Half, Tilt, Pony Ride. Agents for Hanky Panks, General Ride Help. All replies to:

GEORGE CLYDE SMITH SHOWS

Franklin Boro, Johnstown, Pa., this week; Six Mile Run, Pa., next week.

F. M. SUTTON SR. Presents

# GULF COAST SHOWS

THIS SHOW IS BOOKED SOLID UNTIL NOVEMBER 1

Fairs and good Still Spots in the Cotton Country. First in all spots.

Will sell exclusive on Popcorn and Peanuts. Will furnish new Tents and nice Fronts for Girl Show if you have two Girls. Want Man to take over Snake Show. Have outfit complete with snakes and girl to work it. Will give Man who can put it up and down and grind a very good proposition. Address:

F. M. SUTTON SR., Mgr.

FULTON, MO. (FAIR), AUG. 15-20.

# KEYSTONE EXPOSITION SHOWS

Now Booking for Florida Fairs

We are now contracting Shows and Concessions for our well established route of Florida Fairs. Contact us immediately and get preferred treatment. Legitimate Concessions only. Crestview, Fla., Oct. 3d; Jay, Fla., Oct. 10th; Fort Walton, Fla., Oct. 17th; Milton, Fla., Oct. 24th; then the biggest American Legion Celebration, Armistice week, at De Funiak Springs, Fla. Ride Help who drives semis. Office wants Store Agents and Pan Game Agents. Mark Williams and Dolly Dimples, contact. This week, LORIS, S. C.; next week, FAIR BLUFF, N. C. Playing the cream of the Tobacco Markets. Address all wires and mail to KEYSTONE EXPOSITION SHOWS, LORIS, S. C.

# GOLD CROWN EXPOSITION

WANTS FOR FIREMEN'S CELEBRATION, STAR, N. C.

Allan Herschell 3-Abreast Merry-Go-Round Foreman, Second Man on Ell Wheel, good Electrician, Walkie Talkie, answer. Can place Grind Stock Concessions of all kinds. Good territory for Fish Pond, Duck Pond, High Striker, etc. Will consider a reliable party with a few choice outfits. Will book a nice Bingo. Joe McBride, get in touch with us. Candy Apples, Floss and Popcorn open. Jack Tilley wants girls for Posing and Girl Revue. Bill Reid and Don Wood want Agents for Hanky Panks and P.C. Can use a few more Shows. Need a good General Agent. All Address: Brownie Smith, Owner and Manager; W. B. (Bill) Reid, Bus. Mgr. Star, N. C., week Aug. 15th.

# BULLOCK AMUSEMENT CO.

*lean entertainment for the whole family*

This Week (Lilly Reunion), Flat Top, W. Va.

Mt. Gilead, N. C., Week August 22d

Latta, S. C., Week of August 29th

In the Heart of the Tobacco Belt.

Want one or two good Grind Shows. Also legitimate Stock Concessions. Open Midway, no exclusive except Cookhouse, Popcorn and Bingo. Can use a few Concession Agents.

No gate, no racket and no drunks.

J. S. BULLOCK, Gen. Mgr.; E. A. MURRAY, Gen. Agt.

7 DAYS WANT 7 NITES

# FOR RHODE ISLAND STATE FAIR

STARTING AUG. 30, ENDING SEPT. 5

Custard, Ice Cream, Popcorn, Apples, Floss, Grab, Ball Games, Lead Gallery, Fish Ponds, String Games, Hoop-La, Merchandise Stores of any kind. Positively no grift; no gypsies; all legitimate Concessions wanted; no X.

High class Cookhouse, 10-in-1 Show, Motor Drome, Monkey Show or good clean Revue with own equipment. All replies:

CONN. CARNIVAL SUPPLY CO. or BELL-FORM SHOWS  
35 Winthrop St. Bristol, Conn.

No phone calls—wire or write D. P.

FOR SALE—SPITFIRE, with transportation, \$3,500.00; FUNHOUSE, \$800.00

# A.M.P. SHOWS

*Juggy*

## WANT

String Game, Cat Rack, Pitch Till You Win, Darts, High Striker. Will place two Grind Stores, Age and Scales, French Fries, others not conflicting. Can place Girl Show, Ten-in-One, Animals, Monkeys or Snake Shows. Want a Man for office-owned Custard, also Slum Store Agent. Davis, W. Va., Aug. 15 to 20. Parade, fireworks nightly. Car drawing last night. A. M. PODSOBINSKI, General Manager; FRED C. BOSWELL, Business Manager

WANT

## "MANAGER FOR MOTOR DROME"

Have Complete Panel Front Drome, loads on two semi-trucks. Will turn over to Capable Manager. Must have own P.A. Sets, Rides and Help for same. We have contracts for some of the Best Fairs in the South. Out until Nov. 15th. "Capt. Ritz," get in touch with me. Reply to:

E. L. Young, Mgr.; Royal Crown Shows

New Ulm, Minn., until Aug. 20th; then Albert Lea, Minn., until Aug. 25th

WANTED

Washington County Fair, Aug. 22-26, Greenwich, N. Y.

All Concessions—Custard, Ball Games, Balloons, Cook House, French Fries, Novelties, Shows—Wild Life, Snake, Girl, Athletic, Fun House, Rides—Octopus, Spitfire, Fly-o-Plane, two Kids. Joe Ricco, get in touch for Chatham Fair, which follows; then four Connecticut Fairs.

## A. B. ROGERS SHOWS

AUG. 20-25, VALATIE, N. Y.

# DAYTON, PA., FAIR

AUG. 23-27 — DAY AND NITE

RACING—THRILL SHOWS—FREE ACTS

Will book all Stock Concessions \$3 per ft. Eating and Drinking Stands according to location. COME ON OR WIRE

M. A. BEAM

FAIR GROUNDS

WASHINGTON, PA.



**GRA-LOY SHOW**  
 CLEAN ATTRACTIONS  
**WANT FOR BALANCE OF SEASON**  
 Long Range Gallery, Custard, Bumper, Novelties, Cat Rack, Scales and Age, String, Grab, Coke Bottles, Hoop-La, Jewelry, Photos, Basketball, or what have you? Want Shows—Glass, Monkey and Mechanical. We have the biggest Labor Day Celebration in Northern Indiana. For Sale—Small, neat Grab and Balloon Dart Joint. Both can be booked on Show. Bristol, Ind., this week; then Watervliet, Mich.; Lapaz, Ind., and our Big Labor Day Celebration at Elkhart, Ind. All replies as per route.

**WANT**  
 Good Capable, Sober Scale Man.  
 Also one for Cotton Candy.  
 Jackson, Minn., this week;  
 Aberdeen, Fargo and Huron follow.  
**AL BAYSINGER**  
 Dodson Imperial Shows

**WANTED WANTED**  
**Majestic Greater Shows**  
**HARNE, MICHIGAN, FAIR**  
 AUG. 22-26  
**ROMEO PEACH FESTIVAL**  
 SEPT. 3-5  
 Concessions of all kinds. Side Show, Animal Show, Funhouse. Helpers for all Rides. Address: Leonard Gould or Sam Goldstein. 2772 E. 75th St. Chicago, Ill.

**RIDES WANTED**  
 AUG. 27-28—FESTIVAL  
**ST. ANNE'S, ORTONVILLE, MICH.**  
 (40 Miles North of Detroit)  
 We want the Rides—You take 100%—No fees of any kind. Contact: Linford Owen Ortonville, Mich.

**FALL RIVER DAM DEDICATION AND LABOR DAY CELEBRATION, SEPT. 3, 4, 5**  
 Have few choice locations left. General Stand, Cookhouses, Popcorn, Snow Cones, Candy Floss, Novelties, Rodeo or small Circus, Hillbilly Show. Contact **SIDNEY PRESSON, Concession Manager** Farris Hotel Fredonia, Kansas

**WANTED**  
 Man and Wife as Ticket Sellers and Illusion in beautiful Side Show.  
 Don't write, wire.  
**JOHN W. DUNNING**  
 Snapp Shows, De Pere, Wis.

**WANTED**  
**GOOD ANNEX ATTRACTION**  
 For Side Show. Must be capable of making money. Fairs and Tobacco Markets.  
**HELEN GOLDEN**  
 Bee's Reliable Show, Labano, Kentucky

**THE VOLUNTEER SHOW WANTS**  
 For Mid-State Colored Fair, August 22 to 27, Murfreesboro, Tennessee; West Moreland, Tennessee, Fair, Sept. 5 to 10; Springfield, Tenn., Fair, Sept. 12 to 17; others pending. Shows and rides with own transportation. Fish Pond, Balloon Dart, Pitch Till You Win, Glass Pitch, Penny Pitch, Photo Gallery, Candy Floss, Custard, Novelties, Short Range or Long Range Gallery. All Address: **T. J. APPLE, Watertown, Tenn., Aug. 15-20.**

**WANT FOR LEGION CELEBRATIONS**  
 Coke Bottles, Hoop-La, Funhouse, Balloon Darts, Jewelry, Novelties, any Hanky Panks not conflicting with our own. No flats. Harold Ziegler, come on. Cotton Country after Sept. 1st.

**THIESS UNITED SHOWS**  
 Bement, Illinois, this week

**WANT CARNIVAL**  
 for 20 days in August or September. Electric or steam music. Six Major Rides. 25 to 50 legitimate Concessions for Mount Rose Stadium, Port Acres Road, Port Arthur, Texas. Write **325 W. Thomas Blvd. Port Arthur, Texas** Phone 3-1806

**FROM THE LOTS**

**John H. Marks**  
**HARRISONBURG, Va., Aug. 13.**—Show here after a 357-mile jump from Bridgeport, O., with no trouble, thanks to Eddie Laing's crew. Lot is the airport showgrounds. First two days were strong, with good indications of an excellent week. News-Record, local paper, and Station WSWA came thru with good publicity.  
 Mrs. John H. Marks was on the show for a brief visit, as were many of the folks on Cetlin & Wilson Shows.  
 This is the last still date of the season. Show goes from here to Galax, Va., for the first fair, a jump of 214 miles. New equipment, shows and rides arrived here from the Richmond, Va., winter quarters for the stand.  
 T. W. (Slim) Kelley has a new tent and deck banners and has added several new acts. John T. Rea has a new front and inside platforms for his Hall of Science. Mr. and Mrs. Jack Davis, cookhouse, have a new trailer and will hold a housewarming soon.  
 Bill Lane, with his fish pond, and Danny Newman, with his several concessions, are chalking up good weeks. Harry Schreiber, business manager, and Paul Lane, concession manager, are busy these days.  
 Kelley took delivery on a shipment of monkeys for his Monkeyland Circus, which is being readied for the fair dates. His Zoma Reptile Show is being overhauled. Johnny Shea is handling the front of the French Casino, posing revue. Several new girls have been added for the tour of fairs.—**WALTER D. NEALAND.**

**B & C**  
**CLAYTON, N. Y., Aug. 13.**—Org moved here from Chateaugay, N. Y., which was poor. Wednesday night was the best of the stand. Shows played to good crowds here. Spending Monday night was good and Ferris Wheel topped rides. Side Show was best among the shows.  
 Painting of the Merry-Go-Round completes preparation of the rides for the fair dates. Alva Sweet has taken over management of the Barnes' ball game. The Girl Show now has two dancers and Owner Bevins left on a trip to Utica to interview applicants. The Marleys are making plans to add palmistry booth.

**Blue Grass**  
**HUNTINGBURG, Ind., Aug. 13.**—Owner Groscurth and the writer laid out the lot at the Dubois County Fair here this week to advantage, overcoming the difficulties caused by limited space allotted the midway and to the many trees in the city park, site of the fair.  
 Rain hit Thursday noon (11), spoiling the day, but the night turnout was strong. Spending, however, is off from last year.  
 The Roll-o-Plane was left down here, as it required repairs. Tilt-a-Whirl and Ferris Wheel have been pacing the ride grosses. Eddie Greeno's Wild Life, Girl Show and Monkey Show are clicking.  
 Joe Hilton's Side Show left at Charleston, Ill., to make some Michigan dates.  
 Shows recently took delivery of a new Chevrolet tractor from the Standard Chevrolet Company, East St. Louis, Ill., with Mr. Bundy of that org making the sale. Wilber Groscurth and Carl Groscurth, brothers of the shows' owner, visited here. Other visitors included Albert Deer, of the Boonville Fair.  
 A free act has been booked for the circuit of Southern fairs.—**EDGAR C. MAY.**

**Joseph J. Kirkwood**  
**WASHINGTON, Aug. 13.**—With wonderful weather and with the local papers co-operating, business has held up very well during the show's 10-day stand here. Kiddies' matinee last Saturday (6), with bicycle giveaway, drew more than 3,400 mop-pets to the lot.  
 The Great Jarvis has played to good business with his Circus Side Show, working 12 feature acts. Zucchini, shot over twin Ferris Wheels, has been holding the crowds for late business. Leo Bistany, the new business manager, has been greeting old friends. C. L. Bockus, of the James E. Strates Shows, was a visitor. Jerry and Edna Gerard joined with their concession.  
 Owner Ralph Decker is dressing up the show with a bright paint job in preparation for the show's fair dates, which will open with the Howard County Fair at Laurel, Md., Tuesday (16).

**PRELL'S WORLD'S FAIR SHOWS**  
**Want For**  
**TAPPAHANNOCK, VIRGINIA, FAIR, AUGUST 15 TO 20 AND 12 FAIRS TO FOLLOW:**  
 Concessions—Age, Scales, Hanky Panks, Vivona Bros. want good P.C. Agents.  
 Rides—Rocket, Spitfire, Caterpillar, No. 5 Ferris Wheel, Tilt, Whip. Can use good Second Men on all Rides: Semi Drivers given preference.  
 Shows—Snake, Monkey Show, Motor Drome, Wild Life, Penny Arcade.  
**ALL ANSWER:**  
**JOHN VIVONA OR JOE PRELL**  
 Manassas, Virginia; Tappahannock, Virginia, following

**BOHN & SONS UNITED SHOWS**  
 Now playing all Fairs and Celebrations in Nebraska until Oct. 1st, then south for the cotton.  
 Want Candy Apples, Floss, Popcorn, Snow Cones. All kinds of Slum Stores—privilege \$15.00.  
 Want Bingo, Diggers. Good opening for 2 Ball Games, none on show now. Otto Kube, wire. Want Ride Help on all Rides—top wages. Want Tilt-a-Whirl Foreman. Girls for Girl Show, \$50.00 a week. For Sale—25 Kw. Universal Gas Light Plant. Holly Mix-Up, complete, can be booked on show. Don't want any Mitt Camps. This show plays two's week—all spots are Fairs and Celebrations. Mr. Davis will be in Loup City from Aug. 15 thru rest of week. Wire or phone **CARL BOHN, Owner-Manager; EDDIE DAVIS, Bus. Manager** LOUP CITY, NEB., AUG. 19-20-21.

**CRESCENT AMUSEMENT COMPANY**  
 Wants First Class Wheel Foreman, Second Men all Rides who can drive. Concessions: Age, Scales, Ball Games, Fish, Glass, Pitch Pond, Coke Bottles. Sell exclusive Photo, Popcorn, Apples, Custard, Novelties, High Striker. Want Show with own outfit that don't conflict. Ten weeks Fairs starting Malvern, Arkansas, week September 5th. Address: **L. C. McHENRY, Manager; JESS WRIGLEY, General Agent** PRESCOTT, ARKANSAS, THIS WEEK

**TIVOLI EXPOSITION SHOWS**  
**WANT FOR ROSEVILLE, RANTOUL, ODELL IN ILLINOIS, PLUS BIG LABOR DAY SPOT**  
 Also Pochontas, Berryville, Magnolia in Arkansas. All Fairs and Celebrations.  
 Side Show with or without equipment and transportation and any other Show of merit. Also place legitimate Concessions of all kinds that work for stock. Answer by wire.  
**Carlisle, Indiana, Fair, this week; Roseville, Illinois, Fair to follow.**

**HOME STATE SHOWS**  
**WANT**  
 For Fairs and Celebrations. Slayton, Minn., Aug. 18-21; Canby, 22-24; Appleton, Aug. 25-28; Henning Centennial next. Tilt Foreman. Legitimate Concessions, Shows. Good proposition. Long season.

**HELP WANTED**  
 For Fly-o-Plane and Pretzel Ride. "Lushers" and "Goof Balls," stay where you are—can't use you. Long season, may go to Island again this winter.  
**CHAS. T. GOSS**  
 c/o HENNIES BROS.' SHOWS  
 Peoria, Ill., Aug. 15-21; Des Moines, Ia., Aug. 22-Sept. 2.

**WANT**  
 Athletic Show Manager with Wrestlers and Boxers. We have complete outfit. Also book other Shows.  
**Dyer's Greater Shows**  
 Charles City, Iowa, now; Boone next. All Fairs.

**FOR SALE**  
**DROME MACHINES**  
 2 37 cubic in. Machines. First class new rubber. Lined for Straight Wall.  
**\$600.00** Capt. Ritz 450 Midway St. Pontiac, Mich. Phone 410-41

**WANTED**  
 Capable Snake Lecturers, Ticket Sellers, All Day Grinders.  
**Contact Charles Fogle**  
**ROYAL AMERICAN SHOWS**  
 Superior, Wisconsin, Fair and Minnesota State Fair or **Cliff Wilson**  
 For Chicago Railroad Fair, Hotel LaSalle, Chicago, Ill.

**IMMEDIATE SALE**  
**COMPLETE BEST FLASHED UNBORN SHOW**  
 Will easily pay out this year. New top, display lettering on front, 2 light Towers, iron post fence, indirect light display. 25 specimens, all in perfect condition. Will deliver and set up reasonable distance. Price \$3500.00.  
**FLOYD HETH**  
 c/o HETH SHOWS  
 Nashville, Tenn., Aug. 15-20; then per route

**TWIN STATE SHOWS**  
**WANT**  
 For balance of season, Bingo, Hanky Panks, SHOWS—Girl, 10-in-1, RIDES—Kiddie Rides, one Flat Ride. One good Free Act. Use Ride Help.  
 Address this week Nashville, N. C.; next week, Whitakers, N. C.

**DOERSONN BINGO**  
 Agents wanted. Must drive truck. All Celebrations and then South. Wire or call **CHARLES DOERSONN** c/o HARTSACK BROS.' SHOW Bucklin, Mo., Home Coming, Aug. 15-20.

**SHOW NEON MAN**  
 AT LIBERTY  
**H. R. SHAFFER**  
 648 E. Allengrove St. Philadelphia, Pa.

**RED BRUNK WANTS**  
**WAITERS AND FRY COOK**  
 W. H. "RED" BRUNK, Hastings, Nebr.

W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

Want Legitimate Concessions, Ice Cream, Snow, Small Sit-Down Grab, Hanky Panks. Any Show that can sit on street, 25% plus tax.

For Sale—1947 Spitfire in perfect shape with 26-foot Semi, built for Ride, with good Tractor, Priced at give away price of \$6,500. 1942 Tilt-A-Whirl in perfect condition with two 1947 Fruehauf Semis and two good Tractors, price, \$9,500. The Rides, Semis and Tractors are far above the average carnival equipment. The only reason for selling is that I have too many rides. I am not broke, I owe no man, I am not interested in booking these rides or selling them on credit. Come look them over for yourself. This week Loggootee, Indiana; week of August 22, Sunman, Indiana, Fair. All replies:

W. R. GEREN

## JACK'S GREATER SHOWS

WANT FOR ALTAVISTA, VA., AUG. 15-20; CHATHAM, VA., AUG. 21-26; WITH TEN BONA FIDE FAIRS TO FOLLOW, ENDING MIDDLE OF DECEMBER—WATCH NEXT ISSUE FOR DATES

Slum Concessions of all kind open. Want Cook House that can take care of large Show, that caters to show people. Good proposition to Motordrome, Penny Arcade, Wild Life or Monkey Show for balance of season. Tom Joseph, get in touch; can use your Ride for balance of season. Have complete outfit for organized Minstrel Show. Can place one more Girl Show with two or more girls. Can place Roll Down, Skillo and Wheels, all Percentage open. Following people, get in touch: Johnny Llewlyn, Jimmy Cyr, Gypsy Bob Meyers. All mail and wires to FRANK HARRISON, Manager; M. J. MILLSAP, Bus. Manager ALTAVISTA, VA., THIS WEEK; THEN AS PER ROUTE.

## QUEEN CITY SHOWS

WANT FOR SOUTH BLOOMFIELD AND KINGSTON, OHIO, ON STREETS; NEW MIAMI LABOR DAY CELEBRATION, WITH FIREWORKS, WESTERVILLE, OHIO, HEBRON FALL FESTIVAL

CONCESSIONS—Ball Games, Dart, Huck, Scale and Age or any Concession that works for stock. RIDE HELP—Need Man who can get them up and down, drive semis and stay sober.

All Replies to  
CURLEY LITTLE

QUEEN CITY SHOWS, ASHVILLE, OHIO, THIS WEEK.

## Wanted—NEWAYGO, MICHIGAN—Wanted ANNUAL LABOR DAY CELEBRATION, SEPT. 3-4-5

Can place any legitimate Stock Concessions. Want Grab, Snow Ball, Ice Cream, Frozen Custard, Taffy, etc. Can use couple of small Shows or Ten-in-One for this date and balance of season until Oct. 1, including Paw Paw Grape Festival and Decatur Celery Festival. Do not be misled; I have these contracts and the show is still intact. Address all replies to

GLEN D. WYBLE, Hiawatha Shows  
CONCORD, MICH., THIS WEEK

## Want for Terre Haute, Ind., Fair, Week of August 22-27

CONCESSIONS that work for stock, Jewelry, Scales, Diggers, Ball Games and so forth. No X except Bingo, Lead Gallery and Hi-Striker. Half & Half wanted for Side Show. Ride Help that can drive trucks. All address:

W. J. Williams, Mgr., Rogers Greater Shows

Princeton, Ind., this week.

## HEART OF KANSAS SHOWS WANT

For Fairs and Celebrations: Working Acts for Side Show, Manager for Girl Show with Girls. Will book Funhouse, Animal Show, Snake Show and any Grind Show with own transportation. Will book Rides having own transportation: Train, Boat Ride, Octopus, Fly-o-Plane. Need Second Men who drive semis for Wheel and Tilt and a Foreman for Mixup, also Ticket Sellers. Concessions: Agents for Ball Game, Cat Rack, Whiskey Bottles, Milk Bottles. Will book Popcorn, Snow Cones and Candy Apples. Agents for Bowling Alley and Blower. Agents for Grind Stores. Will book Hi Striker, Long Range Shooting Gallery. Agents for Neodesha, Kan., this week; Independence, Kan.; Wellington, Kan.; Enid, Okla., Fair and Berry Show; Stillwater, Okla., Fair; Anadarko, Okla. Other good ones to follow. All Address:

HARRY CRAIG, Neodesha, Kansas, Now

## DAY AND NIGHT FAIR

Angelica, New York, Aug. 30-Sept. 3 Inclusive

Join next week in Franklinville, New York. Firemen's Old Home Week. Only short jump from Franklinville to Angelica. For Angelica Fair, now booking all kinds of Concessions except Eating Stands, have enough of same. For Angelica, want Fly-o-Plane, Rolloplane, Octopus, Spitfire, etc. Will book clean Girl Shows, Wild Life, Animal Show, Snake Show, Mechanical Shows, etc. Want Thrill Rides for Edinboro, Pa., Fair. This week:

CLAYTON, NEW YORK

PERRY SMITH, BUFFALO SHOWS

## W. S. CURL SHOWS

WANT

Big Falmouth, Ky., Fair, Aug. 24-27. Legitimate Concessions of all kinds, Ball Games, Darts, String, Cork Galleries, Fish Pond, Duck Pond, Pitch-Tilt-Win, Jewelry, Scales, Photo, Cotton Candy, Candy Apples, Novelties, No percentage, Babies or gypsies. Midway Shows with own transportation. No Girl Shows. Also for the biggest celebration of Central Ohio, Sept. 5-10 at North Baltimore, Ohio, Labor Day Fall Festival and Fiesta Combined. A concessionaires' paradise, ask anyone who has made it.

W. S. CURL SHOWS, THIS WEEK: PRICE HILL, CINCINNATI, OHIO

## WANT CAPABLE AGENTS

Skillo, Count, Hanky Panks. Want capable Pin Store Agents, Bobbie, come on or wire; need you here anyway. Gus Stanley, Jimmy Flood, Jimmy Wright, Chubby and others, Blackie answered you to Ottumwa; what are you going to do? Don Dezianno, wire Eddie Breckenridge; place still open, couldn't get you on phone. Want capable Man with Agents to take over new Bucket Store. Hall Radio and others, wire; good proposition. All wires and mail to Bessemer, Ala. How's everybody. Address:

H. BAXTER

CARE WARD SHOWS, BESSEMER, ALA.

NOTE—Norfolk, come on.

# BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH PRESENTS

FEATURING THOROUGHbred ENTERTAINMENT

Lawrence County Fair, Bridgeport, Illinois, week starting August 22; followed by Hopkins County Fair, Madisonville, Kentucky

Can place Legitimate Stock Concessions and Hanky Panks of all kinds. Custard open on "X" basis for balance of season. Also place Ice Cream Sandwich and Chocolate Dip.

### RIDES

Can place any Major Rides not conflicting for balance of season, such as Spitfire, Roll-A-Whirl, Fly-O-Plane or Dark Ride.

### SHOWS

Especially interested in Side Show with own equipment and transportation that has something inside to offer other than a half dozen monkeys and a magician and an operator who realizes the war is over and has to work for a living instead of parading the midway and telling everyone his troubles, can get it here. Will make such a man an attractive proposition.

### HELP

Can place first-class Merry-Go-Round and Roll-A-Plane Foremen who can drive Semis and have chauffeur's license—must have references. Drunks and would-be travelers stay where you are. Can place show painter. All wire:

C. C. GROSCURTH

This week Brownstown, Indiana; next week Bridgeport, Illinois.

# PENN PREMIER SHOWS

worlds • cleanest • midway

HUNTINGTON COUNTY FAIR, HUNTINGTON, PA., AUG. 22-27

CONCESSIONS—Can place all legitimate Concessions, Grab, Demonstrators, Age and Scales, etc. SHOWS—Can place Wild Life, Lung, Glass House, Monkey or any show not conflicting. RIDES—Can place Fly-o-Plane or Caterpillar. RIDE HELP—Can place Ride Help in all departments. Top salaries. AGENTS—Can place Pin Store and Razzle Agents, also capable Wheel Man; Ernie Dennison, call Mark Hurley Graham at Holley Hotel, Bradford, Pa., Pan Game Dealers.

Can place Dancing Girls for our revue. Top salaries for 15 fairs. Remember we have 15 solid fairs, none pending, but booked solid until November 12. Address all mail and wires to

LLOYD SERFASS, Gen. Mgr.

Penn Premier Shows, Bradford, Pa., this week; Huntington, Pa., Fair next week. Remember, all fairs from now on, no more still dates.

# LARRY NOLAN SHOWS

Want Quick—Good Girl for office Ball Game, fast Counter Man for Bingo; top pay. Ride Help that drive. Must stay sober. Dorothy Younger wants fast Griddle Man for Cookhouse. Scott Lamb can use two Count Store Agents, one Skillo and one Outside Man; 10 Fairs left. Winter in Arizona. Will furnish top and banner for Girl Show. Operator must have two girls and own wardrobe. Can place capable Side Show Magician. Wire, don't phone.

LARRY NOLAN, Burlington Colo., Fair, this week.

N.B.: It's been a rough year, but we have never missed a pay day. No gypsies.

## WANT

Shows—Snake, Monkey, Wild Life, Animal or any other Show not conflicting. Concessions—Scales, Balloon Dart, Diggers, High Strikers, Photo, or any 10-cent Concession. Have 10 Real spots for this fall. Ride—Rolloplane, Kid Rides or any Ride not conflicting.

KELLIE GRADY SHOWS

FLORENCE, ALA.

## FOR SALE—COMPLETE CARNIVAL AT BARGAIN

Includes 3 major Rides, 2 Kid Rides, Bingo, Cookhouse, Office, 6 Concessions, 2 Shows, 100 Kw. Transformer, plenty of Wire. Plenty of transportation with new motors and tires. Enough Fairs contracted to pay for show. Now in operation. Address:

BOX 198, c/o Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

## BROWNIE AMUSEMENT CO.

WANTS FOR 10 FAIRS AND CELEBRATIONS

CONCESSIONS—Bingo, Cookhouse, Cigarette Gallery, Bumper, Fish Pond, Mug Joint, Candy Floss, Popcorn, Snow Cone, Long Range Gallery, Hi Striker, Glass Pitch, Age and Scales, any Concession that works for stock. SHOWS—Any Grind Show with own transportation. Address: Greensburg, Kans., Aug. 16-20; Pratt Fair to follow.

## OPENING NO. 4 UNIT AUGUST 22 IN PHILADELPHIA

Want Shows and legitimate Concessions. Ride Help of all kinds, must drive semi. All apply:

SAM TASSELL SHOWS

5839 WALNUT STREET

This is not a big show. Carrying three Rides and Free Act. No gate. One of kind only.

# CARAVELLA AMUSEMENTS

LAST CALL—For  
MERCER COUNTY FAIR  
PENNA.

NIGHT, DAY HARNESS RACING  
August 23-27 Inclusive

WANT—CONCESSIONS—ALL OPEN

BINGO, CUSTARD, Eating and Drinking, Pop Corn, Candy Apples, Novelties, Floss, Ball Games, Fish and Duck Pond, Pan Game.

HELP—Agents for P. C. Tables. Girl for Bottle Baby Show.

SHOWS WANTED—Girl Shows, can use 2 shows here, Wild Life, Snake, Motordrome. WHAT HAVE YOU? WE HAVE TOPS.

RIDES—Will book Tilt-a-Whirl, Ferris Wheel, Caterpillar, Train, Pony Ride. What have you in rides? MARIO ZACCHINI, call me.

Mr. Al Boxall, where are you? Ride Help, come on, for all rides.

Call Island Park 2063, Sunbury, Pa.—NOW.

FROM FRIDAY, AUG. 19, WILL BE AT MERCER FAIR GROUNDS, MERCER, PA.

## FOLK CELEBRATION SHOWS

WANT NOW FOR LONG STRING OF CELEBRATIONS AND FAIRS, INCLUDING NEW MEXICO STATE FAIR, SEPT. 25 TO OCT. 2 INCLUSIVE, ALBUQUERQUE NEW MEXICO. EASTERN NEW MEXICO STATE FAIR, OCT. 4 TO 8 INCLUSIVE, ROSWELL, NEW MEXICO. NEXT WEEK MOUNTAINAIR BEAN FESTIVAL AND RODEO, MOUNTAINAIR, NEW MEXICO, AUG. 23 TO 28 INCLUSIVE. SAN LUIS VALLEY FAIR, AUG. 31 TO SEPT. 5 INCLUSIVE, ALAMOSA, COLORADO. CELEBRATIONS: TRINIDAD, COLORADO, SEPT. 7 TO 11; TRI-COUNTY FAIR, SEPT. 13 TO 18 INCLUSIVE, SANTA FE, NEW MEXICO.

IF YOU WANT A LONG SEASON—THIS IS THE SHOW  
THIS SHOW OPENS EARLY IN FEBRUARY, 1950

Can place one more sensational Free Act. First-class eight-piece Uniformed Band. Can place large first-class Cookhouse. RIDES—Will book any Ride we do not have. Write or wire what you have. SHOWS—Can place good Shows that are capable of getting money. Want first-class Motordrome. CONCESSIONS—Can place legitimate Concessions of all kinds. Positively no graft. RIDE SUPERINTENDENT WANTED. MUST BE SOBER AND RELIABLE AND KNOW HOW TO TAKE CARE OF RIDES AND REPAIR SAME. Can place Roll-o-Plane Foreman, Octopus Foreman, Wheel Foreman, Spitfire Foreman. Can place good Second Men. This week, Lions' Club Celebration, Aug. 16-21, inclusive, downtown Socorro, New Mexico. Wire show here or write BOX 1005, ALBUQUERQUE, NEW MEXICO. Those who wrote or wired me and received no answer, write or wire again, as I had some mail and wires lost.

## HILL'S GREATER SHOWS

WANT WANT

CONCESSIONS—Basket Ball, Coke Bottles, Glass Pitch, Hoop-La, Penny Pitch. Will sell "Ex" on Custard and Mug Joint. SHOWS—Wild Life, Monkey, Fun House, Mechanical. RIDES—Octopus, Whip, Caterpillar, Dark Ride, Looper. Want above for the following Fairs: Newcastle, Wyo., Aug. 16-21; Sundance, Wyo., Aug. 23-27; Rapid City, S. D., Aug. 29-Sept. 3; Mitchell, Nebr. (Nebraska's largest County Fair), Sept. 5-10; Arvada, Colo., Sept. 12-17; Shamrock, Tex. (State Line Fair), Sept. 19-24; Childress, Tex. (Childress State Fair), Sept. 26-31; Clovis, New Mexico, Fair and Cattle Festival, Oct. 2-7. These are all bona fide spots, and you can make Newcastle for the week-end if you wire for space.

All replies C. O. or H. P. HILL, Mgrs., as per route

## GRACELAND GREATER SHOWS

WANT FOR TIPTON, IA., FAIR, AUG. 18-21, and NEW LONDON, MO., FAIR, AUG. 24-27

CONCESSIONS—Ice Cream, Popcorn, Candy Apples, Novelties, String Games. All Hanky Panks open. We are going south. SHOWS—Good opportunity for Motordrome, Monkey Show, Fun House, Glass House, Side Show. RIDES—Will book Roll-o-Plane, Spitfire, Octopus. RIDE HELP—Can use Ride Help on all Rides. All replies:

HARRY ALKON, Mgr., Tipton, Ia., this week

## OHIO VALLEY SHOWS

Want for proven route of Fairs and Celebrations, closing in December. Oakland, Ill., Fall Festival, around public square, Aug. 14-20; VFW Fall Festival, on streets, Assumption, Ill., Aug. 23-27. Also have Newport, Wayne, Marked Tree, Earle, Trumann, Lepanto, Parkin, all Arkansas Fairs or Celebrations; then Mississippi. Every week a proven spot.

SHOWS—Can place Motordrome, Fun House, Illusion or Monkey. CONCESSIONS—Can place any legitimate Concession working for stock; also Jewelry, Cookhouse, Custard, Blower and Mitt Camp. Can place a few P.C. if you have other Concessions. Will book Tilt, Octopus, Spitfire or Auto Ride on low percentage. Need Second Men on all Rides. Wire

ROXIE HARRIS, OAKLAND, ILL., THIS WEEK.

## WALLACE & MURRAY SHOWS

Want for OTTAWAY GREENE CO. FAIR, Greeneville, Tenn., August 22 to 27, followed by MOUNTAIN CITY, TENN., Bean Festival and Fair, August 28 to Sept. 2; then the B's one, TIPTON CO. FAIR, COVINGTON, TENN., Sept. 5 to 10, and all Fairs until Armistice week. WANT Cook House, Diggers, Age and Scales, Jewelry, Novelties, Long and Short Range Galleries, Cigarette Shooting Gallery, Buckets, Six Cats, Swinger and all other Grind Concessions. WILL BOOK NEAT BINGO AFTER THIS WEEK. Will book Roll-o-Plane and Octopus. Can place at once Chair-o-Plane Foreman.

HAROLD WALLACE, Owner and Manager

Flemingsburg, Ky., Fair, this week; Greeneville, Tenn., Fair, next week.

## CLUB ACTIVITIES

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, Aug. 13.—Jack Kaplan, with the Buick award, is off visiting Springfield, Ill., and Cedar Rapids and Monticello, Ia.

New applications received from Charles Zemater, Joseph J. Fontana, Frank Perry and Petey Pivor and Morrie Wald, Eugene Snyder, Raymond C. Dixey, Joe and Sam Saladino, Louis Maus and E. W. Roetter.

Mike Wright left for the Mayo Clinic in Rochester, Minn. Lou Keller, Jack Kaplan and Secretary Streibich visited the Johnny J. Jones Exposition in Fort Wayne, Ind. Ned Torti, Roy Thomas, Bob Parker, Pat Purcell and Harry Hennies were off on a trip to Ionia, Mich., and other spots.

Callers at the rooms included Jack Hawthorne, Whitey Lehrter, Hy Neitlich, Ep Glosser, Max Brantman, Sam Gluskin, Charles H. Hall and Harry Simonds. Jimmy Stanton is back in town after a long absence.

Fred Potenza, Rudy Singer and William B. Starr are out of the hospital, and W. C. Deneke, Tom Vollmer and Bob Seery are still confined.

Hennies Bros.' Shows held another in a series of bingos, proceeds going to the League and the Hot Springs Showmen's Club. Harry Weiss, as usual, was on the mike.

Next dues period starts September 1. Many of the members already have their 1950 cards. Jack Kaplan and John Lemphart have letters in the mail soliciting listings for the directory.

### Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Aug. 13.—Thursday (4) meeting, presided over by President C. H. Allton, was held in the home of Harold and Nell Robideau. Martha Levine acted as co-hostess, and Mora Bagby and Rose Fitzgerald assisted in serving dinner.

Guests included Donna Day, Frank and Mabelle Bennett, Tillie Palmateer, Lucille King, Lucille Dolman, Jack and Martha Kenyon, Inez Allton, Nancy Meyer, Jennie Reigel, Fred and Helen Smith, Joe and Marie Mead, Pete Steinkellner, Joe and Ethel Krug, Vivian Gorman, Maxine Ellison, Marie Bailey, Lillabell Williams, Emily Bailey, Florence Lusby, and Martha Levine's son, Samuel, with his wife and daughter, Patty.

Pete Steinkellner won an electric stove. Other prize winners were Maxine Ellison, Emily Bailey, Fred Smith and Mora Bagby.

Donna Day, of the sick and relief committee, reported Spot Ragland back in the hospital. Mary Ludington also is in the hospital, and Billie Sucher and June Gilligan were reported feeling better. Two deaths were announced: Ada Mae Sabo, and Gladys Forrest's mother, Missouri Bell Phillips.

### Showmen of the World

1211 Louisiana, Houston

HOUSTON, Aug. 13.—The new second-floor clubrooms were opened Saturday (6). Refreshments were served, with festivities lasting until 6 a.m. Jack Houston was appointed club steward.

New members include Jean Cleveland, Zaidee Guerin, Gloria Gregg, Bettianne Rowsey, Mr. and Mrs. Hank McGhee, Willie Jane Snell, Lari Dean, Speedy Williams, Doc Allman, Charlie Murray Jr., Jimmy Rivers, Bill Awolt, Sam Lampasas, Norman Savoy, Mr. and Mrs. Scotty Scott, Bob Shandley, J. W. Marcado, Drane Walters, Herman Schroeder, Claude Smith, Bob Brakefield, Ray Roy, Pete Peterson, and Henry Taub.

Visitors were Mr. and Mrs. Bob Ellis, Arthur Nilson, Ed Barber, F. E. Ladd, Louis Martelli, R. A. Striebeck, J. E. Burnside and Olay Thornton.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, Aug. 13.—Applications for membership received from James E. Perry, Sydney Siskind, Al Crane, Anthony J. Orbinski, Edward O'Brien, Frank Campi, Frank Fay, Nathan Waterman, Sid Roemer and William Brodie, all sponsored by Louis D. King, and from David Wallace, sponsored by Ross Manning.

Among the NSA members recently heard from were Morris Brown, of Carnival Shows, Inc.; Harry Schwartz, Oscar C. Buck Shows; Harry Parker, Ross Manning Shows; Harry Sussman, I. T. Shows; Mrs. Joseph McKee, Palisades Park; Mrs. Jack Green-spoon, Seaside Park, Virginia Beach, Va.; Sam Cohen, Prell's Broadway Shows, and L. D. King, World of Mirth Shows. All report business very good.

Dr. Jacob Cohen, club physician, and his wife have returned from their vacation. Harry Mirsky is at the French Hospital in New York. Mack Harris, who has been ill for some time, feeling much better. Mr. and Mrs. Jack Lichter are on a motor trip in the South. Bill Powell has returned after traveling around the globe since the end of last year's fair season.

Letters received from Vincent Anderson, Barney Rodnick, James F. Victor, Eddie Davis, Sam Ginsberg, J. N. Zachry, Harry Sturgis, Joseph Schubert, Walter E. Merz, H. William Jones, Richard J. Coleman, Edward G. Miltner, Frank Jones and R. E. Gilsdorf.

Among recent visitors were Jack Siegel, Saul Eichen, Charles Devenport, Saul Seligson, Lee Lewis, Charles Lawrence, Frank Capell, Harry Koretsky, Al Burt, Sam Walker, Arthur Sicard and Samuel Rosenthal.

Dues are due.

## DICK'S GREATER SHOWS WANT

Capable Manager for Side Show. We have best of equipment. Also have some acts. Very attractive proposition. HELP WANTED—Second Man on Ferris Wheel. Semi Driver. CONCESSIONS—Long and Short Range Shooting Gallery, Frozen Custard for balance of season. Canvas Man. Have seven fairs starting Labor Day week.

DICK'S GREATER SHOWS  
R. E. GILSDORF  
Middletown, Penn.

## WANT

Legitimate Concessions  
For Erwin, Tenn., Aug. 22 thru Aug. 27. Then on to the big Greene County Fair, Greeneville, Tenn. Am also reserving space for Elizabethton, Tenn., and the Blue Ridge Fair, Boone, N. C. All replies to

H. KERMIT AND PAUL SUMNER  
American Legion Shows Erwin, Tenn.  
No phone calls

## SHORTER SHOWS

Want Rides and Concessions not conflicting. Room for one or two more Shows. Playing three a week. Also good, reliable Agents.

Contact:  
SHELDON SHORTER, Mgr.  
Waterford, Minn., Aug. 14-15; Norwood, Minn., 16-17; Le Center, Minn., Fair, 18-19-20-21.

## WANT

Capable Skills Agents and Outside Help.  
JAMES N. MORGAN  
WALLACE & MURRAY SHOWS  
Flemingsburg, Ky.

**Show Folks of America**  
San Francisco

SAN FRANCISCO, Aug. 13.—President Eddie Burke presided at the Monday (8) meeting. New members are William W. Cannon, Al J. Richardson, Charles Gray and Edward P. Meserole.

Letters were read from Helene Decenzie, Chicago; Fred M. Crosby, Honolulu, and Red Hildebrand, Harry and Helen Dilbeck and Tillie Palmateer, Los Angeles.

Bill Cannon won the pot of gold and donated \$6 to the sick and relief fund.

The president introduced Past President Sammy Corenson, P. Charles Camp, Fred and Ethel Weidmann, Bill Cannon, E. E. Adams, Myrtle Stern, Jeanette Young, Al and Mollie Lindenbury, G. E. Weber, Anne Williams, Mr. and Mrs. Orrie Blome, Mr. and Mrs. Emmett Cockrane, Mr. and Mrs. Jimmy Payne and Jimmy Jr., Joe Lamont, Harry Leslie, Past President Whitey Monette, Doris Monette and Mr. and Mrs. Steve Mrvich, with Steve Jr. and Annette.

After the meeting a program was put on as follows: Albert Roche, Mexican songs; Kathleen Elsmere, Gypsy dance; Orpha Kent, popular songs; Marie Burke, Mexican hat dance; Jimmy Payne and Jimmy Jr., hand balancing; Annette Mrvich, songs, and Steve Shepard, magic. Wallace St. Martin was emcee. The membership sang happy birthday for Albert Roche, who was celebrating his 82d. Following the program, Mexican refreshments were served.

**Arizona Showmen's Assn.**  
Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz.—Club received a letter from Jewell Taylor in Kentucky saying that he is doing okay since his return from Mayo's, and will be on the road.

Don Hanna, treasurer of club, has just returned from vacation in parts of Old Mexico and Texas.

Letters were received the past week from Rose Merrow, Louie Wald, Harry Gordon, Vic Cushman and Brownie Yeakle. Rose also sent in a new member application.

Members around the club each day are Curly Hayes, Bill Yoke, Jack Austin, Frank Tucker, Harold Dwyer, Don Hanna and Joy Claridge.

Members were saddened by the death of Stephen White, who has been with the Studio Theater for two years. His remains were shipped to New York for burial. White was a member of the IATSE.

Secretary Hanna states that the 1950 membership cards are ready.—**BILL YOKE.**

**American Carnivals Association, Inc.**

—B. Max Cohen—

ROCHESTER, N. Y., Aug. 13.—Visitation program during the coming week will include a visit to the Cavalcade of Amusements at the La Porte (Ind.) Fair.

Visitations during the past week included Russell Bros.' Rides at West Webster, N. Y., Saturday (6), and the Caledonia (N. Y.) Fair Monday (8), where we visited on the Gaiety Shows and with Fremont W. Smith and personnel of the Al Boxall Concessions and Reni DiMarco Concessions, all association men here.

The industry has come in for considerable publicity in national publications. Collier's for August 13 featured a carnival scene on its cover; This Week, Sunday supplement, used an amusement ride on its cover and included a lengthy article, quoting Joe McKee on ride construction, and The New York Times magazine section August 7 carried a detailed article on amusement rides.

Reno DiMarco, an association member, was a recent visitor at the association's offices.

Endy Bros.' Shows again is using the legend, "Member A. C. A.," on its printed matter.

Altho President Truman has indicated that repeal of excise taxes is not likely for the present, additional pressure is building up and being exerted in behalf of the repeal of various excise taxes. Much editorial comment is being published in favor of such repeal. In addition to the stand taken by the association and other groups in the amusement field, pressure is being exerted by the cosmetics trade and the fur industry. Congressional support also has been obtained in various States, and Beardsley Ruml, former chairman of the Federal Reserve Bank of New York, and Leon Henderson, former OPA Administrator, have both come out in favor of such repeal. As previously indicated, it is still our opinion that relief will be afforded in connection with these taxes, altho perhaps not until October.

**JIMMY BROWN'S GREATER SHOWS**

Featuring the Orphans' Caravan  
WANT RIDES, SHOWS AND CONCESSIONS of all kind. Reasonable privilege. Agents for Hanky Panks and Percentage. Want Ride Help and useful Show People in all departments. Chet Klinton, Gus Paulus, Flash Gordon and all people with me before, wire or come on. Bigger and better than any Fair. On the Streets, HAZLETON, PA., August 14 to 21. 4 other big Street Celebrations to follow. Then heading south. We will be in Cuba all winter. All wires to

**JIMMY BROWN**  
401 N. Broad St. West Hazleton, Pa. Phone 9228

**Morris Hannum Shows**  
*One of the Great Eastern Shows*

KUTZTOWN, PA., FAIR, AUG. 22-27, AND FLEMINGTON, N. J., FAIR AUG. 29 TO LABOR DAY

**CAN PLACE**

Motordrome. Concession space still available for stock concessions. Want Experienced Man to handle new Fly-o-Plane. Replies.

**MORRIS HANNUM SHOWS**

Dallastown Fair, Dallastown, Pa., this week

**ROYAL AMERICAN SHOWS**  
WORLD'S LARGEST AND MOST BRILLIANTLY ILLUMINATED MIDWAY

**WANT**

Capable Master Electrician, capable of handling 4-wire, 3-phase system, to join immediately. Also want Polers and Chalkers for Train Crew, Tractor Drivers, Workingmen for Rides and Canvasmen.

All address: **C. J. SEDLMAYR, Mgr.**

Superior, Wis., Aug. 15-21; St. Paul, Minn. (Minnesota State Fair Grounds), August 22-September 5.

**WANTED—C. A. STEPHENS SHOWS—WANTED**

MORGANTON, N. C., THIS WEEK; JOHNSON CITY, TENN.; THEN THE FAIRS TILL ARMISTICE DAY, STARTING AUG. 29 TILL SEPT. 5. SEVEN DAYS AT PENNINGTON GAP, VA.; NEW CASTLE, VA., 7 TO 10; SPRUCE PINE, N. C., 12 TO 17; ERWIN, TENN., 19 TO 24; THEN SEVEN GEORGIA FAIRS. OPEN MIDWAY, PENNINGTON, SPRUCE PINE, ERWIN.

CONCESSIONS—Custard, Sno, Novelties, Jewelry, Pitch-Till-Win, Center Hoopla. Come on; will place you.

RIDES—Tilt or any Ride we don't have. Pony Ride or Train.

SHOWS—Mechanical City, Animal Show, Fat Show or any small Grind Shows.

**BARNEY TASSELL UNIT SHOWS**

WANT FOR QUANTICO, VA.

Week of August 22 — Big Pay Day — And for My Tobacco Festivals:

RIDES, SHOWS AND CONCESSIONS not conflicting with what we have.

Can place Help in all departments. Must drive semi-trailers.

Write or wire, this week, Catonsville, Maryland.

**PEPPERS ALL STATE SHOWS**

WANT

WANT

WANT

NOW FOR ALLEN COUNTY FAIR, SCOTTSVILLE, KY.; THEN BARREN COUNTY FAIR, GLASGOW, KY.; THEN MEMPHIS, TENN.

Will place Concessions of all kinds. Popcorn, Candy Apples, Fish Pond, Bumper, String Game, Darts, Grind Stores, Jewelry, Hoop-La, Eats and Drinks all open. Six Cats and Buckets. All Agents contact John Reed. WANTED—First class Ride Help. Must be sober and drive sensibly. Use Wife on Tickets. Wheel Foreman wanted. Will place Minstrel Show, Illusion, Midget, Mechanical; Girl Show, must have own wardrobe and sound system, not less than three girls. This show closes January 1. Route to interested and reliable parties only. Contact JOHN REED, Mgr.

**Harry's Greater Shows**

PERU CENTENNIAL OPEN SUNDAY, AUGUST 21

WANT Legitimate Concessions of all kinds excepting Bingo and Novelties. Can place One Large Cookhouse or Sit Down Grab. Contact

**HARRY BOYLES**

c/o Western Union, Peru, Ind., this week.

**WANT FOR GRUNDY, VA., FAIR—WEEK OF AUGUST 29**

FOLLOWED BY CLINTWOOD AND OTHERS

Merry-Go-Round, Wheel and Kiddy Rides.

Small Bingo and Hanky Panks. Wire answers to

**JOHNNY J. DENTON SHOWS**

Mayfield, Ky.

**SAMMY LANE SHOWS**  
CAN PLACE

Fish Pond, Root Beer, Ice Cream, Candy Floss, Apples, String Game, Hoop-La, Air-plane, Devil's Bowling Alley, Custard, Coke Bottle. Any Hanky Pank that doesn't conflict with ours. Agents of all kinds. A couple of Grind Shows. Ellington, Mo., Fair, next week; all Fairs till middle of October. Lushers and chasers, stay away. Don't phone, send wire.

Steelville, Mo., this week.

**BIGGEST BARGAIN IN YEARS**

Due to change-over from gasoline to electric buses, we have 15 thirty-two passenger Twin Coaches in A-1 mechanical condition, with inside lights and heaters, ready to go. 32 ft. in length, 8 ft. wide, 6 1/2 ft. standing room. Can be used for many purposes around carnivals and the show business. Your chance to get a twenty-thousand-dollar Bus for only \$1,000.00. These Busses are a steal.

J. W. HOLLIDAY

**WEST SIDE MOTOR CO.**

228 Ashby St., S. W. Atlanta, Ga. Tel.: Am. 3680

**WANTED**

For 15 Weeks' Fairs. Two Units. Bingo Callers, Relief Callers, 5 Bingo Countermen. Good salary. Agents for Hanky Panks. Two Percentage Agents for Lyndonville, Vt., Fair (only). First-class Custard Dipper to take charge of nice Custard Outfit, or will sell.

**DANNY DORSO**

CONTINENTAL SHOWS  
Kingston, N. Y., this week; Lyndonville, Vt., next.

**WANT TO RENT**  
Portable Bleacher Seats

For TAPPAHANNOCK FAIR, Aug. 22-27.

Wire or phone

**WM. DRYDEN, Secy.**

Northern Virginia Fair Tappahannock, Va.

**AT LIBERTY**

Ferry Wheel, Kiddie Auto Ride and Kiddie swings, Popcorn, Candy Apples and Peanuts, with transportation last two weeks in September, and after October 8, 1949, for balance of season. North Carolina and South Carolina. Correspond: BOX 12-A, Fayetteville, Pa.

**AGENTS WANTED**

Agents for Skillo Line-Up, Count Stores, and Outside Men. Also Man to up and down concessions. Contact

**BILL HARRIS**

c/o OHIO VALLEY SHOWS  
Oakland, Ill., this week

# 'Underhandedness' Charges Fired at Minn. Hist. Society

(Continued from page 47)

resume his directorship—on a cuffed basis at his own request—until September 15. After that date Cater will take over. Asked what Cater will do for specialized personnel for any Centennial programs coming up after September 15, Richards said he would hire present employees "on a contract basis."

This brought loud guffaws from the staff members who said they already are out seeking other jobs.

### Would Continue Magazine

Asked what the society plans to do with the balance of the \$150,000 after the Centennial year is over December 31, Richards said it will be used to "continue the program effectually started by the Centennial organization." Cater said the money probably will be used to continue publication of *Gopher Historian*, a magazine distributed to school kids in the State.

This immediately brought a retort from Centennial staffers that such use would be in violation of the 1947 law which appropriated the \$150,000 to the society for Centennial purposes only. The State public exam-

ner said that use of the money for *Gopher Historian*, which carries no Centennial propaganda in it, would be in violation of the law.

Under normal circumstances, when funds from any appropriation to a State agency are left over, the balance is canceled back into the State's general revenue fund. Centennial workers claim the society, which had its budget request slashed by the 1949 Legislature, was seeking to take over the Centennial balance, estimated at \$35,000 August 1, for its own use.

### Get Pink Slips

Discharge notices were distributed among the employees after Monday's meeting, but were dated August 4 to indicate that Richards, Cater and Nolte had made the decision before the executive committee meeting.

Altho Nolte appears to be taking a walk on his staffers, they are sticking by him and announced after Monday's meeting that they will stay on the job until September 15 and not quit as long as he is director.

The September 15 break-up will come after the Centennial organization puts on its displays and cooperates with the Minnesota State Fair in celebrating the 100th anniversary, the 10-day period ending Labor Day.

## CARNIVAL ROUTES

(Continued from page 52)

Cherokee Am. Co.: (Fair) Ottawa, Kan., 15-17; Erie 18-20; (Fair) Blue Rapids 22-24; Clifford United: Quincy, Calif., 18-20; Carson City, Nev., 22-24.

Coleman Bros.: Middletown, N. Y.

Coleman State Side Shows: Liverpool, Ind.

Collins Bros.: United; Fullerton, Neb., 15-19; Osborne, Kan., 20-22.

Collins, Wm. T.: (Fair) Owatonna, Minn.; (Fair) Worthington 22-24.

Community Fairs: North Long Beach, Calif., 15-21; North Hollywood 24-28.

Continental: Kingston, N. Y.; (Fair) Lyndonville, Vt., 25-27.

Cote Am. Co.: Mt. Morris, Mich., 15-16; Linden 18-20.

Crescent: Pentleton, B. C., Can.; Burns Lake 24-27.

Crescent Am. Co.: Prescott, Ark.

Crystal Expo.: Tazewell, Tenn.

Cumberland Valley: (Fair) Winchester, Tenn.; (Fair) McMinnville 22-27.

Cunningham's Expo.: Toronto, O.

Curl Am. Co.: Glasgow, Mont.

Curl, W. S.: (Price Hill) Cincinnati, O., 18-20; Del-Mar: Hillsville, Pa.

Denton, Johnny J.: (Fair) Mayfield, Ky.; (Fair) Russellville 22-27.

Dick's Greater: Middletown, Pa.

Dobson's United: (Fair) Rush City, Minn., 15-17; (Fair) Rice Lake, Wis., 18-21; (Fair) Spooner 22-25.

Dodson's Imperial: Jackson, Minn.

Douglas Greater: Tillamook, Ore.

Down River Am. Co.: New Haven, Mich.

Drago Am.: Zionsville, Ind.

Drew, James H.: (Fair) Culver, Ind., Kouts 22-27.

Dumont: Washington, N. J.

Dupres & Keeler United: Tierra Amarilla, N. M., 18-21.

Dyer's Greater: Charles City, Ia.; Boone 22-27.

Eastern Am. Co.: Yarmouth, Me.

Elliott, L. W.: Big Rapids, Mich., 22-27.

Emshoff: Rockton, Ill.

Endy Bros.: (Fair) Springfield, Ill.

Eddie's All-American: Eldred, Pa.; Mt. Jewett 22-27.

Evans United: Edingham, Kan., 18-19; Sparks 25-28.

Endy Bros.: Springfield, Ill.

Fidler United: Savanna, Ill.; Aurora 22-27.

Franklin, Don: (Fair) Fredericksburg, Tex., 19-21; (Fair) Boerne 26-28.

Ferris, Carl D.: (Fair) Waterloo, N. Y.

Fleming, Mad Cady: Norcross, Ga.

Folk Celebration: Socorro, N. M., 16-22; Mountair 22-28.

Galely: Wellsville, N. Y.

Garden State: Tower City, Pa.; (Fair) Ligonier 22-27.

Garden State Rides: Newfoundland, Pa., 25-27.

Gem City: (Fair) Davenport, Ia.

Gentsch, J. A.: Philadelphia, Miss.

Georgia Am. Co.: Moultrie, Ga.

Gifford's: (Fair) Canton, Kan., 17-20; Lamont, Okla., 25-27.

Gold Bond: (Fair) Glenwood City, Wis., 15-17; (Fair) Medford 18-21.

Gold Crown Expo.: Star, N. C.

Golden Rule: Runnemede, N. J.

Golden West: Ukiah, Calif.

Gooding: Springfield, O.

Gooding Am. Co., No. 1: (Fair) Troy, O.

Gooding Greater: Connersville, Ind.

Gooding Parks Attrs.: (Fair) Beres, O.

Graceland Greater: Tipton, Ia.; New London, Mo., 24-27.

Gra-Loy: Bristol, Ind.; Watervliet, Mich., 22-27.

Grand American: Fairfield, Ia., 15-17; Gladbrook 18-20; Rockport, Mo., 22-27.

Granite State: Westbrook, Me.

Great Sutton: (Fair) Waukon, Ia., 15-19; (Fair) Sac City 22-27.

Greater Rainbow: (Fair) Culbertson, Neb., 18-21; (Fair) Minden 24-26; (Fair) Orleans 29-31; Davenport Sept. 2-3.

Groves Greater: Lafayette, La.

Gulf Coast: (Fair) Fulton, Mo.

Hagenick's Rides: Odell, Neb., 16-17; Swanton 20-21; (Fair) Minneapolis, Kan., 23-26.

Hale's: Eldora, Ia., 15-19.

Hannum, Morris: (Fair) Dallastown, Pa.; (Fair) Kutztown 22-27.

Happy Attrs.: (Fair) Mt. Gilead, O.; Bellaire 22-27.

Happy Holiday: Augusta, Mich.

Happyland: Cheboygan, Mich.

Harry's Greater: Peru, Ind.

Hartsack Bros.: Bucklin, Mo.; Glenwood 22-27.

Hawkeye State: Martinsdale, Ia., 15-17; St. Charles 18-20; Lovilla 22-27.

Heart of Kansas: Neodesha, Kan.; Independence 22-27.

Heller's Acme: (Colored Fair) Tasley, Va.

Hennies Bros.: Peoria, Ill.; Des Moines 22-Sept. 5.

Henson, J. L.: Clayton, Ill.

Heib, L. J.: (Fair) Nashville, Tenn.; (Fair) Dickson 22-27.

Hiawatha: Concord, Mich., 18-20.

Hill's Greater: (Fair) New Castle, Wyo.; (Fair) Sundance 22-27.

Home State: (Fair) Slayton, Minn., 19-21; (Fair) Canby 22-24; (Fair) Appleton 25-28.

Hottle, Buff: (Fair) Nashville, Ill.; (Fair) Olney 21-25.

Howard Bros.: (Fair) Hilliards, O., 15-19; (Fair) Marion 20-27.

Howard Bros. Attrs.: (Fair) Owensville, O.; (Fair) West Union 22-27.

Imperial: (Fair) Warren, Ill.

Imperial Expo.: Elma, Wash., 15-21.

Inland: Blackburn, Mo.

International: Osawatimie, Kan.

Jack's Greater: Alavista, Va.; Chatham 21-26.

J. & B.: St. Leonard, Md.

Johnny's United: Plattville, Wis., 18-21; Danville, Ind., 22-27.

Jollytime: Pittston, Pa.

Jones Greater: (Fair) Gassaway, W. Va.

Jones, Johnny J., Expo.: (State Fair) Sedalia, Mo., 21-28.

Jones United: Atkinson, Neb., 16-18.

Karras, Gus, Greater: (Fair) Harlan, Ia.; (Fair) Osawa 22-27.

Kaus, W. C.: Clarksburg, W. Va.

Keystone Attrs.: (Fair) Abbotstown, Pa.

Keystone Expo.: Loris, S. C.; Bluff, N. C., 22-27.

Kile, Floyd O.: DeQuincy, La.

Kirkwood, Joseph J.: Laurel, Md., Richmond, Va., 22-27.

Kunz Bros.: Childs, Pa.

La Cross Am.: Peterborough, N. H.; (Fair) Newport 24-27.

Lagasse Am. Co.: (Fair) Weymouth, Mass.; (Fair) Hartland, Vt., 24-26.

Lamb, L. B.: Humboldt, Ia.

Lane, Sammy: Steelville, Mo.; Ellington 22-27.

Lawrence Greater: (Fair) Northwood, Ia., 14-18; (Fair) West Union 21-26.

Magic Empire: (Fair) Delphos, O.; (Fair) Rising Sun, Ind., 22-27.

Maine Am.: Lincoln, Me.

Manning, Ross: Carlisle, Pa.; Ithaca, N. Y., 22-27.

Marion Greater: Lake City, S. C.

Marks, John H.: (Fair) Galax, Va.; (Fair) Lewisburg, W. Va., 22-27.

Meeker's: Kennesaw, Wash.; The Dalles, Ore., 22-27.

Merrim's Midway: (Fair) Algona, Ia., 17-20; (Fair) Oakland, Neb., 24-27.

Merryland: Athens, Mich.

Midway Expo.: Benkelman, Neb., 16-18.

Midway of Mirth: East Alton, Ill.; Greenville, 22-27.

Midwestern Expo.: (Fair) Creston, Ia., 15-17; Humston 19-20; Coon Rapids 21-24.

Mighty Hoosier State: Loogootee, Ind.; (Fair) Sunman 22-27.

Mighty Page: Rogersville, Tenn.

Model: (Fair) Elkader, Ia.

Moore's Modern: (Fair) Carmi, Ill., 14-19; (Fair) Albion 21-26.

Mound City No. 1: Troy, Mo.

Mound City, No. 2: Sidell, Ill.

Myers: Tifton, Ga.; Moultrie 22-27.

Nelson, George W.: Leland, Ia., 15-17; Ceylon, Minn., 18-20; Ottosen, Ia., 22-24.

Nessler's: Roodhouse, Ill.

Nolan, Lally: (Fair) Burlington, Colo.

Northern Expo.: Powell, Wyo., 17-20; Harding, Mont., 22-24; Miles City 22-27.

Ohio Valley: Oakland, Ill.; Assumption 22-27.

Olson: Streeter, N. D., 15-17; Kulm 19-20.

Omar's Greater Am.: Coffeyville, Kan.; (Fair) Howard 24-26.

Palmco Expo.: Lakeview, S. C.

Parade: Humansville, Mo.; Paola, Kan., 24-26.

Paul's Am. Co.: Sarcoxie, Mo.; Lockwood 22-27.

Page Bros.: Linden, Tenn.; Hohenwald 22-27.

Peck Am. Co. (Illinois unit): Polo, Ill., 17-18.

Maintens 20-21; Kempton 22-24.

Peck Am. Co.: Fairview, Ind.

Peerless Celebration Am.: Portage, Pa.; Mt. Savage, Md., 22-27.

Penn Premier: Bradford, Pa.; Huntington 22-27.

Peppers All-State: (Fair) Scottsville, Ky.; (Fair) Glasgow 22-27.

Perry, Jack J.: Roanoke Rapids, N. C.; Luray, Va., 22-27.

Pike Am.: Syracuse, Kan.; (Fair) Ness City 21-24; Ransom 26-27.

Pioneer: Milton, Pa.; Troy 22-27.

Playland: Standish, Mich.; West Branch 22-27.

Playtime: Sharon, Mass.

Powell Expo.: Millersburg, O.

Powell Greater: (Fair) Pomeroy, O.; (Fair) Moundsville, W. Va., 22-27.

Prel's Broadway: Butler, Pa.; Meyersdale 22-27.

Prel's World's Fair: Manassas, Va.; Tappanahock 22-27.

Queen City: Ashville, O.

Rafferty, James M.: Greenville, N. C.; New Bern 22-27.

Raines Am. Co.: Tontitown, Ark.; St. Paul 22-27.

Raney United: Aitkin, Minn., 15-17; Grand Rapids 18-21; Alexandria 22-25; Herman 26-28.

Reid, King: (Fair) Lowville, N. Y.; (Fair) Sandy Creek 22-27.

Robinson Greater: Ida Grove, Ia., 16-17.

Thompson 18-20; Brit 22-23.

Rocco: Montevideo, Minn., 18-21; Proctor 22-24; Iron River, Wis., 25-28.

Rockwell, Mike: Burden, Kan., 15-18.

Rogers, A. B.: Valatie, N. Y., 20-25.

Rogers Bros.: (Fair) Princeton, Minn., 15-17; (Fair) Barnum 18-20; (Fair) Pine River 22-24; (Fair) Mora 25-27.

Rogers Greater: (Fair) Princeton, Ind.; (Fair) Terre Haute 22-27.

Rosen, H. B.: Jefferson City, Tenn.

Royal American: (Fair) Superior, Wis., 16-20; (State Fair) St. Paul, Minn., 27-Sept. 5.

Royal Crown: (Fair) Rock Rapids, Ia., 15-17; (Fair) New Ulm, Minn., 18-21; (Fair) Albert Lea 22-26.

Rumble Am.: Odon, Ind.

Schafer's Just for Fun: Jacksonville, Tex.

Shan Bros.: (Fair) London, Ky.

Shorter: Norwood, Minn., 16-17; (Fair) Le Center 18-21.

Siebrand Bros.: (Fair) Casper, Wyo.

Silver Slipper: (Colored Fair) Clarksville, Tenn.; (Colored Fair) Gallatin 22-27.

Silver Star Attrs.: Plymouth, O.

Smith Am. Co.: Duncan, Okla.

Smith, George Clyde: Johnstown, Pa.; Six Mile Run 22-27.

Snapp Greater: De Pere, Wis., 15-21; Sturgeon Bay 25-28.

Southern Valley: Mammoth Spring, Ark.

Sparks, J. A.: (Fair) Gallatin, Tenn.

Strader, M. A.: (Fair) Colby, Kan.; (Fair) Goodland 22-27.

Standard, No. 1: Hot Springs, S. D.; Harrison, Neb., 24-27.

Standard, No. 2: Buffalo, Wyo., 24-26.

Star Am. Co.: De Witt, Ark.

State Fair: (Fair) Stafford, Kan.; (Fair) Weeping Water, Neb., 22-26.

Stellar Greater: Ellerbe, N. C.

Stephens, C. A.: Morganton, N. C.; Johnson City, Tenn., 22-27.

Stephens: North English, Ia., 16-17.

Strates, James E.: (Fair) Hamburg, N. Y.; (Fair) Lockport 22-27.

Stumbo, Fred R.: Miller, Mo.

Sunset Am. Co.: (Fair) Monticello, Ia.; (Fair) Preston, Minn., 25-28.

Tassell, Barney: Catsville, Md.; Quantico, Va., 22-27.

Tatham Bros.: Strasburg, Ill.

Taylor Bros.: Bloomington, Md.; Seneca 25-27.

Thess United: Bemont, Ill.

Thomas: Spencer, Ind.; South Bend 22-27.

Thomas, W. A.: Spaulding, Neb., 15-17; Geneva 18-20; Central City 22-24; Fairfield 25-27.

Thomas Joyland: New Bethel, Ind.

Tidwell, T. J.: (Fair) Perryton, Tex.

Tinsley, Johnny T.: (403 Pryor St., S. W.) Atlanta, Ga.

Tip Top: (Eastern) Whitesboro, N. Y.

Tip Top (Western): Mercer, Wis., 15-27; Scandinavia 19-21.

Tivoli Expo.: (Fair) Carlisle, Ind.; (Fair) Roseville, Ill., 22-27.

T. & J.: Homerville, Ga.

Turner Bros.: Decatur, Ill.; Greenup 22-25.

20th Century: Sidney, Ia.

Twin State: Nashville, N. C.; Whitakers 22-27.

United Expo., No. 1: (Fair) Jefferson, Ia.

United Expo., No. 2: (Fair) Derby, Ia.

United States: (Fair) Marlinton, W. Va.; (Fair) Clay 22-27.

Utah Expo.: Mantt, Utah; (Fair) Murray 22-27.

Valley Expo.: Cuero, Tex.

Veterans Expo.: Blackshear, Ga.; Jesup 22-27.

Veterans United: (Fair) Emmetsburg, Ia., 19-17; (Fair) Albia 18-21; (Fair) Escherville 22-24.

Victory Expo.: (Fair) Sidney, Neb.; (Fair) North Platte 22-27.

Virginia Greater: Salisbury, Md.; Pocomoke City 22-27.

Vivona Bros. combined with Prel's Show: (Fair) Manassas, Va.; (Fair) Tappanahock 22-27.

Volunteer: Watertown, Tenn.; Martreesboro 22-27.

Wade, W. G., No. 1: (Fair) Mason, Mich.; (Fair) Sandusky 22-27.

Wade, W. G., No. 2: (Fair) Bensenville, Ind.; (Fair) Argos 22-27.

Wallace Bros. of Canada: (Fair) Three Rivers, Que., Can., 15-25.

Wallace Bros.: Escanaba, Mich.

Wallace & Murray: Flemingsburg, Ky.; Greenville, Tenn., 22-27.

Ward, John R.: Bessemer, Ala.

W. E. Attrs.: Lynnville, Tenn.

West Coast: Corvallis, Ore.

Williams Am. Co.: Wytheville, Va.; West Jefferson, N. C., 22-27.

Williams, John, & Sons Rides: Greensboro, N. C.

Wilson Greater: Delta, Colo.

Wilson Famous: Sheffield, Ill., 18-19; (Fair) Princeton 22-25.

Wolf Greater: (Fair) Anoka, Minn., 15-17; (Fair) St. Charles 18-21; (Fair) Garden City 22-24.

Wolfe Am.: Bassett, Va.

World of Mirth: Skowhegan, Me.

World of Pleasure: (Fair) Midland, Mich.; (Fair) Marshall 22-27.

World of Today: Cedar Rapids, Ia.

Young, Monte: Montpelier, Idaho.

Ziegler: Morton, Wash.

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## Father-Son Teams In Skatery Trade

DETROIT, Aug. 13.—The younger generation of the skating world is entering increasingly into the management picture, according to reports coming thru Roller Skating Rink Operators' Association (RSROA) headquarters here, in several cases thru sons joining with their fathers in rink operation.

At Seattle Roy E. Brown is joining forces with his father, William T. Brown, past president of the RSROA, and Mrs. Brown in operation of Southgate Roller-drome.

Another second generation rink operator is B. R. Treadwell, son of C. H. Treadwell, whom he is joining in operation of Ludendi Roller-drome, Shreveport, La. Entry of young Treadwell into the firm is marked by opening of a second Ludendi Roller-drome in Marshall, Tex., at 510 South Grove Street.

## Hillside 'Drome Chalks Biz Hike

RICHMOND HILL, L. I., N. Y., Aug. 13.—Rejuvenated Hillside Roller-drome here is the only metropolitan New York City area rink boasting big box office gains. July biz, according to Manager Eddie O'Neill, almost doubled that for the same month last year.

New live wire owners, plenty of activity, and a \$10,000 redecorating job are generally credited for Hillside's remarkable showing in the face of generally bad conditions in the amusement business.

## Love on 2-Week Navy Cruise

NEW YORK, Aug. 13.—Bill Love, skating writer for *The Billboard* and *The N. Y. Journal American*, sailed yesterday (12) aboard the U. S. S. *Kyne* (DE 744) for a two-week United States Naval Reserve cruise, with Miami as liberty port. Bill, a lieutenant (j.g.), is serving as ship's supply officer.

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# Skating Is On the March; Box-Office Boost in Year

By Perry B. Rawson, Rawson Laboratory, Asbury Park, N. J.

REQUESTS are coming faster, asking details on various skating operations at the Rawson Laboratory. As time for replying is limited, a report in *The Billboard* on the season just ended may be helpful in covering national territory. It might be a good idea to clip this report and paste it in the book. Fashions in skate research do not change with the seasons. In fact, we have about finished our research into technique—except for the elusive silent floor and wheel combination—and are more and more working on applications of the findings; on how to sell these findings to the masses.

The same old hurdles are met and hurdled year after year. Even the hurdles do not change. That they are being hurdled successfully and quickly proves that research on skating fundamentals brought up the right answers. What rink operators are asking is, "Can you tell where we are going? What are the trends? What about equipment?" This article will give some answers, and I think we will have more answers next year.

As to where we are going, I will suggest that we are definitely moving forward. In a year or so the box offices will feel it. Let us examine first the patronage score. As estimated, it is now 95 per cent scooters and 5 per cent skaters. The 95 per cent are mostly juveniles. In 1945 the score was scooters 97½ per cent, skaters 2½ per cent. Weak as it looks, the increase is 100 per cent in three and one-half years.

### Important Trend

This is a most important trend box office-wise because the coming mass drive for 20,000,000 new meal tickets has to play for skaters—mostly adults—who may stick with skating but will not go for scooting. They cannot be sold scooting in any form. If adults do try it, they will not stick with it. Rawson observers predict a 90-10 score by 1952. I predict that when the score hits 70 per cent scooters and 30 per cent skaters there will be no more slumps in skating rinks. I think even a 25 per cent backlog of skaters (plain skaters, beginners, effortless gliders, dancers, edge runners)—mostly adults—can carry the box-office load. Let's get 30 per cent to be safe.

This year (1949) will be the year that will mark the beginning of the big drive. We have not been ready before. We are just getting the proper tools with which to work. The drive has to be outlined and blueprinted for two years, but several important tools were lacking. Biggest reason: The war.

To sell real skating to adult customers (they have the dough) three items are needed above all else: the instruction, the rubber and the skate. The scheme falls to pieces if one item is absent. When rubber went to war in 1942 it put us behind the eight ball. Almost everybody had to either scoot or stay out of rinks. Prewar rubber (soft cushions with plenty of real rubber) came back from the war only a few months ago. The instruction had been available for years. The skate is no problem. Only a simple, small, narrow skate of beautiful rapid action is required. There are two ways of getting such a skate. New ones can (and will) be made up or old ones can be doctored. The big trend at the moment is doctoring old skates, especially millions of rental skates. In this article I will outline the simple, quick doctoring operation as performed at the lab. Many spots do not seem to know how the operation is performed, or that old stuff can be doctored and made to do until it wears out.

To take skate manufacturers off the hook, I have to tell you that they are, and have been right along, able to tackle the postwar problem. They can make you two kinds of skates.

Will you buy them? Big results are on the way. I promise that. But it is a tough order. The minority group (skaters) is still small. You, the buyers, are confused over skate equipment. Your jitters are reflected by the manufacturer. How can it be otherwise? What is he to do with a score of 95-5? What would you or I do? We certainly can't expect to overturn or outlaw the 95 per cent in favor of the minority. Yet we cannot approach the adult dollar and 20,000,000 new meal tickets on anything else but the tools and technique used by the 5 per cent minority.

Scooters want the biggest thing in skates. Skaters and dancers want the smallest thing in skates. Jumps, spins, acrobatics and comedy demand tough, heavy construction. The dance-plain-mass-beginner groups are not destructive of skate equipment; are disinclined to drag around so much needless skate—even if doctored to their taste.

How to stock up for all is the operator's problem. What suits the 95 per cent does not suit the 5 per cent. One group is not happy on the skate equipment used by the other group (adjustment principally). One type of skate follows the body; one type has to be forced or steered. One produces natural skating; one produces unnatural skating, a hybrid. Ninety-five per cent of 17,000,000 is 16,150,000. The minority numbers 850,000. The joker, however, is that the minority 5 per cent holds the key to abolition of the boom-bust cycle. They have got to be seen, their numbers have to be enormously increased if they are to hand the knockout blow to boom-bust.

One hundred per cent numerical increase in three years shows the inherent vitality that lurks in this minority group, but their small total number at present gives no indication whatever of their tremendous importance to rinks. In this minority group is buried the secret to half a dozen or more rink headaches. As operators dig these secrets out they will find they have the answers to heavy turnover, edge running, flats, powder, advertising, first-aid room, insurance, etc. These answers will never come from the majority group because the minority has a monopoly on them.

(Continued next week)

Curley Richie, eccentric and fancy skater, en route from San Diego, Calif., to New York, gave a skating exhibition before a large audience July 8 at Charles C. Ludwig's Parkview Roller Skating Palace, Carroll, Ia.

## 5 New Members Added to RSROA

DETROIT, Aug. 13.—Five new members have been approved for full rink membership in the Roller Skating Rink Operators' Association (RSROA), Fred A. Martin, secretary-treasurer, said this week.

New members are George Horvath, Skadium, Bethlehem, Pa.; Mr. and Mrs. Herbert J. Bale and Mr. and Mrs. Elmer L. Batt, Rainbow Roller Skating Rink, North Tonawanda, N. Y.; H. G. Ehrhardt and J. F. Tomlinson, Parkview Roller Rink, Springfield, Ill.; Sheryl A. and B. Louise Nicholas, American Legion Roller Rink, North Platte, Neb.; and Lee F. Hamme, Skateland, Henderson, N. C.

## Vivian Heard on Mend

DETROIT, Aug. 13.—Vivian Heard, manager, Edgewater Park Rink here, and director of the National School for Roller Skating Teachers, is recovering from an appendectomy in St. Joseph's Mercy hospital. Frederick Williams is in charge at the rink during her absence.

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**SALESMEN AND DISTRIBUTORS—12 STAPLE** items for retailers including the new ultra thin Mystery Edge Razor Blade; also Pocket Knives, Pens, Combs, Clippers, etc.; details and sample blade free; complete selection of samples, \$2. Haylin Products Co., Box 1555, Columbus 14, O.

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**START YOUR OWN BUSINESS OR SIDE LINE;** no experience needed; big profits selling Sahara Waterless Hand Soap to Garages, service stations, taverns, printers, etc.; free information or send \$2 for 5 one pound containers you sell for \$4.50. Sahara Waterless Soap Co., Grand Rapids, Mich. se2

**TO SELL IN EXCLUSIVE TERRITORY—100%** Stainless Steel Tableware; all items mirror finished high quality merchandise; low selling price; good commission on fast turnover; each sale guarantees repeats; \$1.25 for sample service, 5 pieces, information. Schaaf Brothers, 76 Voorhees St., Newark 8, N. J. se10

**WINNING LINE, GREETING CARDS FOR '49;** tip-top profits, big variety boxes; write today for details, sample offer. Charles Ufert, 16 E. 17th St., New York 3. se24

**ZIRCONS, ALEXANDRITES, RUBIES, OTHERS** —Direct importation, guaranteed best quality, lowest prices for personal use, fairs, displays or side line; 1 1/2 carat Gemzircon, \$6; agent special, for resale, 1 1/4 carat Gemzircon \$3.50; catalog, 10¢. Imhusex, Armonk, N. Y. au20

**100,000 PAIRS OF PROVEN QUICK SELLING** Hose at prewar prices as following: Men's Rayon Ankle Socks, 85¢ dozen; Men's Rayon Regulars, 85¢ dozen; Men's Cotton Service, 85¢ dozen; Men's Classy College Sport Socks, extra fancy, \$1.50 dozen; same in boys, \$1.05 dozen; one man sold over 500 dozen last week; Children's Ankle, 95¢ dozen, ready for school; DuPont Full-fashioned Nylons in assorted sizes and colors, packed in newest fancy envelopes, three pairs to box; \$1 with sheer, clear legs, \$6 dozen; \$2, \$3 dozen; \$3, \$1.75 dozen; \$3, inserted and packed 12 to box, \$1.25 dozen; the big rush for Nylons is on; they outsell any item in the field today; Ladies DuPont Rayon Panties, first quality, \$3.50 dozen; same in Briefs, \$3.50 dozen; Young Girls, \$2.75 dozen; they turn on sight; Men's Underwear in Athletic Cotton Ribbed Shirts, \$3.50 dozen; Shorts, \$3.50 dozen; Boys' Athletic Cotton Ribbed Undershirts, \$3 dozen; Trunks, \$3 dozen; Infants Cotton Ribbed Trunks, \$1.60 dozen; these prices are way down to turn quickly, we guarantee it; send for sample dozen to a 1,000 dozen; we ship same day; order C.O.D. from this ad, Telephone 8-7949, Sibert Jobbing House, 79 Shallowford, Chattanooga 4, Tenn.

(Continued on page 76)

**Brand NEW**  
Sparkling, brand new case. A fast mover—Expansion Band included — Works rebuilt with precision accuracy.  
7 JEWELS — \$11.95  
15 JEWELS — \$12.95  
17 JEWELS — \$13.95

Ladies or gents 7 Jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 Jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—  
25% deposit on all C. O. D. orders.  
Send for Catalog.

**Cel-Max**  
WHOLESALE JEWELERS  
IMPORTERS — EXPORTERS  
182 S. MAIN ST. MEMPHIS, TENN.

**IN STOCK**  
For Immediate Delivery  
**1 PINT FISH BOWLS**  
**#5 DART BALLOONS**  
WRITE OR WIRE FOR PRICES  
**ROYAL MERCHANDISE CO.**  
3944 Balboa St., San Francisco 21, Calif.  
Ph.: BA 1-8403

**FOR IMMEDIATE DELIVERY**  
HIGHLY POLISHED • ELECTRO PLATED  
• IDENTIFICATION BRACELETS •  
from \$14.40 Gross and Up  
• PINS • GUARD PINS • FOBETTES •  
from \$9.00 Gross and Up  
WRITE FOR CATALOG NOW  
(STATE BUSINESS)  
25% Deposit With Order, Balance C. O. D.  
SEND \$5.00 FOR SAMPLE ASSORTMENT  
**'Frisco Pete'** 604 W. LAKE ST. CHICAGO 5, ILL.

**6000 Smash Hits—**  
In 388 Page Wholesale Book  
Dealers, agents, salesmen and jobbers, you will find this book bulging with the best Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢ brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.  
**SPORTS CO., 8-49 Lament, Le Center, Minn.**

**NAT K. MORRIS SAYS: DEMONSTRATORS,  
PLEASE TAKE NOTICE**



**YOU  
CAN  
NOW  
ORDER**

**KWIKI-PI**

The sensational and original Sandwich Grill and Pie Maker direct from my factory at the new price in effect as of August 10th.

Write, wire or phone—new address.

**N. K. MORRIS MFG. COMPANY**

Main Office and Factory

AVON, N. J. TELEPHONE: ASBURY PARK 1-1016

Also manufacturers of Kitchen Gadgets—Spirals, Graters, Slicers, Flippers, Tong, Juicers, Grapefruit Corers, etc.

When ordering from New York City, write or phone Jaysid Manufacturing & Distributing Company, 403 Greenwich Street, New York City, Worth 2-7730.

**IDENTIFICATION BRACELETS!**  
FOR FAST PROFITS



No. FR-16 Heavy Men's Ident., massive curb filed links, white finish \$4.50 Doz.  
No. B-96 Octagon-shape bracelet, yellow or white, heavy links, \$4.50 Doz.  
No. 6211 Flashy Men's Ident., yellow or white, large links \$3.00 Doz.  
**WRITE FOR FREE CATALOG!**  
Please State Your Business.

**SUPERIOR JEWELRY CO.**  
740 Sansom St., Phila. 6, Pa.

**SENSATIONAL VALUES!!**

**COMPARE THESE PRICES ON WESTERN HORSES**

Bronze Plated or Gold Plated

SIZE	PRICE	SIZE	PRICE
2 1/2"	\$2.00 doz.	5 1/2"	\$ 7.00 doz.
3 1/2"	3.00 doz.	6 1/2"	10.50 doz.
4 1/2"	4.20 doz.	8 1/2"	17.50 doz.
	10 1/4"		\$24.00 doz.

Authentic reproductions complete with metal link reins

When ordering, please mention finish desired.

Terms: 25% deposit with order, balance C. O. D., F. O. B. New York.



**PARKSMITH CORPORATION** 250 FOURTH AVENUE, NEW YORK 3, N. Y.

**SLUM**

Bingo and Premium Merchandise

WRITE FOR OUR 1949 PRICE LIST

**M. A. SINGER CO.**

2125 COMMERCE STREET

DALLAS 1 TEXAS

ALWAYS FIRST WITH THE TOP NOTCH ITEMS!

SHE'S TAKING THE COUNTRY BY STORM!

**"BUSY BIDDY"**

SHE'S CUTE!  
SHE'S ADORABLE!  
SHE'S A WINNER!



STUNNING LITTLE PLASTIC HEN ACTUALLY LAYS FIVE EGGS AND FLAPS WINGS!

Bigger than the TELESCOPE KEY CHAIN, KING TUT, BLOND IN BATHTUB and all the others combined!!! One drug chain sold 1,000 gross over 1 WEEK-END! Instant appeal to grownups and kids! Terrific street item.

**\$3.00 DOZ. \$33.00 GROSS**  
MIN. ORDER 2 DOZ.

FASTEST SELLING MECHANICAL TOYS TODAY!

Dozen		Dozen		Dozen	
Crawling Baby	\$5.75	Baby Tortoise	\$3.60	Boy on Bicycle	\$3.60
Hula Dancer	3.75	Jim Dandy Monkey	3.75	Boy on Scooter	3.60
Dancing Couple	3.75			Boy on Horse	3.60
Dog & Shoe	3.60			Donkey and Cart	7.20
Itchy Dog	3.60			Strolling Duck	4.80

ORDER NOW

**GEM SALES CO.**

533 WOODWARD AVENUE  
DETROIT 26, MICHIGAN

25% Deposit with Order: Balance C.O.D.

All Prices F.O.B. Detroit

**1949 CATALOG READY!!!**

THOUSANDS OF ILLUSTRATED ITEMS

WRITE FOR COPY AND START YOUR BUSINESS

MA26—5 In. Dancing Skeleton. Composition Body. Wire Arms and Legs. Gro.	\$v.25	MA37—Compo Dog Statue Gro	\$ 1.00
MA27—Fur Trapeze Monkey Doz	1.85	MA38—Metal Lapel Flags 1000	2.50
MA28—Fur Jump-Bark Dog Doz	2.00	MA39—14 1/2 In. Dia Jap Parasol Doz	.85
MA29—Asst'd Glass Beads. Gro.	3.25	MA40—18 In. Dia Jap Parasol Doz	1.65
MA30—Asst'd Floral Brooch Gro.	2.50	MA41—Bamboo Pennant Cases Assorted Colors. 34 In Per 100	2.25
MA31—Asst'd Dog Brooch Gro.	4.25	MA42—Bamboo Parade Cane Medium Weight. 36 In Per 100	10.00
MA32—T.P. Knife. 4 Blades. Gro.	3.00	MA43—Bamboo Parade Cane Heavy Weight. 36 In Per 100	16.00
MA33—Metal Whistle on Chain. Gro	4.50	MA44—Maple Parade Cane Heavy Weight. 36 In Per 100	21.00
MA34—Floral Ring. Box of 72	.50	MA45—Maple Parade Cane American Made. 36 In Per 100	30.00
MA35—Bloody Finger Trick Gro.	2.75	MA49—16 In U.S.A. Paper Parasol Doz.	2.00
MA36—Tin Cricket Gro.	.75	MA50—7 In. Rubber Squeak Rat. Doz.	.75
MA46—Shoe Laces. 4x4. Black or Brown. State Color Gro.	1.25		
MA47—5 In. Comical Straw Hats. Doz.	.45		
MA48—Girl's Toy Wrist Watch. Doz.	.45		

NEW HAVEN POCKET WATCHES

J2176—Tip Top, Plain Dial	\$1.38	J2175—Earl, Plain Dial	2.25
J2177—Tip Top, Radium Dial	1.83	J2164—Earl, Radium Dial	2.85

**LEVIN BROTHERS**

Established 1886  
TERRE HAUTE, INDIANA

**POT OF GOLD  
NEW BEACON LEOPARD  
DESIGN BLANKET**

54x72 Packed 30 to Case

**Ea. \$2.90**

Less Than Case Lots, \$3.00 Each.

1949 No. 59 Catalog  
NOW READY—WRITE

State Nature Your Business in First Letter

**WISCONSIN DELUXE CO.**

1902 NO. THIRD ST.  
MILWAUKEE, WIS.



**New 1949 Catalog is READY!**  
Send for Your FREE Copy Today!

Our new 1949 catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Plaster, Stuffed Toys, Dolls, Whips, Canes, Monkeys, Novelty Hats, Celluloid Dolls, Slum and hundreds of other popular items suitable for every type of concession.

**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

Rug Braiders Still Getting Big Money at the Fairs

**RUG BRAIDING SETS**

7c NOW 7 PIECE SET 13c

3 Regular Cones, Lacer, Wool Order Card, Complete Directions. Regular Set Plus 3 Small Cones for Light-weight Goods.

**THE BRAIDING POST**

P. O. BOX 295

Manufacturers

ATLANTIC CITY, N. J.

ELGIN WALTHAM GRUEN BENRUS BULOVA



\$9.40

Reconditioned Watches 10K R.G.P. Cases, Rock Crystal, 15 Jewels, Leather Strap

with rhinestone dial, \$2.00 additional

Genuine Swiss 2 Button CHRONOGRAPH

Guaranteed New \$3.98 each

lots of 6 or more

Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample...

MAN'S GYPSY RING, 14K RGP



\$11.98 Doz.

All white Stones or assorted white and red stones

"Diamond Jim" MAN'S WATCH



Brand new, gorgeous, sparkling, latest style case with ultra smart rhinestone indicator dial. Precision rebuilt high quality movement.

7 Jewels... \$10.95

15 Jewels... 11.95

17 Jewels... 12.95

Same as above with Benrus, Elgin, Waltham movements, \$3.00 additional.

25% Deposit on C.O.D. Orders Wholesale Only, No Retail. Send for big catalog of fast selling items. WORLD WIDE WATCH CO. 181 CANAL ST., NEW YORK 13, N. Y.

FOR THE LATEST IN JEWELRY THAT SELLS

WRITE TODAY TO Harry Pakula & Company 5 N. WABASH AVE. CHICAGO 2, ILL. PLEASE STATE YOUR BUSINESS

MEN'S WRIST WATCHES

- ELGIN BENRUS GRUEN BULOVA

\$9.45

Rhinestone Dials, \$2.00 Additional. 10 Kt. Yellow R.G.P. cases, modern, new designs. Reconditioned and rebuilt—guaranteed like new.

25% with order—balance C. O. D. Wholesale Only! None Sold Retail! Write for Our New 1949 Catalog.

JOSEPH BROS. 59 E. Madison Dept. B-20 Chicago 3, Ill.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

AGENTS & DISTRIBUTORS

(Continued from page 74)

51-54 GAUGE FULL FASHIONED NYLONS—mill run quality, season shade, \$3.50 dozen; sample box of 3 pair, \$1; prompt delivery; satisfaction guaranteed. Fashion Textiles, Box 63, Chattanooga, Tenn.

\$2.25 DOZEN PLASTIC APRONS—OTHER quick-selling quality buys, including matching Tablecloth-Apron Sets, \$11 dozen; sample set, \$1.25; free catalog. Jolie Fashion, 251B E. 119th St., New York, N. Y. au27

51-54 GAUGE FULL FASHIONED NYLONS—Now ready packed 3 pair to the box, individually wrapped; buy and sell merchandise that will repeat; our best grade, \$6.50 doz.; sample box, \$1.75; mill-run quality, \$3.50 doz.; sample box, \$1; lower grade rejects, \$1.25 doz.; satisfaction guaranteed. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

51-54 GAUGE FULL FASHIONED NYLONS—Our leader, \$6.50 per dozen; +2%, \$3.50 dozen, in individual cellophane envelopes and packed 3 pair to the box; 3 pair of each grade sent parcel post prepaid for \$3; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

ANIMALS, BIRDS, PETS

ACTIVE HEALTHY BLACK DRAGONS, \$4.00 each; two for \$7.50. Reptile Gardens, El Paso, Tex. au27

ANIMALS, BIRDS WANTED, MAGIC GLENN Zoo, Rt. 1, Box 243, Clearwater, Fla.

ANIMALS, BIRDS, MONKEYS, REPTILES. Waterfowl, Peafowl; Brazilian Capuchan Monkeys, Brazilian Marmosets, Agoutis, Pacas, Capybaras, Jaguar, Prairie Dogs, pair, \$7.50; Chipmunks, pair, \$5; Ferrets, white or brown, \$12 each; Gray and white Raccoons, \$25 each; Baboons, Polar Bears, Leopards; state wants. Pearl Game Yards, Box 16, Hawthorne, N. Y. au27

ATTENTION SHOWMEN—3 TO 5 FOOT BOAS, \$1 foot; Rattlers, Gilas, Black Dragons, Racers, Blue Bulls, Mama Boa with 10 babies only \$15; send deposit for immediate shipment. Reptile Gardens, El Paso, Tex. au27

FOR SALE—TWELVE MINIATURE MULES, all colors; three months to three years old. Tex Watson, Columbia, Tenn. au27

NEW WHOLESALE CATALOG REARY—HAMsters, dozen males, \$9; females, \$18.80; mice, \$3.50 dozen; Chameleons, \$1.80 dozen; Chains, \$2.50 hundred; 24" Alligator, \$5; 18", \$4; baby Alligator or Caiman, \$2.50. Quivira Specialties, Topeka, Kan. au27

PET ARMADILLOS—LARGE SIZE, 55 EACH, \$9 pair; medium size, \$4 each, \$7 pair. Apell Armadillo Farms, Comfort, Tex. au27

SMALL ROUTE PINBALL PHONOGRAPHS—Eastern Oklahoma; one man operation; annual gross above \$20,500; price \$16,500; 1/2 down; owner moving Arizona, bad health; 95% very late equipment; '49 Ford Pickup; shop tools excellent; serviceman if wanted; write or call Gene Ingle, Salitaw, Okla. au27

SKUNKS, \$12.50; WILD CATS, \$25; LIONS, \$100; Civit Cats, \$12.50; Raccoons, \$6.50, etc. Magic Glenn Zoo, Rt. 1, Box 243, Clearwater, Fla. au27

SNAKES—HOT, ALL SIZES; DENS, \$10, \$15, \$25. Magic Glenn Zoo, Rt. 1, Box 243, Clearwater, Fla. au27

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT—Complete outfit, \$1 (profits, \$20-\$50 daily); extra charts, \$7.50 1000. Graphologers, P.O.B. 971, Philadelphia. au27

BASKETBALL GAME, COIN OPERATED—USE indoors or out, one attendant for six or more courts; sample at Million Dollar Pier, Atlantic City, N. J., or write Keller Co., 802 St. Charles Place, Ocean City, N. J. au27

FOR SALE—LARGE DANCE HALL AND SKATING Rink on the shore of Lake Erie. Apply C. J. Casper, 169 Erie St. S., Leamington, Ont., Canada. au27

FOR SALE—NOVELTY JOINT ONE YEAR old; 5 1/2 by 3 1/2 Stock and Boxes; can be used for Floor, Corn, Spindle or Novelty; best offer. Eugene L. Dipka, 15231 Seymour, Detroit 5, Mich. au27

FOR SALE OR LEASE—COMPLETELY equipped air cooled Roller Rink & Wrestling; operates year-round; a money-maker in Southern Mich. Box C-416, Billboard, Cincinnati, O. au27

FREE FOLIO—WHOLESALE SUPPLY SOURCES. Business Deals, Plans, Ideas, Formulas. Kolam Co., Box 572 E. Dayton, Ohio. au27

HANDLE HOROSCOPES, BE YOUR OWN BOSS—Large profits; depression-free business; in formation free. Psychic Science, Box 7-R, Darby, Pa. au27

I MAKE BIG MONEY IN THE MAIL ORDER business; you can do the same at home with copyrighted system; write me, I'll tell you how. F. Little, R.D. #1, Glenshaw, Penna. au27

IF YOUR INCOME IS LESS THAN \$20,000 PER year, send name, address and \$1 to National Distributors, Russellville, Ky. au27

NEW ELECTRIC MACHINE BAKES GREASE less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipe. N. Ray Co. 3605 South 15th, Minneapolis 7, Minn. au27

POPCORN VENDING OPERATORS, DISTRIBUTORS, Specialists in PrePopl Corn write or wire for prices. We ship everywhere. National Pop Corn Company, 107 Commonwealth Avenue, Buffalo 16, New York. au27

TESTED MONEY-MAKERS—68 PAGE BOOK, 25 cents postpaid; Ideas, Plans, Formula, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. au27

VENDING MACHINE ROUTE IN OHIO—REquires only 6 days work a month; nets \$700 and up; reason for sale, dissolving partnership. Thomas A. Beers, 13010 Kercheval Ave., Detroit 15, Mich. au27

WANT A PAYING MAIL ORDER BUSINESS? My plans are among the best; write me personal. A. S. Spencer, Mokena, A. Ill. au27

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 85 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS' AND BURLESK COMICS' PROPS—Wigs, Accessories; free list (assortments, \$5). Happy Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. au27

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. oc22

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. oc15

BALLROOM AND RINK LIGHTING, NEW—Crystal Showers, Spotlights, Color Wheels. Newton, 253 W. 14th, New York City. au27

CHICAGO SKATES—96 PAIRS ASSORTED sizes, good condition, ready to use, \$125 cash. Ideal Beach Resort, Monticello, Ind. au27

CRETORS, STAR, LONG-EAKINS POPPERS, peanut roasters, geared kettles, copper caramel, candy kettles. Gasoline, bottled gas equipment. Northside Co., Indianapolis, Iowa. oc8

FOR SALE—5 BOX BALL BOWLING ALLEYS, \$75 each. R. M. Every, Clarklake, Mich. au20

ONE BLOOD PRESSURE MACHINE, NEVER been used; \$125 takes it. Frank Brown, Trevlers Hotel, Terre Haute, Ind. au27

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S., Cinema Supply Corp., Dept. L, 602 W. 53rd St., New York 19. np. au21

"BELLY TANKS"—UNUSED; SIX, TEN OR twelve feet long; free details. Buck Auto Parts, Merced, Calif. au27

CARBONS, NATIONALS FOR 60" SEARCHlights, 25 pairs, \$5; 500 pairs, \$75; F.O.B. Dallas; cash with order. Harry Smith, P. O. Box 1617, Dallas, Texas. au27

CORN POPPERS AND PUSH CARTS, ALL sizes. Nite Club Aerial Riggings, Corn Popper, 1616 Union St., Kalamazoo, Mich. au20

DRIVE-IN THEATRE SPEAKERS, \$15 PER SET, complete Drive-In Projection Equipment, slightly used, \$2,500; Projection Equipment for small theater, used, \$1,250; also new equipment at lowest prices; contact nearest office. Theatre Suppliers Florence S. C. or Henderson, Ky. au24

EVAN'S LONG RANGE SHOOTING GALLERY, good shape, with or without location. C. E. Reid, RFD Morehead City, N. C. au20

FOR SALE—NEW GENERAL MOTORS Pack- age Power, Diesel driven electric Generator 90-kw, alternating current. Shurter Lumber & Piling Co., Samsonville, N. Y. au20

FOR SALE TO SETTLE ESTATE—6 GUN AIR-omatic Rifle Sport Shooting gallery, sufficient shot and tubes for next year; 6 rows moving targets, with or without large compressor; original cost \$2200; now operating until Labor Day, must be sold by September 20 regardless. Contact McNamara, Box 85, Bucking Beach, Va. au27

FOR SALE—9 MILLION CANDLEPOWER Sperry Searchlights, powered with 85-h.p. Hercules Motors and Westinghouse Generators, mounted on trailers. Good condition. Zeb Mattox, Box 1246, Charlotte, N. C. au27

LEAD GALLERY 8'x8', MOVING TARGETS, built for quick set-up; also special targets for prize shooting; filling tubes. William P. Adler, East 623 22nd, Spokane, Wash. au27

LIGHTING PLANTS—NEW AND USED, Gov- ernment purchase; low price. O. C. Evans, Mt. Sterling, Ky. au25

MAGICIAN WANTED FOR SIDE SHOW—Write or wire James Thompson, King Field Shows, Lawville, New York (Fair). au27

SALE—TENT, 16 SOUND AMPRO PROJECTOR Show Machine, Photo Booth, House Trailer, Walk Through Show, Equipment; will take bus. In or trade. Mrs. L. B. Herdman, 1438 McCarty, Houston 15, Texas. au27

SHORT RANGE TARGETS—20 KINDS, MANY new ones; free samples. Fine Arts Press, 115 Donald, Peoria, Ill. au27

SUMMER CLEARANCE SALE—16MM. SOUND prints, new lower prices for quick closeout. Film Classic, Fredonia, N. Y. au20

TESTED PLANS FOR BUILDING SHALLOW Joint, frame, shelves, etc., and 23 Legitimate Games; 7,500 words, 65 helpful drawings; all for \$5; 4-Way Joint, Ball Rack, \$5 each; free catalog. Brill, 228-B North University, Peoria, Ill. au27

WEST POINT UNIFORMS—FULL DRESS Coats, Dress Coats, Trousers; White Coats and Trousers; Overcoats and Raincoats. Paul Tave- tian, 62 E. Broadway, NYC. au27

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog, 10c. Balda, The Lightning Cartoonist, Oakkosh, Wis. au27

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 16c—World's largest line (pitchmen's headquar- ters); fast selling specialties. Ariane Mfg. Co., 4482-B Germantown, Philadelphia. au27

A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure specifications, price. Nelson Enterprises, 336 S. High St., Columbus, O. au27

FOR SALE—4 COMPLETE BODIES, 5 SHRUNK- en Heads; Japs, Natives, Whites; beautiful display cases; perfect reproductions, \$300 F.O.B. Wade Ambrose, Pittsborough, Neb. au27

NEW 1949 CATALOG MINDREADING MEN- talism Spirit Effects, Horoscopes, Forecasts, Curses, Palmistry, Graphology Books; 164- page illustrated catalog, 30c; wholesale, Nelson Enterprises, 336 S. High St., Columbus, O. au27

MINIATURES of nationally famous brands. Includes images of miniature bottles of Coca-Cola, Pepsi, and others.

New, fast-selling miniatures—faithful reproductions of 40 famous brands. For collectors, novelties, minor prizes, souvenirs, give-aways. Write for complete catalog.

Bill's SPECIALTY MFG. CO. 433 N. 2nd St. MILWAUKEE 3. Includes image of a bottle.

Whole Skin, Head and Paw ALLIGATOR HANDBAGS



Eight Styles Only: No. 106 H. 11x8 Honey Color \$18.00 Ea. Minimum 3. For Sample add 20%. Circular describing eight other styles on request.

THE HOUSE OF DRAGON 624 S. Michigan Ave. Chicago, Ill.

Reduced Prices & DEMONSTRATORS ALL METAL COOKIE PRESS and CAKE DECORATOR Set



Write or wire for details. ZACHMAN & CO., 5004 Wilton Ave., Chicago 30

QUICK PHOTO INVENTION! PDQ CHAMPION PHOTOMASTER



Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTO-MASTER PDQ CAMERA CO. Dept. BH 1161 N. Cleveland Ave. Chicago 10, Ill.

CHINESE FIRECRACKERS

80/16 (1200 1 1/2 in. Firecrackers) \$2.25 per bundle 40/60 (3400 1 1/2 in. Firecrackers) 5.00 per bundle. Cash with order. F. O. B. Center, Tex. Special price case lots. HURST-JONES FIREWORKS Center, Texas

**Attention!**  
**NOVELTY MEN**  
 Here's a \$\$-Maker for You.  
 Women Are K-R-A-Z-Y  
 About  
**CACTUS TYPE APRONS and TABLE CLOTHS**

State Map Table Cloths and Aprons available for Texas, Arizona, California, Colorado, Washington, Oregon, Minnesota, Utah, Alaska.  
 Table Cloths, 52x52" ..... \$21.00 per doz.  
 36x40" ..... 10.50 per doz.  
 Aprons ..... 8.25 per doz.  
 F.O.B. L. A.

Also Aprons for Ohio, Mich., Mont., Fla., Penn., N. & S. Car.—\$8.25 per doz.  
 Will make to order any State desired.  
 Sample Table Cloth, 52x52", \$1.00;  
 36x40", \$1.25.  
 Aprons, \$1.00 Postpaid.

Also have for immediate shipment  
 the  
**FAMOUS CACTUS TYPE MEXICAN STYLE RAYON LACE SCARFS WITH FRINGE**

34x22", \$13.50 per doz.  
 Available in Black, White, Blue, Pine.  
 100% Pure Silk Scarfs, 60x22",  
 \$15.00 per doz.

Bullfight Mexican Design Lace Handkerchiefs, 10x10", \$12.50 per gross.  
 1/4 Down, Balance C. O. D.  
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 Free with best pocket trick ever invented; a positive sensation, "The Egyptian Ring Trick"; requires no skill, done anywhere by anybody; satisfaction guaranteed; send 25¢ for all above and catalog of other good tricks and novelties. Eureka Magic Co., Box 345, Somerville, N. J. se3

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 Aviation Metal—Look Like \$10 Sellers

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New 1950 styles, square, round and rectangular plain cases with leather straps. Reconditioned and guaranteed like new.

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IMMEDIATE DELIVERY!

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Red green, yellow feathers. Approx. 13 inches long. Packed 6 doz. to case. 75¢ seller out of stores. Every grocery store, variety store, hardware, etc., are good buyers. Jobbers' prices, \$3.90 dozen F.O.D.

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Looks like real diamonds. High grade Swiss movements guaranteed like new. Rhinestone dials and silk cord band. Cold filled Mesh, Link or Expansion Band, \$1.75 add.

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**HO! HO! It's New! It's Terrific! The STRENGTH METER**

\$3.00 per doz. (min. order 1 doz.)  
 Samples 2 for \$1.

The latest and funniest joke item out.  
 Write for list of other HOT novelty items.

**MAIL SALES MAIL** 773 Willoughby Ave. Brooklyn 6, N. Y.

**HO! HO! It's New! It's Terrific! The STRENGTH METER**

\$3.00 per doz. (min. order 1 doz.)  
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BENGOR'S NEW SENSATION! BOUNCING BIRD



This item sells like hotcakes! Each bird with suction cup attached. Large assortment of colors. Best made.

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Mermaid Key Chain... She dives and swims... Doz. .80, Gr. 9.00
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Shmoo Wind-Up Clock... Ea. 2.00
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1/30 14K. Ruby color side stones



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Replicates waxy pastes, liquids, simply glide over shoe—and EXACTLY — you have a lustrous, long-lasting shine. No mess. No wax. No soiled hands. Clean. Handy. WORKS LIKE MAGIC! For Men's, Women's and Children's Shoes. Low priced. Lightning action!
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RATE—12c a Word Minimum \$2
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Forms Close Thursday for the Following Week's Issue

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ADVANCE-PUBLICITY AGENT WANTED now to book theatres only, regular or mid-night; international mystery show; have cards, posters, 24 sheets billboards, etc.; territory no object; will pay 20% from gross or 40% from net; you must have references. Address: Mighty Kara-Kum, care James E. Strates Shows, Hamburg, N. Y.

BOY OR GIRL FOR WELL KNOWN HIGH Aerial Act—Have 14 weeks, plus Florida Billboard, Cincinnati, O.

DANCE ORCHESTRA MUSICIANS—TRAVELING and location. Long-term contracts. Advise detail particulars VSA, 840 Insurance Bldg., Omaha, Neb.

LEAD ALTO, TROMBONE, PIANIST, MODERN Band, others write; those doubling vocals, entertainers preferred. Box 593, Sioux Falls, S. D. Phone: 8-1295.

MUSICIANS—TERRITORY BAND, SLEEPER Bus, salary; Doubles preferred. Buddy Bair, Box 113, Colome, S. D.

MUSICIANS FOR IMMEDIATE REPLACEMENT; Mickey band; state experience, phone and salary expected. Brumitt Agency, Bristol, Tenn.

SOCIETY STYLE PIANO; LEAD TENOR SAX, Trumpet, drums; commercial band; locations; salary, seventy; singers preferred. Box C-417, Billboard, Cincinnati, Ohio.

TENOR MAN—FOR ESTABLISHED COLLEGE band; play weekends, good opportunity to attend school under G.I. bill. Johnny Cacavas, 1316 S. 1st, Aberdeen, S. D.

WANT AT ONCE — A1 RHYTHM GUITAR Man for Bradleys Benson Hillbilly Jamboree Dance Band for Canadian Alaska Tour. Contact by wire only. Manager International Hotel, Estevan, Saskatchewan, Can.

WANTED—FEMALE PIANIST FOR ESTABLISHED girls' instrumental trio. Box C-415, Billboard, Cincinnati, O.

WANTED—MUSICIANS INTERESTED IN GOING to school and playing 15 notes per month on well established commercial band; Tenor Sax, Strings Bass, Trumpets, Trombone wanted. Orchestra Leader, Grand Apts., Fargo, N. Dak.

WANTED—YOUNG ORGANIST; GIRL PREFERRED; union; must cut it. City Club, Carroll, Iowa.

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5c a Word, Minimum \$1
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AGENT, BOOKER-CONTRACTOR, PUBLICITY Director; handle theatre, radio, schools. 25 years' experience; have car; state salary; join on wire. Circus Agent, 234 S. Winter St., Adrian, Mich. au27

INDEPENDENT TALENT SCOUT, THEATRICAL Production and Promotion, C. Mamoa, 82 W. Washington Street, Chicago 2, Ill.

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THE ARABIAN NIGHTS COME TO LIFE—A new show, new wardrobe; fast, spectacular. Oriental act; really high class magic, beautiful equipment; half hour show for clubs, longer for schools and theatres; two people, magician and Hindu boy assistant; terrific flash; will join show with transportation or team with act that will carry equipment, truck preferred; available after close of Cape Cod season; Labor Day. Write Arabian Nights, 87 High School Road, Hyannis, Cape Cod, Mass.

MISCELLANEOUS

LECTURER—PRACTICAL PSYCHOLOGY; terms always reasonable. Phil B. Oliver, 72 Danforth St., Providence 8, R. I. Plantation, 16345. au20

MECHANIC AVAILABLE AFTER AUGUST 29. Have tools, sober; reliable; married; guarantee work. Write or wire John I. Sutton, Winchester, Tenn. au27

RADIO ENGINEER—NO ALCOHOL OR TOBACCO; experienced all phases; AM-FM. Last job as chief, immediately. Eddie Howett, Dillon, S. C.

SERVICE AND ROUTE MAN, MECHANIC—Jukes, pin balls, slots and consoles; twelve years experience; thirty eight years of age; married, settled, sober and dependable; prefer Florida or South Eastern United States. Contact Mechanic, North Wilkesboro, N. C., P.O. Box 451, Telephone 699W.

MUSICIANS

ACE ORGANIST—MALE, WANTS CHANGE hotel, restaurant, lounge, dance intermission your organ, no Model M. Box C-388, Billboard Cincinnati, O. au27

ALTO AND CLARINET—BIG TONES, GOOD intonation; play relaxed, some jazz; 21, sober, dependable, experienced; will travel but no sleeper buses. Tommy Smoot, R.R. 1, Rankin, Ill. au27

ARRANGER, TENOR, ALTO, BARITONE—Experienced big band or combo; age 25; single and neat appearance; travel or location no panics, please. Musician, 802 N. Rankin St., Natchez, Miss. Phone 1054J.

AT LIBERTY—PIANIST; PLENTY EXPERIENCE; right chords; union; location only write, wire Pianist, 2622 8th St., Port Arthur, Tex.

AVAILABLE AFTER SEPT.—WESTERN UNIT for radio, personal appearances and dances; instrumentation; Bass, Accordion, Spanish and Steel Guitar; trios, solo and duets; members of Local 77, Phila.; solo organized three years; free to go anywhere. Write: Tex Hodgins and The Texas Drifters, 2041 Brandywine St., Phila. 30, Pa. Phone: LOcud 7-1397.

BASS MAN—READ, FAKE; 5 YEARS' EXPERIENCE; large band or combo; free to travel; have excellent references; age 22, dependable. Musician, 741 Avon Fields Le., Cincinnati, O. Tel.: UN 9619.

AVAILABLE IMMEDIATELY — ALTO MAN, doubling tenor and baritone; experienced with semi name and name, society and commercial bands; will play on cut or no notice basis. Contact Musician, Box 175, Industrial City, Mo. Ph. 29308.

BASS DOUBLING VIOLIN—ALL ESSENTIALS; 15 years' experience, John Giebits, Gen. Del., Berne, N. Y. Ph.: E. Berne 7-R-1

DRUMMER—21, SOBER, RELIABLE; MICKEY, jump or dixie; some vocals; desires work in South in club or well paying traveling band; available now. Don Bowersox, R.R. 5, Fremont, O.

GIRL SWING VIOLINIST—EXPERIENCED, interested radio, television, large or small band; state all first letter. Box C-409, Billboard, Cincinnati, O. au20

GIRL VOCALIST—SAX MAN; COUPLE DESIRE work with 4 beat, commercial or jump band; both young, experienced, sober and reliable; girl is attractive, sings fine ballads and jump; sax man plays tenor or alto, no take off, also doubles drums and some arranging. Box CH-124, Billboard, Chicago, Ill.

HAMMOND ORGANIST—WITH OWN INSTRUMENT; available immediately for New York or vicinity; past engagements include top hotels and clubs. Write or wire: Organist, Apt. 102, 4319 Rowatt Dr., College Park, Md. au20

HAMMOND ORGANIST WITH HAMMOND—Double violin and accordion; female; prefer hotel, lounge or clubs in South; liberty Sept. 1. Alice Carny, 2512 Pleasant Ave. So., Minneapolis, Minn.

HOT FIDDLE—DESIRES WORK WITH GOOD Western band; vocalist, double guitar; state all first letter. Write: Box C-414, Billboard, Cincinnati, O.

PIANIST DESIRES CHANGE, SMALL COMMERCIAL unit or alone, playing piano and solo; no bop; union, dependable; give details Jimmy Moore, Hotel Cardinal, Columbus, Georgia.

PIANIST—AVAILABLE IMMEDIATELY; PREFERRED. Bob Andrews, Ridgeway Courts, San Angelo, Tex.

PIANO MAN—AVAILABLE IMMEDIATELY; prefer commercial band or combo; also playing; sober, reliable; will travel. Harry Reed Milner Hotel, Cedar Rapids, Iowa.

PIANO MAN — AVAILABLE IMMEDIATELY for solo, jazz, combo or good commercial dance orchestra; good rhythm, versatile conception to anywhere. Address: Jannie Hudson, Giffard S. C. au27

PIANO MAN — EXCELLENT FOR SMOOTH society band or combo; read, fake; classics, jazz, shows; experienced all lines; neat, 31, cooperative; all answers acknowledged; state all. Box C-412, Billboard, Cincinnati, O.

TINK ORGANIST—RIGHT OUT OF THE TOP drawer; sweet metronomed music; co-operative, reliable; east only. Organist, Box C-407, Billboard, Cincinnati, Ohio. au20

TENOR, BARITONE, CLARINET, BASS CLARINET, Oboe; good reader; trombone, reliable, intonation; lead or section; non-drinker, reliable, name, semi-name experience; age 25, married, have car, cut or no notice; prefer doing locations; available September 5th. Write: Musician, Breakers Hotel, Rm. A-124, Cedar Point, Sandusky O.

TENOR, CLARINET AND ALTO—NAME EXPERIENCED; available at once; no one-nighters, location only. Box C-413, Billboard, Cincinnati, O. au27

TENOR, ALTO SAXOPHONE AND CLARINET, Available immediately to travel or locate. Bob Reid, 204 Marion Ave., Punxsutawney, Pa.

TRUMPET MAN — SEMI NAMES; EXPERIENCE; available immediately; single; sober; 23 years; will travel; references. Bob Schumman, 506 Lorraine Ave., Waukegan, Ill. Majestic 396.

"THE NEW SOUND"—4 PIECE UNIT; BONGOS, Bass Fiddle, Guitar, Piano, union. Her Cohen, 2765 Mathews Ave., Bronx, New York.

TRUMPET — EXPERIENCED COMMERCIAL jazz, shows; will travel; age 22; available immediately; no incense. David Joel, 902 Bar St., Jacksonville, Fla.

YOUNG, RELIABLE PIANIST AND DRUMMER at liberty; five years' experience dance band, read, fake, etc.; team or separate; go anywhere. Fred Poplin, Box 278, Chester, S. C.

PARKS AND FAIRS

AT LIBERTY—YOUNG LADY, SINGLE TRAPEZIST, ladder, platform, rolling globe. E. Gray, 671 Sweetser Ave., Evansville, Ind.

BALLOON ASCENSIONS, PARACHUTE JUMPING; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1941 S. Dennison, Indianapolis 21, Ind.

OUTSTANDING PLATFORM TRAPEZE ACT—Available for celebrations, fairs, etc.; flash act; for literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana.

PALMIST—AGE 20, EXOTIC AND ENCHANTING, weirdly beautiful; can do half and half designs work with carnival. Phone: 8993, Box Davis, Avella, Pa.

PRODUCING CLOWN WITH PLENTY TO offer Southern Fairs; open time, Aug. 25, Sept. 19; advise with full details. Roy Barret, Billboard Office, Chicago, Ill. au27

RUBE CLOWN, FOR FAIRS AND CELEBRATIONS; mingles with crowd and does free act from platform, juggling. Eddie Doyle, Worthington, Ind. au27

SENSATIONAL HIGH FIRE DIVE—OLD ESTABLISHED standard attraction; never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. au27

3 FEARLESS STARS — WORLD'S HIGHEST contortion trapeze act; beautiful costumes; gorgeous girls, flashy rigging; parks, fairs, celebrations, for open time, contact Jerry D. Martin, Billboard Cincinnati, O. au27

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"STARS OF RADIO AND TELEVISION IN Review"—Show includes Ventriloquist, Punch, Magicians, Tap Dancer, Pantomimist, M. C., six-piece orchestra and vocalist; booking in advance; theatres, night clubs; all over New York State. Agents, contact Gus Santos, 1000 Butler St., Easton, Pa.

BUY WHOLESALE FOR MORE PROFIT NEW LOWILL WATCHES



8601
Priced for easy selling. Quality and style compares with the best in nationally advertised brands. Beautifully boxed with retail price tag and guarantee.
8601 — Handsome 10K RGP Case, Steel Back, Dome Crystal, Genuine Leather Band, Rhinestone Dial sparkles like diamonds.
7 JEWEL ... \$12.95
17 JEWEL ... 15.50
827—Gorgeous 10K RGP Case Steel Back, Rhinestone Dial.
7 JEWEL ... \$12.75
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Send 25% with order, bal. C.O.D.
FREE: Our NEW CATALOG Just Off the Press. Write Today!

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THE NEW "SPLENDOR" WALLET



FAST \$1.00 TO \$1.49 SELLERS YOUR LOW COST
\$7.00 per doz.
\$9.50 per doz. in 3 doz. lots
\$8.25 per doz. in 6 doz. lots
\$6.00 per doz. in gross lots
Sample \$1.00
Latest in lady's wallet. Non-tarnish gold frame, 8 pass cases, identification compartment, bill compartment, large change pocket.
Gold button tab closure. Colors—Brown, Red, Green, Black, Alligator or Morocco Grain.
SELLS STORES AND DIRECT OVER PROFIT—YOURS! Send 25% deposit, balance C. O. D. Write for FREE ILLUSTRATED CATALOG complete family line.
SOUVENIR SPECIAL: Your choice of any city, state, fairground, beach, carnival gold imprinted FREE OF CHARGE with orders of one gross or more.
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Spike drinks from a cigarette package Kick-jacket holds 2 1/2 papers your favorite snakebite tonic. "Ye gods, what neat!" they'll say. Fits any cigarette wrapper. You'll love to sell them. Send \$1.00 for two samples prepaid and watch the eyebrows go up. Patented and trademarked.
KICKJACKET
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**DIRECT From Manufacturer**  
**Sensational Value**

Beautiful 3-piece set. Hinged point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

**SPECIAL PRICE**  
**55¢ Per Set**  
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Combination ball pen and lighter.

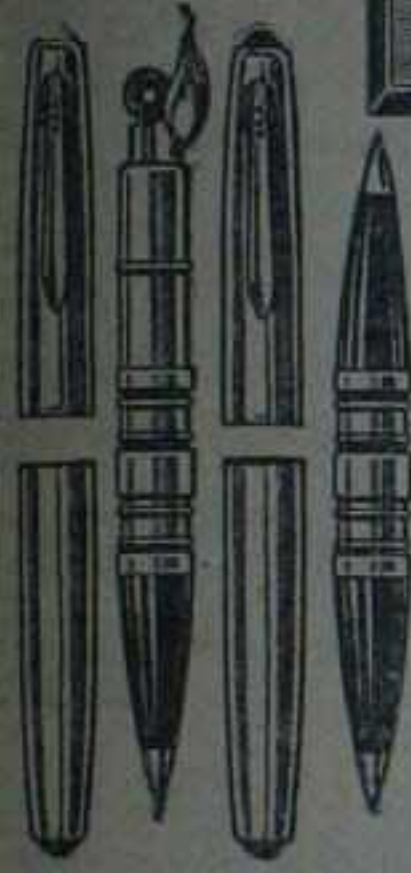
**35¢ Ea.**

Two-color pen writes in red and blue.

**25¢ Ea.**

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Sample.

**ORDER NOW!**  
**H. EPSTEIN**  
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F.O.B. N.Y.

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5 ATTRACTIVE COLORS  
Pressed felt. Colored binding on edge of brim. Multi-colored rayon cord around hat and under chin (with wooden slide). Immediate Shipment. 25% with order, bal. C.O.D.  
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All Kinds in Stock  
**Immediate Delivery**  
**MAGIC TRICKS and JOKERS NOVELTIES**  
Write for Our Price List "Jobbers Supplied"  
America's Largest Wholesale Selection of Magic Tricks and Novelties  
**EDWARD O. DRANE & CO.**  
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**\$10.95 DOZ.**

Special closeout assortment. 12 and 14 Kt. R.G.P. heavy mounting. Look like real diamonds.  
25% with order—balance C. O. D. Wholesale Only! None Sold Retail!  
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Folding Chairs • Other Styles  
Immediate Delivery. 4 Doz. Min.  
**ADIRONDACK CHAIR CO.**  
MU 3-1385  
1140 Broadway, N. Y. 1, N. Y. near 26th Street—Dept. 5.

**LETTER LIST**  
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 and 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.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St.  
Cincinnati 22, O.

**Parcel Post**  
Cunningham, Mrs. 8  
Clifford 9  
Durham, Buddy (Photos) 05  
Miller, Mrs. R. B. 3c  
Frey, Wm. H. 10c  
Miller, Wm. H. 45c  
Sharrer, Mrs. C. H. 50c  
Unthank, Wilburn F. 17c

Aberle, Mrs. Duckie  
Able, Mrs. Bernette  
Adamak, John  
Adams, Dewey P.  
Adams, Wm. Peter  
Adeal, Mrs. Jimmie (Horse Trainer)  
Aker, Wally  
Admiral, J. C.  
Aldridge, Mrs. Alexis  
Allen, Jerry  
Allen, H. S.  
Allen, Jim (Wild West Rodeo Co.)  
Allen, Rabada  
Allen, Rex & Margarita  
Alloway, Mrs. Jack  
Altman, Lillie  
Amerson, Mrs. Chas.  
Ams, E. F.  
Andy, Gene  
Ankrin, Gen.  
Anthony, Milo  
Aresco, Anthony  
Arens, Mrs. Lucy  
Argus, Mrs. Ann  
Arnott, Jack  
Ashbrook, Robt. A.  
Asher, Chas.  
Ashley, Thos.  
Atkinson, Mrs. Lucky  
Aunt, Cliff  
Ayres, Ray  
Bailley, Ben  
Baird, Paula (Magician)  
Baker, G. Bill  
Barrickman, Mrs. F. N.  
Barrett, Ramona  
Barrett, Wm. Turner  
Barton, Mrs. (Barbata Ideal Comedy Co.)  
Barton, Cecil E.  
Bass, Clarence L.  
Bates, Betty  
Bauer, Gene  
Baxx, Dick  
Bell, Fred  
Berk, Sam  
Bimbo, Miller  
Binley, Sam (Sign Painter)  
Bole, Henry W.  
Bolt, Lloyd James  
Bosa, Raymond Stephen  
Bonta, Phil & Bonnie  
Borenman, Ernie (Mad Russian)  
Bready, Hardy M.  
Bridy, Mrs. H. M.  
Bright, Mrs. M.  
Jerahline A.  
Briskey, Andrew P.  
Brooks, Wm. H. (Horse Bros. Circus)  
Brown, A. B. (Red)  
Brown, Wendell S.  
Bryan, Mrs. Alice M.  
Bundick, Teddy  
Borner, Geo. W.  
Borris, Joe  
Buiters, Mrs. C. J.  
Campbell, Glenn  
Cantor, Duil  
Cantrell, Fred  
Carlin, Henry Hank  
Carnalino, Joe  
Carroll, Mrs. Edith  
Casswell, J. C.  
Carter, Jimmy  
Cascy, Mrs. James  
Cash, Albert  
Cauls, Manlie  
Cavanagh, Geo.  
Chapman, E. A.  
Chappelle, Thos. J.  
Childs, Mrs. Mary L.  
Christiani  
Antoinette  
Chuma, Mrs. Mae  
Clark, Chas. L.  
Clark, Mrs. E. W. (Clark's Bears)  
Clarke, Chas.  
Clarkson, Mrs. Bob  
"Castill, Wm. W.  
Clever, James  
Coffman, Iona  
Cohen, Harry  
Cole, James Wm.  
Cole, Mrs. John L.  
Coleman, John J.  
Conde, Louis  
Conway, Jim  
Cooler, Glenn M.  
Cooper, Mrs. Fred  
Cooper, Marvin Edw.  
Corbett, John M.  
Cortin, Wm.  
Costa, Geo.  
Cottren, J. K.  
Coutis, Jr., Robt. H.  
Cowan, William  
Craie, Mrs. Barbara  
Crawford, Mr. Gene (Lee United Show)  
Cronley, Mrs. John  
Cuda, Jim  
Cuddy, Lee  
Curtin, Edw. W.  
Daley, Jack  
Daniels, Chas. Edw.  
Davenport, Mrs. Dorothy  
Davenport, Teddy  
Davidson, Betty Lon  
Davis, A. R.  
Davis, Bob Eugene  
Davis, Harry Jack  
Davis, Mrs. J. G.  
Davis, Larry C.  
Davis, Miller G.  
Davis, H. H.  
Deal, Mrs. James  
Dean, Wm. (Hill Billy Jamboree)  
Deano, Mrs. Bert  
DeFazio, Julia  
DeHopper, Earl  
Delawater, Mrs. Ruby  
Demetro, John  
Demetres, Tom  
Deonnis, Frank  
Dexter, Mary  
Dickerson, Harry  
Dixon, Mary  
Dobson, Tom (Corley)  
Doerson, Chas. G.  
Dogberty, Paul  
Donaldson, Bert  
Dorn, Julia  
Donzlas, James E.  
Dover, Ben  
Dwyer, Geo.  
Drakes Amusement  
Duckett, Mrs. Wm.  
Duckett, Clementine  
Dunaway, Myrtle Neal  
Dunleavy, Jim  
Dunn, W. G.  
Durham, Buddy  
Dyer, Eddie  
Early, J. R.  
Edgar, G. B.  
Edwards, Bert  
(A. B. E.)  
Edwards, L. Conde  
Edwards, Mrs. Edw.  
Edwards, J. D. & Katherine  
Edwards, Robt.  
Edwards, Virgil M.  
Elfhart, Bert  
Elford, Hal  
Ellison, Johnnie  
Elmore, Lucille  
Emerson, Mrs. Chas.  
Emswiler, A. I.  
Ehert, Ralph  
Ehrin, Helen  
Esqueda, Sr.  
Ewas, Cs. Russ  
Evans, Fran M.  
Farmer, Clifford  
Farmer, Wm. E.  
Faulkner, Mrs. Ed  
Fawcote, Geo. H.  
Fenby, Gen. Edw.  
Fiebig, Otto  
Fine, Lou  
Fitch, Dan (Fitz-Ministrals)  
Fleming, Bill  
Fleming, W. G.  
Ford, Jos. L.  
Ford, Duke  
Ford, Mary  
Ford, Robt. Lee  
Fox, Thos. J.  
Franchino, Wm. Bill  
Frank, Edw.  
Frank, Miller J.  
Frazier, J. L. (Sonny)  
Fredrick, R.  
Freeman, Mrs. Opa  
French, Jessie J. (Mr.)  
French, Otis  
Sherman  
Fritz, Leo (Step)  
Froemming, Mrs. Emily  
Frye, Sam  
Ferguson, V. R.  
Fuller, Mrs. Willie Pearl  
Funkhouser, Mary Lon  
Garcia, Manuel  
Gary, Tom & Gene  
Gatler, Mrs. Josephine  
George, Leo  
George, Miller  
Geraghty, Wm. P.  
Gibson, Raymond  
Glynn, Peter  
Golden, Rose  
Goodrich, Bill & Dahr  
Goodwin, Joe  
Gordon, Chas. L.  
Gordon, Keith Edw.  
Gordon, Mrs. Dorothy R.  
Grainer, W. J.  
Gray, Mrs. Carolyn  
Gray, Gil (J. G. Gray Circus)  
Gray, Rena  
Gray, Robt. B. (Whitey)  
Green, Johnny  
Greene, Donald S.  
Greenway, Melvin  
Griffin, Harold  
Griffith, David W.  
Griffs, Chas. A.  
Gustin, Jack  
Guthrie, Loyd  
Hagwood, Otto  
Halstead, Ray E.  
Hallstrom, David C. & Lillian  
Hamilton, Mrs. Winnie  
Hand, Johnny (Jen Drivers)  
Hartman, Victor  
Harrison, Wm. B.  
Harris, James E.  
Harris, Pocketbook  
Hart, Loyd  
Hartman, Mrs. Mary  
Hartley, Mrs. Jerome  
Hansver, Glen  
Hawkins, Henry O.  
Hawley, Fred  
Head, Harry  
Heasley, Iva J.  
Hendrick, Elmer (Magician)  
Henley, Arvil F.  
Hensle, Robt.  
Herrick, Linda  
Hess, Mrs. Clara  
Heth, Bob (Both Eppo. Shows)  
Hicks, Bill  
Hicks, Mrs. Evelyn  
Hill, J. E.  
Hilton, Joe E. (Side Show)  
Hinkle, Milt  
Hinkston, Chas. (Chuck)  
Hobbs, DeWitt  
Tahudge  
Hoff, John  
Hoffman, Joe  
Hoffman, Joe G.  
Holt, Hattie  
Holtan, Robert  
Hood, Tammie H.  
Hooper, Homer  
Hornung, Ray J.  
Horkins, J. B.  
Howell, Sr., Mrs. R. M.  
Hubbard, Paul  
Huddleston, Cnl. Willie E.  
Hunter, Harry (Tex)  
Hurst, Abe  
Hutchens, John F. (Hutchens Modern Museum)  
Intontli, Helen  
Irons, Mrs. Delbert  
Jackets, Virgil  
Jahris, Mrs. Roy  
Jarvis, Howard & Ann  
Jennings, Wm. M.  
Jewells, The Jugglers  
John, Nido  
John, Steve  
Johnson, Mrs. A. V.  
Johnson, Kent  
Johnson, Mike H.  
Johnson, Pete R.  
Johnson, Hobel  
Johnson, Mrs. Thomas  
Johnson, Mrs. Tiny  
Johnston, Betty  
Johnston, Jack  
Johnston, R. P.  
Jones, H. W.  
Jones, Mrs. Jack  
Justin, Melvin J.  
Kabakoff, Dave  
Karno, Ben  
Kellihelena, Mable  
Kelly, Jack  
Kelly, W. P. (Pat)  
Kenler, H. E.  
Kennedy, Mrs. Jack  
Kestrow, Frank  
Kerley, Ida Mae  
Kers, Billie  
Kers, Mrs. G. L.  
Kiser, Jeff  
Kirbs, Elaine  
Kirk, Homer  
Kirkpatrick, J. H.  
Kluefelder, Jerry  
Kling, Emile  
Knight, Jack  
Knighton, Albert L.  
Krieger, Albert  
Kuff, Calvin  
Korie, Jack  
Korb, Fern  
LaMar, Austin  
Lary, Mrs. Margaret  
Lashod, John  
Lakon, James  
Lankford, Harold  
Langford, Harry Hugh  
Langworthy, Reinald C.  
Laughlin, Robt. E.  
Lauret, Helen  
Larson, Miss Jackie  
Lawson, Genether  
Lawson, Dillard E.  
LeBlanc, Jack  
Lee Bros. Circus  
Leslie, Bert  
Leverett, Robt. E.  
Lewis, Brooks  
Lewis, Joseph (Pin Cushion)  
Lider, Mrs. Gertrude  
Lindberg, Al J.  
Litchfield, Mrs. M.  
Litchfield, Norman  
Littie, Douglas  
Lorenz, Henry E.  
Love, Doris  
Lowrey, Grace B.  
Lundquist, L.  
Lundsey, James M.  
Lusk, Margaret  
McAskill, Arch  
McClride, Woody  
McCarthy, C. P.  
McClary, W. W.  
McClam, W. J.  
McCoy, L. B.  
McCoy, James  
McFarland, Jack  
McKay, Mrs. Barbara E.  
McLean, Albert  
McLean, M. H.  
McNeal, Jr., James  
Mackey, Michael  
Maoolly, R. N.  
Madica, Mike  
Madrox, Jaunet  
Malone, Paul  
Mandigo, Harold J.  
Manley, Harold A.  
March, Fred  
March, Gynnie John  
Marsh, Marshall W.  
Marshall, Buddy Snowhill  
Martney, Hendley  
Martin, Mrs. Paul  
Mathens, Mrs. Virginia  
Maxwell, Sr., J. A.  
Mayer, W. B.  
Mayer, Prof. L.  
Maynard, Lucely  
Meadows, Dudley D.  
Meitler, Walter W.  
Mercer, Jean Eugene  
Messers, Gilda  
Miller, Bob & Floasie  
Miller, Mrs. D. E.  
Miller, Joe  
Miller, Thomas H.  
Miller, W. D.  
Miller, Wm. H.  
Milligan, Jr., Theodore Gordon  
Millward, James  
Mitchell, Alex  
Mitchell, Charlie  
Mitchell, Gus  
Mitchell, Marty  
Mitchell, Francis B.  
Mitchell, Willie B.  
Montana, Alyn M.  
Montillo, Estella  
Moody, W. B. (Albi Mouner, Joe Show)  
Moore, Larry  
Moore, Percy  
Morgan, W. F.  
Morano, Lou (Suicide)  
Mose, F. A.  
Mulvey, Mrs. L.  
Mullins, Mrs. Margaret  
Murphree, Thomas Jefferson  
Murphy, Harold Rogers  
Murray, Dean  
Myers, Clint  
(See Letter List on page 80)

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SEND \$5.00 FOR SET OF ABOVE SAMPLES, NO C. O. D.'S.  
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25% CASH WITH ORDER, BALANCE C. O. D. NO C. O. D.'S UNDER \$5.00.  
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**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cones, Ball Game Specials, Bingo Merchandise.  
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To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in  
**IMPORTANT**

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**No. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides**  
**\$3.25 per doz.**  
**\$36.00 per gr.**



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**\$3.50 per doz.**  
**\$39.00 per gr.**  
Free Catalog. Minimum order, one dozen. Over 500 styles \$1.00 and up per doz. Send 25% with order, balance C.O.D.  
**STERLING JEWELERS**  
44 E. LONG ST. COLUMBUS 15, OHIO



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Rayon Cloth Parasols, flower designs, 32 inch spread. Doz. \$ 7.50  
Large Paper Parasols, beautiful colored designs with handle 33 inch spread. Doz. 4.80  
Paper Parasols, flower designs, 22 inch spread. Gross 15.00  
Paper Parasols, flower design, 14 inch spread. Gross 9.00  
Feather Dolls, 4 inch. Gross 8.50  
Feather Dolls, 7 inch. Gross 18.00  
Feather Dolls, 8 inch. Gross 22.50  
Hi Hat Feather Dolls, with cane, 7 inch. Gross 21.00  
Major Dolls, 9 inch. Gross 22.50  
Sailor Doll, 9 inch. Per doz. \$2.00. Gross 22.50  
Fur Monkeys, 6 inch. Gross 7.20  
Silver Hi Hat Fur Monkeys, 10 inch. Gross 13.50  
Yacht Hats with Peaks. Gross 33.00  
Western Laced Hats. Gross 40.00  
Cowboy Hats with Stars. Gross 33.00  
Spanish Hats. Gross 27.00  
Mexican Cholo Hats. Gross 24.00  
Long Lash Whips, mottled handle. Gross 12.00  
Hawaiian leis. Gross 2.00  
Metal Water Pistols. Gross 12.00  
Squeaky Celluloid Clowns. Gross 21.60  
1/4 deposit with order, balance C.O.D.  
**SCHATTUR NOVELTY CO.**  
142 PARK ROW, NEW YORK 7, N. Y.

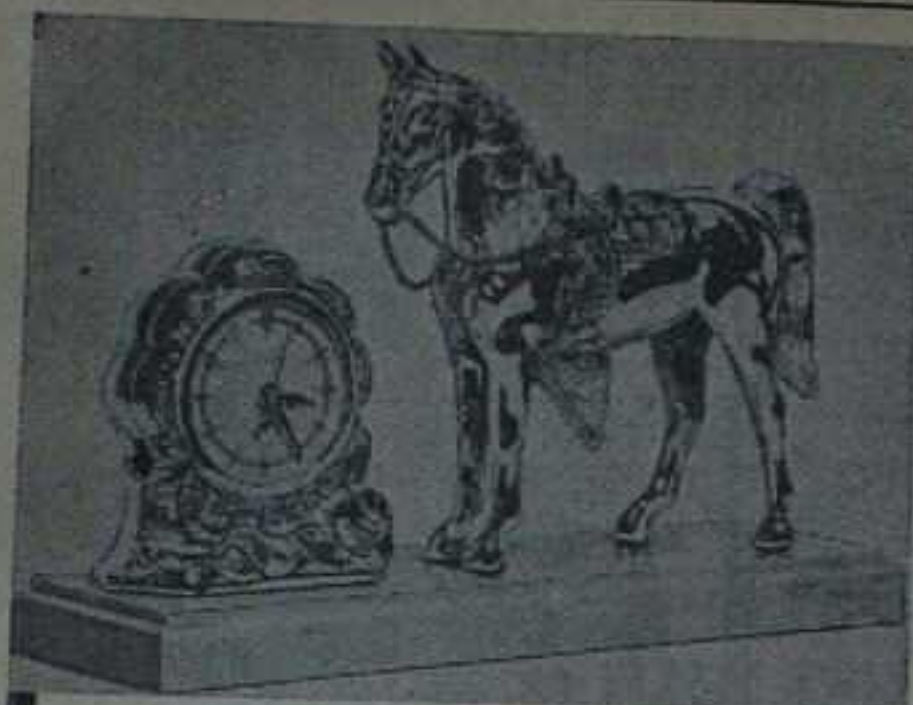


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It's Now it's sensational  
EVERY KID CAN BE AN EXPERT BATON TWIRLER

**Just A Twist Of The Wrist And It SPINS**  
Red-White & Blue \$15.00  
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1/3 DEPOSIT-BALANCE C.O.D.  
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108-116 E. WALNUT ST.  
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Size: 5x12" \$ 9.00 \$18.75 \$33.75  
7x18" 11.40 23.75 42.75  
Any name and design. Delivery one week.  
**PENNANTS FOR SEWING**  
with horse, auto or fair scene in corner  
5x12" \$4.00 per 100 | 7x18" \$8.00 per 100  
Terms: 50% Deposit, Balance C. O. D., F. O. B. Cold Spring.  
**H. A. WALES CO., Inc.** Cold Spring, N. Y.

**ZIRCONS**  
Sparkling White Imported Gemst  
1/2 Ct., 50¢, 1 Ct., \$1.00; 1 1/2 Ct., \$1.50; 2 Ct., \$3.00. For resale only. Minimum order \$5. or write for list.  
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288, Wheeling, W. Va.



The New Golden Horse Clock Pride of the West!

#115-G 17" LONG, 12" TALL Lacquered Gold-Plated Horse with lustrous Silver Head, Tail, Hoofs and Bridle Reins. Will not tarnish. Hand-rubbed Base with felt bottom in beautiful, modern blond wood or rich mahogany finish.

Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).

\$7.50 Ea. in Doz. Lots Samples, \$9.50 Ea.

25% Deposit, Balance C. O. D. Telephone: OREGON 3-4330

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Complete Assortment of Jewelry

- COMPACTS PINS 3-PC. FOUNTAIN PEN SETS RINGS (1001 Different Numbers) ENGRAVING JEWELRY IDENTIFICATION BRACELETS PEARL NECKLACES

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We have everything for

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BIELER-LEVINE

NEW ENGRAVING JEWELRY CATALOG Newest '49 Styles NOW READY Write for Yours Now! State Your Business

All Orders Shipped Same Day Received All Phones: CE 6-7966

5 NO. WABASH AVE. CHICAGO, ILL.

SENSATIONAL RUBBER LIZARD

\$3.25 per dozen

F. O. B. Boston

C. O. D. ORDERS ACCEPTED IMMEDIATE DELIVERY

Jane Adams, Incorporated

108 Massachusetts Ave.

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CARNIVAL AND FAIR SPECIALS

Table listing various carnival items and their prices, such as Round Balloons, Spiral Balloons, Sailor Dolls, etc.

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BUY FUR AND PLUSH STUFFED TOYS DIRECT FROM MANUFACTURER

Special Offer! Prices Below List!

- 2999X 22" Cotton Stuffed Cuddly Doll, cotton body, pressed masked face, ass'd colors, \$9.00 dz.; carton of 4 dz. for \$32.00. SAMPLE \$1.00 Ppd. 318 11X9" Plush Scotty Dog, ass'd colors, \$6.50 dz.; carton of nine dozen for \$54.00. SAMPLE \$ .75 Ppd.

ACE TOY MANUFACTURING CO. Manufacturers of Fur Stuffed Toys

122 WEST 27TH STREET NEW YORK 1, NEW YORK

GIVE TO THE DAMON RUNYON CANCER FUND

LETTER LIST

(Continued from page 72)

- Murray, Robert... Victor, Don... Brown, Carlos... Lee, Alvin... [Extensive list of names and addresses]

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390 Arcade Bldg., St. Louis 1, Mo.

Parcel Post

Madison, Mrs. Edna Servis, Mrs. E. F. 12c

MAIL ON HAND AT NEW YORK OFFICE

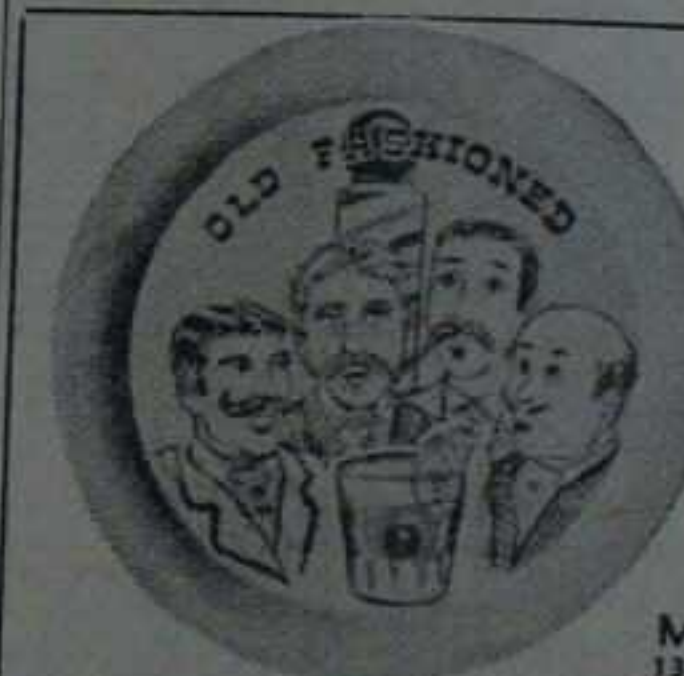
1564 Broadway

New York 19, N. Y.

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3 Clever Designs

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Designs — Old Fashioned — Horse's Neck — Bottoms Up — Tom & Jerry — Sidecar — Whiskey Sour — Manhattan — Singapore Sling, only 75¢ each.

Also new Metallic — Anodized Appearance Coasters, 6 Brilliant Colors—Gold—Red—Blue—Copper—Violet—Green—

only 2c each

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MODERN ARTWARE COMPANY 131 W. 75TH STREET CHICAGO 20, ILLINOIS

COMPLETE LINE OF ALL CARNIVAL MERCHANDISE

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.



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A Natural for Scales, Ages, Glass Pitch, Slum Stores, Beaches and Parks . . .

**8 1/2" LARGE VASE**  
Packed 3 dozen




**\$1.20** DOZ.  
\$14.40 gr.

**8" VIOLIN VASE**  
Packed 4 dozen



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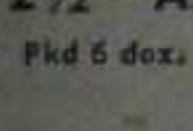
**9 OZ. BLUE TUMBLERS**  
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Chip-Proof Rim  
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**5 OZ. TUMBLER \$3.60 GR., PKD. 1 GR.**

**2 1/2" ASH TRAY**  
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Write for New 64 Page  
Illustrated 1949 Catalog—

WHOLESALE DISTRIBUTORS

# Kravitz & Rothbard

720 E. BALTIMORE ST.  
Baltimore 2, Maryland

## Pipes for Pitchmen

By Bill Baker

**BIG AL WILSON** . . . and Bob Roach clicked off some good counts with a nifty card layout at the Eastern Illinois Fair, Danville.

*No pitchman over-advertises if he has something to advertise.*

**WHILE WORKING** . . . the Eastern Illinois Fair at Danville, W. C. Morgan, ex-gyroscope worker, spotted several of his pitch friends who, he says, were doing well despite the slow spending of the patrons. Morgan says he'd like to see pipes here from Chuck and Ann Lyons and Herb Casper.

Satisfied customers bring the most satisfying results.

**KENNETH L. PECK** . . . candy pitchman of note, is in Ward F 315, Veterans' Administration Hospital, Hines, Ill., and would like to read letters from friends.

**SPEEDY ROSS** . . . and wife successfully purveyed balloons at the recent Eastern Illinois Fair, Danville.

*We know several pitchmen who have more friends than they can use.*

**JACK ZIMMERMAN** . . . last week started his fourth consecutive six-day stint at Kresge's, Norfolk, where he has been registering good business with his embroidery guide.

**B. YOUNG** . . . is reported to have garnered a good share of the lettuce with kitchen gadgets at the recent Eastern Illinois Fair, Danville.

Hard work alone is the cure-all for a lagging bank roll.

**COWBOY WILLIAMS** . . . continues to jam his way to the gelt at spots in North Dakota.

**ART NELSON** . . . ace pitcher, and wife worked med products at the Eastern Illinois Fair, Danville, to reported exceptional takes.

*Try to encourage other road folk. It doesn't take much of your time to do it.*

"WHAT HAS BECOME . . . of Bob Allen, who is supposed to be working med in Canada?", queries Henry H. Varner from his Akron headquarters. "Is he still alive and working under a different name? Among the personnel at Chippewa

Lake Park, south of Medina, O., is Major Teal, former midget strong man with the Hagenback-Wallace Circus Side Show. Caught the Good-year picnic at Euclid Beach Park, Cleveland. It drew loads of people who spent freely."

**FOLLOWING** . . . a successful stand at the Eastern Illinois Fair, Danville, Jimmie Lobbo left for Minnesota with astrology charts.

Take your choice, boys and girls. What'll it be, up or down on the pitch stairway?

**THE HERRIGANS** . . . Mickey and Irene, who are working a jewelry layout in Galt, Calif., are readying plans to return East with their mental act.

**PHIL KRAFT** . . . worked gadgets at the Paris, Ill., Fair to large tips and good business.

**SONIA GIROUD's** . . . demonstration with Magic Wonder Towel stays indefinitely at the Hecht Company, Washington, where it has been maintaining its sock money gathering record. Writing from Jensen Beach, Fla., Sonia says: "I've booked seven fairs in the Northeast and have a return date booked at the S. S. Kresge store, Norfolk. I'm vacationing here before starting on another business trip. My husband, Clarence, is kept busy at local quarters sending out stock. Let's have some pipes from Mary and Madaline Ragan."

*If you have started thinking about the cold weather, what preparations have you made for it?*

**HARRY RIFF** . . . is clicking off good counts with icing-bag decorators at Neisner's five and dimer in Washington.

**THE GOODMANS** . . . Marge and Kate, have closed their wipe-on layout and are prepping a new item which they will set in leading department stores on the West Coast.

**RICHARD ARCAND** . . . letters from Los Angeles that he's in his fifth month in front of the W. T. Grant store there with the same mechanical toys. He says he plans to begin making a few fairs soon including those at Sacramento and Pomona, Calif., and Phoenix, (See Pipes on page 82)

## BAR COMICS



\*America's Funniest Miniatures

12 NEW LAFF HITS that are the novelty sensation of the year. These colorful luff getters are ringing up sales all over the country. Don't miss out—send in your order today.

**4 DOZ., \$9.60**  
(minimum order)  
Cash with orders under \$10.00.

Over 1/3 cash with order—bal. C. O. D., F. O. B. Chicago Ill. Jobbers' prices on request.

1930 S. State St. Chicago, Ill.

THE BAIN CO.

## Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons  
In Lots of 100 **\$3.85**  
Watch Only

In Lots of 6, **\$3.95**  
SAMPLES, \$5.25.  
Plastic Band, 10c Extra.  
Tells Time, Stop Watch  
Measures SPEED, Measures DISTANCE.

"Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.  
**PLUS 8 BIG FEATURES**  
• Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark.  
C. O. D. orders from non-rated concerns. 10% with order.

SARO WATCH, 1674 Broadway, N.Y. 19, N.Y.



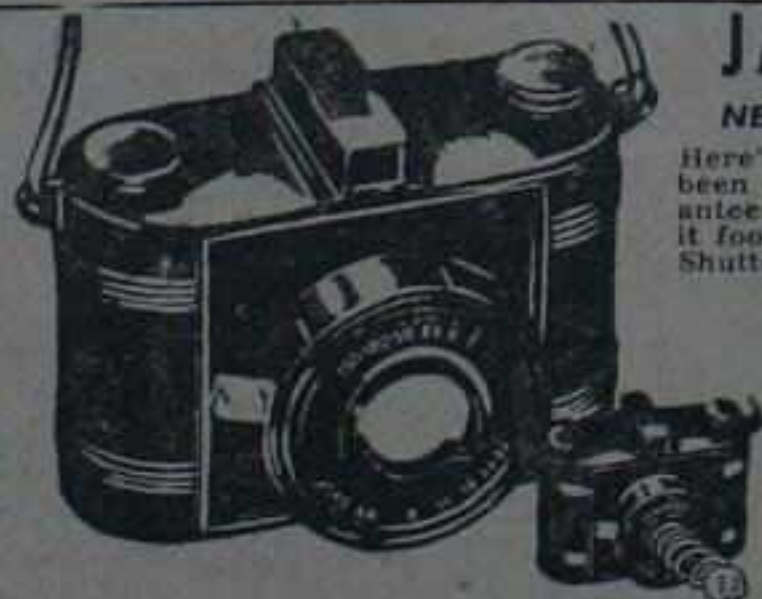
SELLS AT EVERY DEMONSTRATION

## NU-DIE MYSTERY



A White Dice with hole in center is inserted in a Red Plastic Frame. A cord is threaded thru frame and dice. When you know the secret, you can REMOVE THE DICE While Cord is Held. A Clever trick! EASY TO DO!

Sample, \$1.00—Wholesale Price, \$4.80 Doz. Remit Full Amount. We Pay Postage. DEALERS: Write for wholesale prices of FAST SELLING tricks and jokes. 152-B W. 42nd St. D. ROBBINS & CO., New York 18, N. Y.



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NEW NOVELTY CAMERA SENSATION

Here's that new and different novelty you've been waiting for. A Candid Camera that guarantees a laugh with every picture . . . so realistic it fools practically everyone. Has View Finder, Shutter, Shoulder Strap. When you click the Camera a clown pops out of lens opening. Individually packed in illustrated 3 color box. 1 dozen to self-merchandise.

**\$3.25** DOZ. **\$3.00** DOZ.  
6 Doz. to 12 Doz.

Retails for 39c

## BACK TO SCHOOL SPECIAL! JUMBO BALL POINT PEN PENCIL BOX SET

You know the children will want one of these sets to take back to school. They're the most useful novelty we've seen in years. Complete with attention getting display. 2 doz. in carton with display.

**\$3.60** DOZ. **\$3.40** DOZ.  
6 Doz. to 12 Doz.

Retails for 50c



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- RULER
- PENCILS
- CRAYONS
- JUMBO ERASER

25% with order—Balance C. O. D.

**THE MACK CO.**  
32 N. WELLS ST., CHICAGO, ILL.

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## FAST SELLERS for FAIR WORKERS

Assorted colors. Printed two sides.

No. 9 **\$6.00** Per Gro.

No. 11 **\$7.00** Per Gro.

Plus shipping charges.

Order from your jobber today.

Be sure you get OAK-HYTEX in the Blue Box with Yellow Diamond Label. Diamond imprint identifies each genuine Oak balloon.

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RAVENNA, OHIO.

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## MEDICINE MEN!

Write today for new wholesale catalog on tonics, oil, saive, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934

**GENERAL PRODUCTS LABORATORIES, INC.**  
137 E. Spring St. Columbus 15 Ohio  
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"TRIX" Money Getters	FAST SELLERS Doz.	Toys Nov. Doz.	"TRIX" Doz.
Rubber Lizards	\$2.95	Mech. Mouse	\$2.50
Rub. Squirt Snake	4.00	Pecking Chic.	1.80
Rubber Masks	7.20	Dancers, mech.	3.25
Rub. Ice Cream Cones	2.00	Mech. Turtle	3.60
Blonde in Bathtub	3.00	Crawl Baby	4.00
Mabel in Tub	2.25	Lge. Crawl Baby	6.50
Mystic Mummy	2.50	10" Beachball	3.25
Cleo Magnetic	1.75	O. U. Dog	3.25
Magnetic Animals	1.10	Itchy Dog	4.00
Wind Chimes	2.50	Half Pottle	1.75
30" Silk Umbrella	7.50	Squirt Boy	1.00
Water Pistols	.70	Jacob Ladder	.50
Rubber Daggers	.50	Mech. Eleph.	7.50
Shell Water Flower	.25	Monk on Bike	7.50
Squirt Rings	1.00	Plant. Peashot	.30
Squ. Carnation	1.20	30" Silk Umb.	7.50

"TRIX," 536 Collins Ave., Miami Beach, Fla.

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All sports, sixty-six page national monthly magazine, now available to clean workers. Collection, \$1 to \$7.50. Lowest surrender rates. CALL, WRITE, WIRE!

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College Pennants—All Colleges.

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**Rhinestone DIAL WATCH**

**\$4.25** in 14K Gold Plated Case

- Brand New — Not Reconditioned
- Written 1-Year Service Guarantee
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- Genuine Swiss Movement
- Looks Like \$50 Watch
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- Matching Gold Plated Link Expansion Band, \$1.00 Additional



**Genuine Swiss 2 PUSH-BUTTON CHRONOGRAPH**

**\$4.00** WITH A JEWELLED MOVEMENT!

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
- Polished Chromium Case
- Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)

Above prices for orders of 6 or more watches. \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

**DUNHALL Imports Co.**  
101 Cedar St. New York 6, N. Y.

**PIPES**

(Continued from page 81)  
Ariz., under the same set-up as last year with the Freedman Concession Company. Arcand would like to see more pipes here from Jimmy Beach, Joe Ackerman, Mary and Madaline Ragan, Speedy Hascal, Bill Baring, Harry Mills and Frank Ribedeau.

It's too bad that the pitcher can't make his own weather.

**CHIC DENTON** . . . proprietor of the Osage Herb Store, Dallas, advises that N. C. (Doc) Bell, who passed away recently in Sherman, Tex., was a top-flight pitcher in his day. Following a long and successful career on the road, the good Doc, says Denton, had lived in retirement in Sherman for the past five years with his wife and daughter.

**LILLIAN ROBBIN** . . . is reported to be getting fair business with her Car-Bo-Tet layout in F. W. Woolworth's downtown Los Angeles store.

**CLAIR MOORE** . . . who has been vacationing on the West Coast, has framed a new item which she will introduce in a number of stores in that sector soon.

Now starts the big tip and heavy gell days.

**IF LAST YEAR'S** . . . successful results can be used as a yardstick, this year's North Jersey Home Show to be held September 10-17 in Teaneck Armory, under di-

rection of New Jersey Expositions, should prove another winner for any of the pitchfolk interested in making the show. Among the pitch stalwarts who gathered a good share of the lucre at the 1948 show were Bertha Dabngy, Elling Smith, Rudinger, Gross, G. Runfeldt, H. B. Tombs, F. Stapleton and Dan Krug. A. C. Maurello, managing director of the annual event, reports that past results indicate that rad, peeler, decorator, braider and gadget workers have come up with the best takes at his event.

**BERNIE DUNN** . . . continues to work a Broadway store in Los Angeles to fair returns.

**MARGE V. KELLY** . . . is set to open soon in a downtown Los Angeles location with toys and novelties.

The successful pitcher gets that way because he perfects a snappy, sales-packed talk which is inherent in most pitchers.

**ON HAND FOR** . . . the annual Shelbyville, Ind., Fair were Ruth and Speedy Hascal, with Svengali decks and white mice. Writing from the Indiana city, Speedy says: "Pitchmen have been pretty scarce in this part of the country and the fairs have been off because of the polio conditions in the area. Was glad to note that Joe Colby and wife are doing so well in Canada. He's a good, clean worker and deserves to get it. Morris Kahntroff visited us in Shelbyville during a recent tour thru here. Let's have some pipes from Fred Hudspeth and family, J. B.

and Louise Clark, Little Joe Colby, Jerry Habner, Mary and Walter Stoeffel and Pid and Francis Hale. We are headed for the fair at Connersville, Ind., but after that it's a toss-up as to where we'll land."

**CHET GREELEY** . . . rambled into Gardiner, Me., last week on his current trek thru Maine, New Hampshire and Vermont. Chet is working novelties at celebrations, fairs and special events to good business. He says he met Bill (Red) McDonough and his pal, Paul (Chief) Demers, who are writing sheet. They report that they are headed for Canada. Chet says the boys were sporting a new car and flashing plenty of lucre.

**J. CLEARY** . . . pitcher and sheet writer of note, has left the game to concentrate on raising poultry at his home in Hollis Center, N. H.

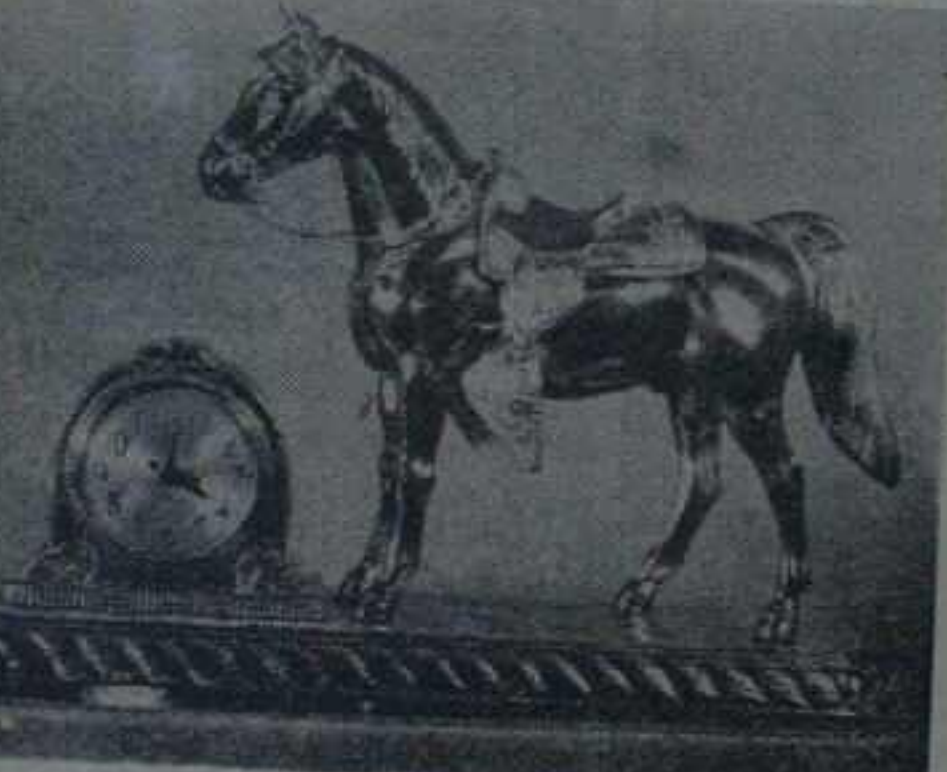
Never doubt your own possibilities. Study yourself and work to win and in almost every instance you will succeed.

**THIS CORNER** . . . is holding some valuable information for Art Fredette. Please contact Ole Gas Bill immediately, Art.

**JACK LA RUE** . . . is reported to have stacked up plenty of lucre with his auction pitch at the Shelbyville, Ind., Fair.

**MR. AND MRS. SPROUT** . . . worked punch needles and vaporizers to lucrative business at the Shelbyville, Ind., Fair.

**SEASON'S BIGGEST HIT! WESTERN HORSE-CLOCK**



**TOP QUALITY! LOWEST PRICES! 10" HIGH**

**\$7.90**  
Packed 5 to a carton. Minimum order, one carton.  
Samples, \$8.25  
25% cash with order, balance C. O. D.

**WHOLESALE ONLY**

Western saddle horse, with Session Electric Clock. Highlighted in gold, silver or bronze finish. Now mounted on 17"x15 1/2" metal base, at no increase in price. Fully guaranteed. Many other numbers in stock—send for catalog.

**HERBERT STEHBERG, 1104 Commerce Street, Dallas**

**The Original LAYING CHICKEN The Original**

**FLAPS HER WINGS AND LAYS FIVE LITTLE EGGS!!!**  
**Hotter Than Ever!!! DOZEN \$3.00 - GROSS \$33.00 (2 Dozen to Box)**

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| <b>RUBBER LIZARDS</b><br>Lifelike in appearance!!!<br>DOZEN \$3.00<br>GROSS \$42.00 | <b>LITTLE "BUTCH"</b><br>The Dog Penlite<br>Squeeze the tail and watch the face life up!<br>Doz. \$4.00 Gr. \$45.00 | <b>MECHANICAL TOYS</b><br>DANCING COUPLES<br>Doz. \$4.00 Gr. \$45.00<br>JIM DANDY MONKEY<br>Doz. \$4.00 Gr. \$45.00 |
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**BOTTOM SHELF CORN GAME SPECIALS**

LAMPS—FANCY CLASS WITH PAPER SHADES . . . \$9.00 DOZ.  
DECORATED WATER SETS (Ind. Boxed), 7 PIECES (80 Oz. Jug and 6 Tumblers) . . . 9.00 DOZ.  
**B. PALMER SALES**  
1433 SECOND, DALLAS, TEX. (Phone: Harwood 9339)

**DRESSING ROOM GOSSIP**

**Stevens Bros.**

Ruth Stevens and her baby, Kathleen, returned from a trip to Kansas; John Grady left to join the advance, and Doug Riggs is back on the show after a few weeks of illness.

Ray Hadley is bandaged from burns received while putting out a gasoline fire. Carl Ray Stone celebrated his seventh birthday. Two more llamas, a lion, several bears and a camel have been added to the menagerie. Speaking of additions, Punch Jacobs's dog act almost has been put out of the program by the stork.

The mid-summer help shortage has everybody doubling in brass. Shorty and Beulah Shearer are handling the pony ride; Teen Corriel lends a hand wherever needed, and Claude Garner and Clark MacDermott have been both boss and crew in their departments. If things get much tougher, the writer will have to drive the wheeled tepee or hitch-hike.—**DOLLY JACOBS.**

**Cole Bros.**

Everybody enjoyed the cool weather and beautiful scenery on the jump from Canon City to Grand Junction, Colo. Mr. Frey, circus fan and owner of Frey's Clothing Store in Canon City, worked in clown alley during the stand there.

The girls are going Western: Simone Repensky, Sylvana Zacchini and Joanne Percival look striking in Western outfits and even Mr. Chatfield has switched from his overalls.

Mickey Lyons now works the elephants in ring one. Hank Carlyle is a new assistant in the legal department.

Pat O'Reilly's beauty salon gets a good play. Al Bru-e is going big with his new clown gag, Grandie-Taxi.

Coral Colleano, in her French maid costume, assisted her brother, Con, for two days while Winnie was absent. Molly O'Donnell has her own trunk in the dressing room with a shamrock painted on top.

Visitors included Bill Hales and James Clayton.—**SALLIE MARLOWE.**

**Dailey Bros.**

Sunshine Lindemann has added lemonade to his cold drink menu. Billie Powell saw an old picture of Laurence Cross taken on the Robbins Bros.' Circus, and says Cross hasn't changed much.

Corky Plunkett quit his straight role in the riding act and is getting laughs in clown capers. The French prop boy entertains nightly with his accordion. Guy Blackburn replaced Jackie Dale in the Side Show annex and Billie Ray and Betty Saunders left the back yard to dance in the Side Show.

Ginger Moody was bruised when her horse fell during a parade and Mrs. Ray was injured when a horse kicked her. Others on the sick list included Jimmy Van, Eduardo Murrillo, Norma Davenport, Hazen King, Vades Engesser, Jean Allen and Lucille Nash. Eddie Murrillo suffered a broken leg while playing on the trampoline between shows.

Corky Plunkett, Tiger Bill and Red Freifogle are filling in for regulars who are ill. Francis Dennis is pinch-hitting for Hazen King, taking ring stock back and forth and riding the lead horse, Major.

May Stevens is on the show, visiting her husband, Johnnie. Mr. and Mrs. Frank Butler, brother-in-law and sister of Streamline Fizzell, with their children, were surprise visitors.—**HAZEL KING.**

**Seal Bros.**

Dorothy Anderson, Clara Turner, Elnora Velarde, Zaza Coriell and Louis Velarde made a trip to Portland, Ore., to buy a dressing room tent.

Eddy Sheelar's 94-year-old father visited the show in Newberg, Ore. Mr. Velarde has joined the backyard club. The members bought Leon Snyder an electric drill and a tool box.

Mr. Layster has added a new act to the Side Show. Sweaters McFarland and his crew have the big top up and ready before noon. Bud Anderson's Liberty act is getting a good hand.—**AL CONNER.**

**Ringling-Barnum**

With the Chicago date over, all have settled back to the one-day stand routine. Cecil B. DeMille and his crew of cameramen, his secretary and his niece joined the show in Chicago and will stay for two weeks.

Justino showed his sound movies to showfolks in Milwaukee. Pat Valdo, Buzzie Potts and Ira Millette celebrated birthdays.

Visitors: Lillian Leitzel's mother; Mrs. Pelikan, Leo and Ethel Hamilton, August Augustad, Herb Dotten, John Joyce, Homer and Herbie Hobson, Teresa Nelson, Eugene Grotona, Alfred Maschino, Mr. and Mrs. Orrin Davenport Jr., Dr. Hanson and daughter; Mr. Crowell and daughter, Margie; Mr. and Mrs. Emmett Simms, Marilyn Millard, Dr. Conley, Gene Biron and family; Mr. and Mrs. George Mays, Mr. Welde, Frankie Saluto's sister; Red Honkola's sister; John J. Kreis, Harry and Dorothy Brown, relatives of Dutch Lulley; Circus Fred Wolf, and Maizie and Brack.

Backyard scenes: Johnny Tripp happy about new home he bought in Chicago. . . . Maxie (Georgia) Walker driving the tractor between shows. . . . Larry Wilcox busy with the Pabst people in Milwaukee. . . . J. A. Jewel, circus fan, writing he's okay after suffering an attack of asthma. . . . Kathy Kramer busy making pumps for the aerial girls. . . . Marian Seifert back in the pony express. . . . Girls and midgets practicing for their next big game.—**MARY JANE MILLER.**

**Dales Bros.**

First straw house in months occurred at Oak Ridge, Tenn. Mickey Dales booked the spot. Anita Kinchen celebrated a birthday during the stand there.

Doc Phillips, who joined from the Pawling Show with his candy pitch, is doing brisk business. Gilbert Wilson is still on the sick list. Among those who missed performances on account of the heat were Clara Hoffman, Nellie Dutton, Kenny Smith and Susie Walcott.

Frank and Dorothy Earle left to play fairs and Mr. and Mrs. H. E. Hoge joined with a concession. Bessie Dales and Michele left for Tampa, where Michele will be left while the show passes thru the polio area in North Carolina. Mrs. Jimmy Hurtt visited her band leader husband for a few days.

Steve Crowe put out his barber shingle, and Buzz Miller was the first to take a chance. Practice sessions between shows have developed into three classes, with the kindergarten age going in for contortion under the writer's direction. Star pupils are Wilma Hoffman, Sandra Pettus, Susie Walcott and Ronnie Smith.

Lois Thomas and Trudy Bruce are taking reserve tickets. Many visitors were on hand from Page Broadway Shows which day and dated this org in Harriman, Tenn.—**IDA MAE CROWELL.**

**Clyde Beatty**

Hot days and cool nights in Kansas help keep the show's record of only one light shower for the season. Wichita stand brought out many showfolks. Charles Dryden, spent a day on the lot. Doc Cooper had A. W. and Dorothy Kennard and the writer out to his home for dinner and a look at his Liberty horses.

New wardrobe should be appearing soon since the Medini Troupe and Bobby Kay bought new sewing machines. Jerry DeWayne received many gifts at a birthday celebration.

Looking around the lot: Cathie Cline learning to talk. Penochio Medini doing okay on the trampoline for a 4-year-old. Bob Lorraine adding more spangles to his spec suit. Charles Hilderra practicing magic. Scranton Harry is back from the hospital and expects to have the bandages off his eyes; a few days. Mrs. Nitch Sobel returned home to Chicago after a few weeks on the

**Polack Bros. Eastern**

Ed Raymond, confined in St. Luke's Hospital, Marquette, Mich., is much better. The people of Marquette have been sending gifts and paying visits. Mary Gardner is convalescing in Queen Anne's Hospital, Chicago, after a major operation. Shirley Charlton fell in Battle Creek, Mich., and needed hospital care. Ray is working alone until her leg heals.

Fragments: Jeannette Mustaffa has her baby on the show. Art Hansen, N. Edward Beck and Walter Ullman have joined the promotion staff. Wanda Malikova, Al Hyman and Kurt Wicons celebrated birthdays. Henry Kyes received a gift of a keg of beer and held open house in his hotel room. Kurt Wicons, now a full-fledged pilot, flew to Chicago to catch the Ringling show, returning just in time for his act. The heavy dew at night plays havoc with Charley Borza's trampoline.

Connie Wilson and Shirley Charlton may not be competing for dress-making honors, but it certainly looks like it. Hubert Castle was a dinner guest at the home of Art Mitchell, CFA. Nate and Marsha Lewis with their new Oldsmobile have taken to motel life.

Arrivals and departures: Claire Levine's sister, Reba, returned to Chicago. Mr. and Mrs. Dave Kind's son, Mort, arrived from Los Angeles. Vivian Nelson left to fulfill contracts. Mrs. Randow's sister is visiting on the show.

Joke of the week concerns those who took the wrong route from Toledo to Ashland, Ky. The Boyds won the get-lost contest by going 80 miles out of the way.—**BILLY BARTON.**

**Polack Bros. Western**

Los Angeles stand was like a Hollywood premiere. Harold Lloyd, Shrine's Imperial Potentate, opened the show with a speech.

Visitors included Van Johnson, Milton Berle, Spencer Tracy, Margaret O'Brien, Van Heflin, Doris Day, Patricia Neal, Deborah Kerr, Ann Miller, Jane Powell, John Hodiak, Robert Stack, Johnny Mack Brown, Carl Esmond, Nancy Kelly, Lloyd Nolan and Lucille Ball.

Chester Sherman was selected to pose for some pictures with Harold Lloyd, and after several shots had been taken, Chester wanted to know who Lloyd was. Bobo Barnett and announcer Arthur Springer had a big time as hometowners, with Bobo showing off his baby daughter. Justus Edwards did a sock job of getting stories and pictures in the newspapers, and Parley Baer turned out expert radio coverage.

Dottie Ward gave a birthday party, attended by members of the show. Everett Hart was host and chef for a party at his place.—**FREDDIE FREEMAN.**

**Charlotte, Mich., Spends \$3,500 on Improvements**

CHARLOTTE, Mich., Aug. 13.—Improvements this year on grounds and buildings of the Eaton County, 4-H Fair here will cost about \$3,500, according to Hans Kardel, secretary. Projects include improvements to the roads, steel roofing, the erection of a new eat stand and modernization of the rest rooms.

Track events will include harness racing, with purses ranging from \$800 to \$1000. The Lucky Lott thrill show will be the opening day grandstand attraction followed by four days of entertainment by the United Booking Association. Fair's dates are August 30-September 3.

show. Julian and Clara West visited a few days. Everybody was glad to hear Julian's legs are much improved. Mrs. Pat Graham and Mrs. DeWitt and daughter returned home to prepare the children for school.

Recent visitors included Georgia Nelson, Bertha Crawford and Mickey (Larkin) Lund.—**LAURENCE CROSS.**



HE'LL TALK HIS WAY TO NEW SALES RECORDS

**THE AMAZING TALKING WOLF**

ALREADY A SALES SENSATION IN CHICAGO . . . ACT NOW—BE FIRST IN YOUR TERRITORY . . .

Simple To Operate: Run your finger down the plastic strip and the wolf slyly says "HELLO, SWEETHEART." Fascinate your customers with the TALKING WOLF. Colorful Plastic, Practically Non-Breakable.

- A Natural Money-Maker for**
- FAIR WORKERS
  - CIGAR STORES
  - STORE WORKERS
  - TOY STORES
  - SALESMEN
  - CONCESSIONERS
  - WAGON JOBBERS
  - PITCHMEN

25% with order—Balance C. O. D. Postage prepaid on cash with order.



\$2.10 Doz. \$24.00 Gross  
Retail for 35c ea.  
**R & R NOVELTY CO.**  
408 Hunter Ave. Joliet, Illinois

**MAKE BIG MONEY AT THE FAIRS!**

**METAL HORSES NEW LOW PRICES!**

IN GOLD OR BRONZE FINISH

**BUY DIRECT FROM MANUFACTURER!**  
WE GUARANTEE OUR PRICES!

Either finish at the same low prices

No.	Size	Price
721	2 1/2"	\$ 1.92 per doz.
728	3 1/2"	2.75 " "
713	4 1/2"	4.00 " "
727	5 1/2"	6.60 " "
731	6 1/2"	9.00 " "
725	7 1/4"	12.60 " "
730	8 1/2"	16.80 " "
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- Whistles . . . . . 3.75 Gr.

- Sm. Jap Monkey . . . . . \$1.00 Doz.; 10.00 Gr.
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- Fireman Hat . . . . . 2.00 Doz.; 21.50 Gr.
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Red and White Stone Combination, \$2.50 Doz.

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1000 14 Cig. Bds., 26 Pack	\$.50
1000 25¢ Charley Bd., 550 Prof.	.79
1440 5¢ Cig. Barrel Board	.89
1440 10¢ Barrel Bd., 518 Prof.	.95
1000 25¢ J.P. Charley, 552 Prof.	.98
1000 25¢ J.P. Charley, Semi Tk.	.75
1000 25¢ Texas Charley, X Tk.	.95
1000 Blank Bds. With Sections	1.39
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1500 Blank Bds. With Sections	1.25
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Assortment 25-5¢ J.P. Bds. (Case Lots)	49.50
1000-Up Assorted J.P. Bds., 527 Prof.	2.10
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Beacon Indian Blankets, 60x80	2.39
20% Deposit—IMMEDIATE DELIVERIES.	
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SALESBOARDS—ORDERS SHIPPED SAME DAY RECEIVED

HOLE PLAY	NAME	PROFIT
1000	COME AND GET IT	\$24.35
1000	EASY TO GET	25.62
1200	FOUNTAIN OF YOUTH	32.40
1000	FUTURISTIC	25.44
1350	GOLD 'N WEST	33.85
1200	GOLDIE	32.45
1196	GORGEOUS	31.50
1000	LUCKY FIESTA	25.82
1000	PIPPEROO	28.25
1000	SITTING PRETTY	25.87
1000	SUNNY SUE	26.68
1500	SWEET PICKIN'	37.34
1200	TAKE IT EASY	31.05
1000	WATTA LIFE	25.45

ABOVE BOARDS \$2.50 EACH NET

CASE LOT 12 OR MORE ASSORTED

25% DEPOSIT WITH ALL C. O. D. ORDERS

FREIGHT PREPAID ON ALL ORDERS OVER \$100.00

UNIVERSAL BEE JAY PRODUCTS

Sampliner Bldg., Euclid 57th, Cleveland, Ohio

ADDED ATTRACTION  
BIG \$\$\$ SAVINGS  
★ ★ ★ ★ ★  
ORIGINAL JAR-O-DO

2170 RWB SINGLE  
\$144.00 GROSS  
★ ★ ★ ★ ★  
ONLY 250 GROSS

AVAILABLE  
ORIGINAL JAR-O-DO

We carry a complete line of Jar-O-Do products.

According to E. Horowitz, H. & H. Novelty Company, Cleveland, the firm's Mr. Sherman will open a branch outlet in Louisville soon, carrying a complete line of Univer-say and Bee Jay products. Other news from H. & H. is that Paul Friedland will cover his old territory in Ohio and the Virginias, and that Charley Shapiro is back on the ball again in Pennsylvania after a six-week vacation in England.

Jerry Scanlan is considering re-naming his board and counter game firm Dixie Manufacturing Company. Reason: There are more rebels scoot-ing about the premises than Yankees. Jerry says his board releases, Four Fins, Stacks of Bucks, Let's Multiply are pulling in good response. The Ball Game counter unit is hitting

an upcurving sales path, he adds. The Scanlan company, which opened its doors in May, is doing well for a four-month old firm, Jerry avows.

D. L. Gruhn, Thomas A. Walsh Manufacturing Company, Omaha, reports firm is now ensconced in its new headquarters at 38th Avenue and Farnam. Plant and offices are now situated at the new address and move will result in a higher daily board output and quicker service to customers, Gruhn states. In addition to installing new produc-tion equipment in the new building, the greater floor space permits ex-pansion of each department for more efficient operation. Two shifts of workers are now turning out sales-boards to catch up, as the move, which began July 15, put a heavy strain on the order department.

Werts Novelty Company, Inc., Mun-cie, Ind., relays word via general manager Robert G. McNabb that sales are moving along in a normal sum-

**OUTSTANDING KIDLAND**

(Continued from page 51)

(built by the Sunshine Manufacturing Company, Tampa), Olympic Race Track, miniature railway (Miniature Train & Railroad Company, Rens-selaer, Ind.), Circular Swings, auto ride, Whip, airplane ride, two Merry-Go-Rounds, and a boat ride—sans water. All rides are flashily deco-rated and kept in tip-top condition.

Among the rides built under Ball's supervision is the Rocket which is made up of seven rocket form cars (army surplus material) and a pilot car, with a capacity of 22 passengers. Olympic Race Track, also a park con-struction job, has 10 tracks on which the small fry can compete in realistic races on pedal-propelled metal horses. Horses, imported from England, are of solid construction and require very little servicing as their mechanical components are very simple, consist-ing solely of a pedal which propels the horse. Gadgets on the small wheels make it impossible to propel the metal steeds in any direction ex-cepting forward.

**Minnie Railroad Lengthy**

Outside of the Kiddieland a new and elaborate miniature railway has been constructed by Ed Ball, in asso-ciation with Anthony D'Auria, and only recently put into operation. Trackage, nearly a mile in length, provides the right-of-way for a 10-car train with a capacity of 80 adult or small fry passengers. Fare is 12 cents, plus 2 cents tax. Northern Pa-cific Railroad ponied up a bit of dough in return for Ball dubbing the stream-liner a N. P. unit and putting up N. P. electric sign and insignia on loading platform which fronts the ride. In addition to attractive landscaping the railroad tracks pass a series of five small buildings carrying electrical signs plugging products served in eateries and stands in the park. Sev-eral more of these publicity structures are to be erected.

Alongside the railroad is the Hitch-ing Post Pony Track, operated by Charles Simon, which is also a natural for the younger set. For those just emerging from the diaper age group Henry Guenther has installed a spa-cious play spot equipped with a large assortment of swings, teeterboards and chutes, where the junior athletes can romp, gratis, under the super-vision of the staff of the park's first aid station.

Ed Ball has been with Olympic Park for several years and in addition to operating its Kiddieland and min-iature railroad he assists in many of the park's promotions. Several of Ball's rides do double duty, as Ball has numerous spot-lined up for the winter months in near-by communi-ties, where he places the rides in stores and other spots during the Christmas holiday weeks and for special events.

mer cycle. Several new pieces of equipment have been added to the bindery and folding departments to take care of production on some of the new items, which will be put on the market one or two at a time thru-out the next year.

H. C. Hayes, general manager of DeLuxe Sales Company, Blue Earth Minn., says summer business has been holding up better than was ex-pected. Larger orders are now com-ing in than thru June and July. The manufacturing end of the business carried on by DeLuxe Manufactur-ing Company, is holding up to a higher pitch as a direct result of sales.

Mort Secore, Secore & Secore Chicago, took off for a two-week Pennsylvania road tour last week following brother Irwin's return Fri-day (12) from the same stamping grounds. The Secores report noth-ing new in the way of new numbers, but there's always something hot on the fire, they say. . . . Roy Galen-fine, Crown Products, South Bend, Ind., is looking forward to a good fall season. Currently, most of the firm's help is on vacation. Roy re-ports that Crown has a new deal that is designed to bolster the bul-lion intake of operators and which is to be sold to ops exclusively.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., announces that a full line of new products is due for release this fall. Noel looks for a rising sales tide in the card and game field come cooler weeks, and is preparing to meet the on-slaught of new business (and he isn't crossing his fingers) with rapid fire deliveries and consistent quality products.

Another in the varied line of Har-lich Corporation's (Chicago) sales-boards is the Pot Luck Texas Charley 1,500 r. m. hole number. A quarter play number, it is a leading contender in the merchandise board field, boasts Sam Feldman, Harlich sales manager.

**GALENTINE PRODUCTS**  
MAKE BIG PROFITS!!



The BEST SALESBOARDS AND JAR DEALS!

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DAY OR NITE  
OR NITE

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All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

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CHIPPEWA FALLS, WISC.

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All Kinds—PULL TICKET GAMES  
**TIP BOOKS**

Buy Direct From Manufacturer at Very Very Reasonable Prices.

**Columbia Sales Co.**  
102 MAIN ST. WHEELING, W. VA.  
Phone: Wheeling 340

**SALESBOARD SPECIALS**

1200 Hole Plain Boards with Section	\$.50
1300 to 1000 Hole Girls Boards	2.25
1200 to 1000 Hole J.P. or Seal Bds.	1.95
500 to 430 Hole, 6 Numbers on Ticket	2.25
300 to 140 Hole, 6 Tickets to Giant Hole	1.95
Assortment of 25 Boards (Case Lot)	50.00
17 J. Rensie Watches—\$15.00	20% Deposit.

B. F. PRODUCTS  
1810 Piedmont Road  
Charleston, W. Va.  
Phone 25-771

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Sharp Pencils Mean "Sharp" Buyers  
Don't Pay More Than Empire's Low Prices

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**EMPIRE PRESS, INC.**  
637 So. Dearborn St. Chicago 5, Illinois

**SALESBOARDS—All ORDERS Shipped Same Day Received**

Holes Play	Description	Profit	Price
400 5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$ .75
1000 25¢	J.P. Charley, Thick	Avg. 51.95	1.40
1200 25¢	Texas Charley, Thick	Avg. 102.98	1.75
960 5¢	Fully Packed Thick Girl Board	Avg. 26.25	2.75
960 5¢	It's the Knobs Thick Girl Board	Avg. 26.25	2.75
1000 5¢	Barely Speaking Thick Girl Board	Avg. 26.60	2.75
1000 5¢	Glovely Lady Thick Girl Board	Avg. 28.60	2.75
1200 5¢	Pick a Cherry Thick Seal Board	Avg. 30.04	2.50
300 25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
22" 25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards. 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

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Experienced or inexperienced Men to sell our new fall line in certain Midwestern, Eastern and Southern territories. Wonderful proposition to selected salesmen in line with our expansion program. Write or phone.

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2133 W. FULTON ST. Phone: HAYmarket 1-7188 CHICAGO, ILLINOIS

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**ATTENTION, POP CORN OPERATORS—WHEN** buying any type "Pop" Corn Ses Vendors it's smart to check with the factory first. Take advantage of lowest prices, factory guarantee and complete parts service. You get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. Phone Victor 4-4525.

**CIGARETTE MACHINES—NO BARGAINS, BUT** honest to goodness merchandise; all machines completely refinished and overhauled; twenty-five cent conversion; kingsize kits; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**ERIE DIGGERS—HAND OPERATED, MER-** chantmen, Iron Claws, Microscopes, Buckleys, Rotary Merchandisers, Wurlitzer Juke Boxes \$25 up; we buy Diggers, Rotaries, National, 4243 Sansom, Philadelphia, Pa.

**FOLLOWING STORED MACHINES, GOOD ME-** chanical cond.; need exterior freshening mainly; 10 Dominos \$120 ea.; 12 Races (Bakers & Faces) \$85 ea.; 21 Club Royals (nickels) \$115 ea.; the entire lot \$4000; 1/2 down, balance C. O. D. Box 1618, Ft. Lauderdale, Fla.

**FOR SALE: LIKE NEW—MILLS 1947 THREE** Bells, \$275; also Mills Jumbo Parade, 5c P.O.; Mills Black Cherries, Brown and Blue Fronts, and late Flipper 3 Ball Games. John A. Hodden, 110 Bench St., Galena, Ill. au27

**FOR SALE—6 LIKE NEW 48 MODEL MILLS** 3 Bells, used three weeks, \$225 each; 2 Panoramas, \$75 each; one third deposit, balance C.O.D. Brantley's Music Co., Pocomoke City, Md. au20

**FOR SALE—9 FT. REBOUND SHUFFLE BOARD,** 5c or 10c play, like new, \$100; 5c Cherry Bell, \$35; 5c Black Cherry Bell, \$65; 10c Cherry Bell, \$50; Pingangs, Major League, Bermuda, Sunny and Tennessee, \$40 each. Frank Guerrini, Burnham, Pa. au20

**FOR SALE—12 VICTORY STAMP MACHINES,** in good condition, with folders; price, \$15 each. Douglas McBrayer, Anderson, S. C.

**FOR SALE—10 RUDD-MELIKIAN COFFEE MA-** chines, complete, used only 2 months, same as new; \$8000; F. O. B. Fort Smith. Bill Putman, 1007 South 25th, Fort Smith, Ark.

**FOR SALE—FORMICA TOP SHUFFLEBOARD,** like new, \$225, and 2 Formica Tops for Shuffleboards, used 2 weeks, \$65 each. Frank Guerrini, Burnham, Pa.

**FOR SALE—5c TRACK ODDS, 25c TRACK** Odds, 10c Buckley Criss Cross, all like new. Frank Guerrini, Burnham, Pa. au27

**FOR SALE—50 5 COLUMN VARIETY SHOPS** with stands; positively like new; sample, \$12.50; \$500 for the lot. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

**FOR SALE—25 PENNY-NICKEL COMBINA-** tion Northwesterns with plastic globes, \$7.95 each; Penny Flipper Target Machines, \$12.50. Al Hoff, 1918 Rose, Baltimore 13, Md.

**PHONOGRAPHS—ALL MAKES, FROM \$75 TO** \$300; all late models; wire. Beverator Company, Cambridge, Ohio.

**"POP CORN SEZ" VENDING MACHINES, EX-** cellent condition, \$70 each. Roy Humbarger, 3729 S. Washington Rd., Ft. Wayne, Ind. au27

**REBUILT CIGARETTE MACHINES—PERFECT** condition, baked enamel finish; all makes a models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, New York.

**ROLL TYPE STAMP MACHINE WANTED—** State manufacturer, quantity, price. Box 1040, 221 W. 41 St., N.Y. se10

**SIXTY POP CORN SEZ 10 CENT PLAY POP-** corn Vendors; profit for years to come with these \$49.50 each; wire; must have space. Beverator Co., Cambridge, O.

**STAMP FOLDERS DIRECT FROM MANUFAC-** turers; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1654 Bedford Ave., Brooklyn, N. Y.

**FOR THE BEST IN TICKETS**



**Original Aces**

**ALWAYS DEMAND**

We manufacture all kinds of JAR DEALS

**RED — WHITE — BLUE COMBINATIONS**

**LUCKY 7, BINGO, ETC.**

**SPECIAL DEALS MADE TO ORDER**

**ACE GAMES COMPANY**

Phone: DAnube 6-1335  
2716 S. Parkway Chicago 16, Ill.

**STAR 5¢ SINGLE COLUMN HERSHEY MACH.** —Like new, 10 for \$100; Northwestern 33 porcelain Ball Gum Mach., late model, excellent, 10 for \$75; Northwestern 39 porcelain, 48 model, factory perfect, 10 for \$100. Jack Teal, 436 E. 63d St., Long Beach 5, Calif.

**THREE WAX-O-MATIC AUTOMATIC SHOE** Shiners, like new, only used six months, \$150 each. Goebel Bros., Eureka, Ill.

**U-SELECT-IT 74 PIECE 5c CANDY BAR MA-** chines, used less than six months, factory guarantee, \$70 each; two Mills 6-column cigarette machines, \$25; Advance, Silver King, Columbus penny machines with 5¢ salted peanuts or 500 balls gum, \$7.50; used machines just as taken off location, any make, with globes and keys, \$5; reconditioned Imps, \$10; ask for our Universal parts catalog. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

**VENDING EQUIPMENT BARGAINS—ROCK-** bottom prices on Popcorn Vending Machines; like new air-conditioned USVC Candy Vendors with improved mechanisms; Popcorn Poppers and Warmers; Nut and Aspirin Vendors; both like new and reconditioned equipment with new guarantee; all used equipment thoroughly reconditioned; why pay more? We offer factory prices on these proven best vendors. Dept. 300, Midwest Co., 1114 Howard, Omaha, Neb. au27

**WANT TO TRADE CHICKEN SAM RAY GUNS,** with Mother-in-Law conversions, for Total Rolls and Ten Strikes; Ray Guns in first class condition. Reliable Skee Ball Company, 2512 Irving Park Road, Chicago, Ill. au27

**WANTED—OLD COIN OPERATED BARROOM** Pianos; Nelson Wiggin, Seeburg, Link, "etc."; also extra music rolls. Harry Ludwig, 1515 S. E. 35th, Portland, Ore. au27

**6 GOTTLIEB TRIPLE GRIP MACHINES,** \$12.50; 8 Columbus Procelain 1c Ball Gum, \$8.50; 18 National 6 Column 5c Candy Vendors, \$75; 10 Shipman White Front Triplex Stamp, like new, \$30; 4 Shipman Duplex, \$18; 30 10c Aspirin Vendors, \$5.50; 4 25c Razor Blade Vendors, \$9; Klopp Hand Coin Counter, 1c to 25c demonstrator, \$165; 10 International Ticket Weighing Scales, \$125; 8 A.B.T. "Challenger" Target Skill Machines with original cartons, \$37.50; 20 floor samples, like brand new, Arist-o-Scales, \$87.50; Mir-o-Scales, \$92.50; 50 Jergens' Lotion 1c Vendors with 4 bottles lotion to each machine, \$12.50. Adair Company, 8926 Roosevelt, Oak Park 3, Ill.

**50 COLUMBUS PEANUT MACHINES, 10 MAG-** na Merchandise Vendors @ \$5 each; 10 Gottlieb Grip Machines @ \$5 each; 2 Goalie; 1 Bally; 1 Hiroll; 1 Williams All-Star; 1 Evans Ten Strike (above machines guaranteed); cash with order. Birmingham Vending Company, 2117 3rd Avenue North, Birmingham, Alabama.

**1946 SEEBURG HIDEAWAY WITH P. A. SYS-** tem installed; used very little, \$425; four 1946 Seeburg 5c Wireless Wall Boxes, \$37.50 each. A. R. McDonald, Ottawa, Ill.

### UNDER THE MARQUEE

(Continued from page 55)

his parents, Mr. and Mrs. John Sheelar, and two brothers, Merle and Myron. . . Bob Hasson entered Wills Eye Hospital, Philadelphia, August 3, for an eye operation and is expected to be confined about three weeks.

Remember when we were kids, and no matter where we stood to watch a circus parade, the band stopped playing one block away and would strike up again one block beyond?

Marge V. Kelly, secretary, Circus Clown Club, Los Angeles, reports receiving a letter from William Keays, of Sydney, who raises the question as to why an American circus does not play Australia. Keays says the country offers ideal weather and business conditions. The Clown Club now numbers among its members a third of all clowns in England. . . Jake (Clown Cop Corrigan) Disch played the annual Sweet Corn Festival, Mendota, Ill. Disch planned to catch the Big One in Milwaukee.

In helping put up big tops, it isn't so much the question of child labor as it is whether they should be allowed to listen to pushers giving orders.

C. E. Tollison, Laurens, S. C., writes that his town with a population of 12,000, and serving an area of about 80,000, has not had a good-sized circus in years. Tollison says the town has not been satisfied with the small circuses that have been showing there, and that it could give capacity biz to one of the larger shows. . . Charles Underwood, who closed recently as general agent for Robbins Bros.' Circus, has returned to his Macon, Ga., home.

# It's Really Hot!!

ONE OF A COMPLETE LINE OF FAMOUS GARDNER GIRL BOARDS



1.00	1.30	1.50	1.00	1.40	1.20	50¢
7.00	9.00	11.00	8.00	6.00		

**1000 FAST MOVING HOLES TO NAB THOSE NICKELS IN A HURRY**

**ORDER AS:**

NO. 1000 REALLY HOT TAKES IN: 1000 - 5c. \$50.00  
PAYS OUT: ..... 22.71  
AV. PROFIT: ..... 27.29  
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**GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.**

**SAVE \$\$\$ SAVE \$\$\$**

**ATTENTION!**



**CALLING ALL TICKET OPERATORS AND JOBBERS!**

**WRITE OR WIRE AT ONCE FOR SPECIAL SUMMER REDUCED PRICE LIST**

- RED, WHITE AND BLUE
- COMBINATION TICKETS
- BINGO STICKS
- LUCKY 7
- PAD DEALS

**YOU CAN'T AFFORD TO PASS UP THESE SENSATIONAL OFFERS**

**TRIANGLE MFG. CO.**

609 50. TENTH STREET MINNEAPOLIS, MINN.

**SAVE \$\$\$ SAVE \$\$\$**

**a Winner . . .**

**"POT LUCK TEXAS CHARLEY"**



Choose your awards from the stickers furnished with each board and paste 'em up on the blank spaces.

**FORM NO. 15528**

**1500 R. M. HOLES**

**25c PLAY—THIN**

**TAKES IN . . . \$375.00**

**PAYS OUT . . . 195.00**

**AV. PROFIT . . \$179.50**

(less Pot Awards)

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Also available in cigarette payout.

**FORM NO. 15528-C**

**PAYS OUT 976 PACKS PLUS POT AWARDS**

**HARLICH CORPORATION**

**1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS**

# Eye Trend Toward Penny Chutes

## Prewar Pins, Counter Units Getting Play

Bell Mfrs. Show Interest

By Tom McDonough

CHICAGO, Aug. 13.—The market for penny coin games, emphasized earlier this year in the arcade field, has already become so definite a part of the current operating picture that it has nearly dominated the counter game field, is gradually moving into the older pin game business and is expected to make its value felt in bell circles within a short time.

Manufacturers who are building penny equipment cite several causes for the increasing popularity this type of machine has enjoyed. R. L. Budde, assistant to the president at ABT, summed up the reasons in this fashion: Operators have become interested in penny equipment again because the original investment is so small; tightened spending has had

(See Eye Trend on page 114)

## Census Shows Large Growth In Game Field

Almost 400% Gain

WASHINGTON, Aug. 13.—Manufacturers of coin-operated amusement games nearly quadrupled their business between the censuses of 1939 and 1947, while the makers of vending machines more than doubled their business over the same period, according to an industry report just issued by the Census Bureau.

During 1947, the report shows, 138,147 pinballs and 49,271 bells were shipped by manufacturers. F.O.B. plant valuation of the pinballs shipped was \$30,566,000, while the valuation for the bells was placed at \$11,192,000. Valuation for other types of amusement machines, such as strength-testers and arcade games, was \$6,124,000, with no figures available for the total number shipped.

Total value of all types of amusement machines was \$52,886,000. (See Census Points on page 95)

## Bell Receipts

LA PLATA, Md., Aug. 13.—During July, the first month of their operation, bell machines contributed \$66,800 to the Charles County treasury. This sum represented license fees paid by six distributors and the operators of 466 machines.

State Sen. James B. Monroe, sponsor of the legalizing measure, said that since the bell machine fiscal year begins May 1, the license fees had been prorated on a 10-month basis.

Annual fees for operators are \$150 per machine. Distributors' licenses are \$2,000.

## Self-Employed Ops May Be Put Under Social Security

WASHINGTON, Aug. 13.—Those coin machine operators who have been paying no social security taxes, by virtue of being self-employed, appear headed for coverage via the back-door route as a result of action this week by the House Ways and Means Committee.

Along with other employers, operators, distributors and manufacturers will also find their pay-roll tax hiked 1½ per cent January 1 in an automatic raise separate from the committee bill which is not slated to be enacted until some time in the next session of Congress.

Operators who do not have enough employees to be forced to pay the employer social security contribution will continue to be exempt when the increase takes effect.

### Ops Not Considered

As the committee began to whip amendments to the Social Security Act into final shape, votes taken this week virtually assured the inclusion under social security of self-employed workers with the exception of lawyers, doctors, editors, publishers, farmers, accountants, osteopaths and non-industrial engineers. These professional workers were given specific exemptions by the committee which turned down proposed exemptions for domestic workers, farmers, commission salesmen and authors.

Coin machine operators were not considered, and hence will be subject to whatever final action Congress takes with regard to the non-exempt self-employed classification.

If Congress goes along with the Ways and Means Committee, as it is

expected to do, self-employed people in the coin machine field will pay 2¼ per cent on the first \$3,600 of their annual incomes. This amount will entitle them to the same old age and survivors' benefits as regular employees. Under the committee bill, these benefits are to be increased approximately 30 per cent from present rates.

## Boston Board Will License Pins Aug. 27

Attack Asks Amendment

BOSTON, Aug. 13.—The Boston Licensing Board (BLB) will assume control over coin-operated automatic amusement devices in the city in accordance with the new State law, which becomes effective August 27. The law allows free plays on coin-operated amusement devices and gives each city and town in the State authority to license machines.

Previously pins were licensed by Boston at \$30 per machine per year under a special ordinance, which brought about a year of jurisdictional bickering between BLB, a State appointed agency, and the city.

The new law, hailed by the coin machine industry as the first piece of Massachusetts legislation to recognize the coin machine industry, has come in for much comment. A court test of the legality of the law is expected.

### Asks Amendment

First attack on the new law was launched August 4 by former Assistant Attorney General George Fingold in an address before the New Bedford Lions Club. He called for amendment of the statute to wipe out a provision that automatic devices requiring skill on the part of the player are not gambling machines. (See Hub City Board on page 114)

## Jennings Resumes New Line Output

CHICAGO, Aug. 13.—The O. D. Jennings plant here will resume full production on its new line of Chiefs Monday (15) after a two weeks shut-down for group vacations.

The new equipment includes the Chief Console, the Operator's Chief and a unit which uses a cycle medium to dispense cigarettes.

## Calendar for Coinmen

August 23 and September 13—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

September 5—Amusement Machine Operators of Greater Baltimore (AMOGB), monthly meeting, 2441 N. Charles Street, Baltimore.

September 12—Music Operators of America Executive Committee (MOA), special meeting, Morrison Hotel, Chicago.

September 13—Music Operators' Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

September 13—Automatic Phonograph Owners' Association (APOA), regular monthly meeting, Hotel Gibson, Cincinnati.

September 14—Operators of Northern Illinois (ONI), regular monthly dinner meeting, Wing and Fin Club, Fox Lake, Ill.

September 18—Washington Music Guild (WMG), monthly meeting, Washington.

September 28—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard*, 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

## Hike Freight Rates 4% August 27

Up 50% Since War

WASHINGTON, Aug. 13.—Freight rates for rail and sea shipments of coin machines and supplies, along with other commodities, advance an average of 4 per cent August 27, under an order by Interstate Commerce Commission this week partially granting the petition of the railroads for higher freight rates. Besides the 4 per cent rise, ICC made permanent the interim 5 per cent increase granted in December, making a total hike of 9 per cent. The railroads had requested 13 per cent.

Counting this week's increase, freight rates have now advanced 50 per cent since the end of the war, adding an estimated \$3,000,000,000 a year to the nation's freight bill. The new increase will hike costs an estimated \$293,000,000 annually.

ICC stated the increase was given to aid the rails in setting up a 40-hour week for their non-operating employees. The shorter work-week goes into effect September 1. The rails figure to lose money over-all on the deal, since they estimate the 40-hour week will add \$380,000,000 yearly to their labor costs.

In its order, ICC denied a petition by the secretary of agriculture that ICC investigate the efficiency of the railroad before granting the increase.

To keep constant the ratio between rail and water rates, ICC authorized a similar increase for domestic water carriers.

## Bally Delivers First Output of Clover Console

CHICAGO, Aug. 13.—Bally Manufacturing's Clover Bell, a new twin coin head console, is in full production and distributor shipments have begun, George Jenkins, vice-president and general manager, announced yesterday (12).

Available with nickle-quarter, double nickel or double quarter coin chutes, the Clover Bell can be played by two persons simultaneously. It derives its name from the four leaf clover symbols appearing on the backglass. When these symbols remain lit, player's score is doubled.

Jenkins pointed out that the Bally Console has an improved variation of the spotted symbols introduced on the Spot Bell Console earlier this year. In addition to conventional winning symbols, on Clover Bell, a single cherry, single orange or single plum flash when multiple coins are played on a single spin of the reels. When a single symbol remains lit after the initial flash, it stays lit for an entire game. All three single symbols may light, giving players three extra winners to try for. Multiple coins on a single play advance odds from two to special and super special odds. On Clover Bell odds always advance or remain as high as on previous coin in the multiple coin set-up.

## PUCK PATTERN

Chicago:

C. B. House, Kentucky Amusement Company, Louisville, was in Chicago to inquire about league plans of local operators this fall. He has about 40 boards on location. . . . Nation-Wide Novelty is doing a volume business in shuffleboard bowling sets, says Charlie Gillard. They contain 5-inch pins of hard maple and weigh one-quarter pound each. . . . Monarch's new scoring units will be ready for delivery within two weeks.

Sweltering heat continued to hold down play until delegates attending the Illinois Department of the American Legion took over the town last week-end. Over 60,000 Legionnaires participated. . . . L. Lewis, road representative for Mero Industries, is back in Tennessee after visiting up Florida business. His next invasion State is Kentucky. Pete Rozgus will handle Mero's league play again this season. First competition is set for the second week in September. Mero secretary Frank Carroll will also be in on the league set-up. . . . Two firms which were on the way up as manufacturers last spring — Mercantile Display and Perma-Top Corporation — no longer have plants in Chicago. Perma-Top's Jim Guichard is reportedly operating in St. Louis and has closed his plant here.

R. L. Budde, A. B. T. Corporation, says the firm's large capacity coin box for use with coin scoreboards continues to attract attention. The unit can hold up to \$200 in dimes and occupies little space.

Shuffleboard Specialists' Julian Crum says his firm is not waiting for the fall to get out of the slow period the trade has been going thru. He has increased his road staff and is busy pounding away at all possible operator prospects with circulars, via telephone and every other way. "Funny thing," he says, "but the drive is bearing fruit in the way of ready business." Crum believes if you sit around and keep telling your-

self that business is bad it will stay that way but if you are in there pitching all the time you make your own breaks.

Don Mellis, Mercury Sales, says the Mercury 49er has a reduced list price but is made of the same high quality as previously. Just getting his feet on the ground after purchasing the firm recently, Mellis says he (See PUCK PATTERN on page 88)

## National Launches League Promotion; To Offer Kits

ORANGE, N. J., Aug. 13.—The National Shuffleboard Company began initial promotion of National-sponsored league play in the 1949-'50 season this week as it contacted the secretaries of all leagues operating during the past season to determine their requirements for competitive play starting in the fall. Firm offers leagues a complete package including score sheets, a suggested breakdown of prize money, display material and a "blueprint" for league organization. More than 200 National leagues were active last year, according to T. C. Browne, sales manager, who predicted that many more would be in operation during the coming season. He stated that five new States would be added to the 18 in which players competed in National leagues a year ago. League acceptance has been best in the Midwest, he added.

### Five States Ready

While five States are now said to be ready for State-wide competition under the National banner, Browne indicated that no plans would be set for such large-scale tourneys pending outcome of current talks among manufacturers concerning the formation of an industry level association. If the major manufacturers get together in an effective association, State-wide

## Louisville Ops Approach Fall Play With Optimism

CHICAGO, Aug. 13.—Louisville shuffleboard operators are looking to fall with optimism, according to C. B. House, head of Kentucky Amusement Company, Louisville, who was in Chicago this week to study plans of local operators for league competition just ahead. House said there are more than

600 boards now on location in Louisville where play started just a year ago. When shuffleboard firms first started sending representatives to the Kentucky metropolis most sales were to locations and the operator method of handling locations was unknown.

While many locations still own their boards the trend is toward the route method. He explained that the operator really stepped into the picture late last spring when most of the top locations were already gone and competition between locations started to increase.

Unfortunately, by the time tournament and league competition got under way it was summer and many of the places which had been reporting top grosses were slowed down by the summer heat and vacations. As a result, the first attempts at league play fizzled. Only when similar reports on summer play started coming in from other cities did Louisville operators realize that the experiment missed because of improper timing. As things stand now most operators, House said, are going ahead with plans for both league and tournament play, with league schedules slated to start late next month.

House figures that most Louisville operators paid for their boards after having them on location between three and four months. When play was at its peak late last spring, top locations averaged from \$70 to \$80 gross weekly. This is now down around the \$20 mark but House figures that if grosses can be maintained around \$40, operators will be satisfied. He says if what he has learned in the Chicago area about league play can be applied in Louisville, all levels of the trade there would benefit.

and regional league play would come under its sponsorship.

Meanwhile, said Browne, National will energetically promote town and club competition. Sol Lipkin, field supervisor, will spend most of his time during the next few weeks organizing leagues in new areas.

## Ladies' League Ends Schedule In Indianapolis

INDIANAPOLIS, Aug. 13.—Tucker's Bar won first place in the summer schedule of the Rock-Ola Shuffleboard League which completed its final matches here this week. Second place went to the Brown Keg and the Sherman Bar was third.

The ladies' league will hold its first annual picnic in near-by Longacre Park Sunday (14), at which prizes for the summer schedule will be awarded.

Meanwhile, local Rock-Ola tournament officials announced that fall and winter leagues are now being organized. Fall matches are expected to begin late next month.

## Monarch Skeds Deliveries of 2 Scoreboards

CHICAGO, Aug. 13. — Monarch Shuffleboard here will make initial deliveries on its new scoreboard line next week, Roy Bazelon, president, announced Thursday (11).

Units can be used either over the playfield or wall mounted. When placed over the field, the units are not only attached to the sides of the cabinet but also anchored to the floor for added stability. For wall installations, metal tubing is removed and if the location wishes the scoreboard can be worked by remote control. Under this set-up, the scoring mechanism can be hidden under center of cabinet while actual point register takes place on wall unit.

The two models are finished in two tone, gold and blue. One registers points only, while the deluxe scoreboard handles points, frames and horseshollar. One of the highlights of the deluxe unit is that it can register additional frames even where there is no advance in point score. Bazelon points out that the deluxe scoreboard therefore qualifies for any type of tournament play. Coin boxes on both models have large capacities.

Monarch's 8-foot, 3-cushion shuffleboard is now available on dime or 20-cent play. Previously this rebound type game was equipped for dime per person play only. Under the new set-up, if the operator wishes, the game can be set to allow two to play for the insertion of but one dime.

Other Monarch shuffleboards in production include those with 12, 18 and 22-foot playfields.



BASEBALL PLAYERS relax by playing shuffleboard. Members of the high flying St. Louis Cardinals, now headed for the National League pennant, take time off to visit teammate Terry Moore's bowling alley and sharpen up their eyes. Left to right, Terry Moore, owner of the location and coach of the Cardinals; Hal Rice, Lou Klein, Enos (Country) Slaughter, and Red Munger. Juke box speaker and the arcade pieces help make this location one of the most popular in the city.

# GENCO'S "ALL PURPOSE" SCOREBOARD



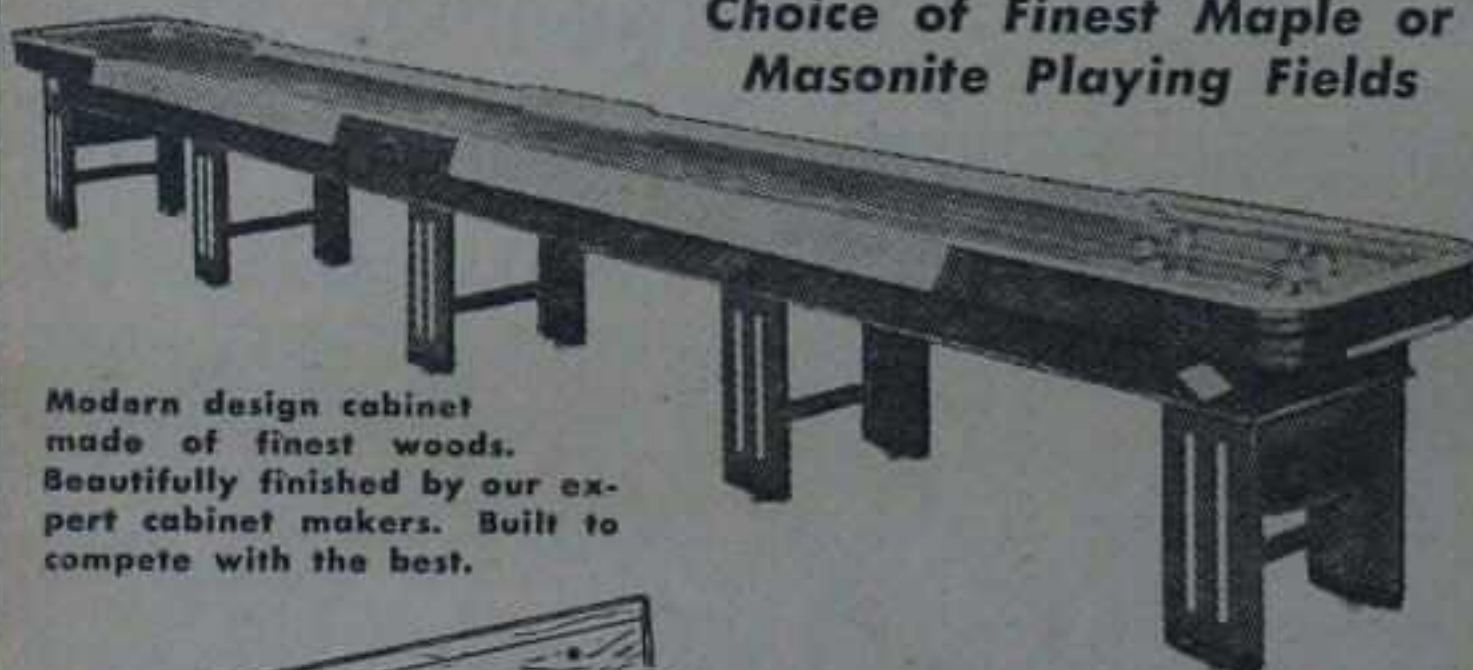
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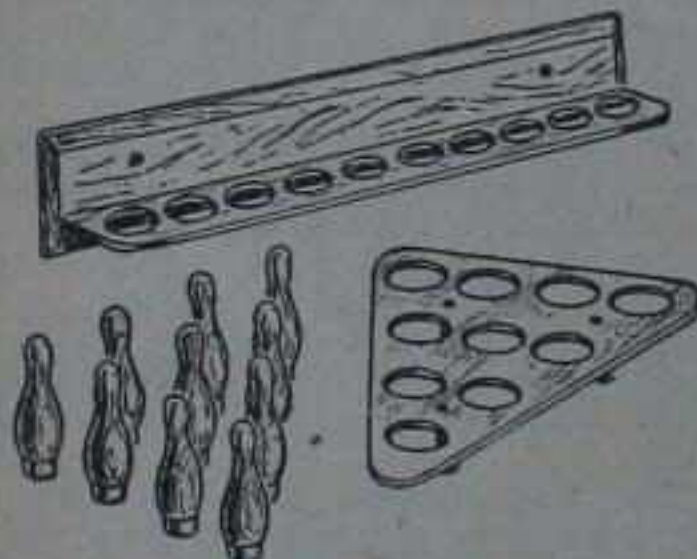
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Complete with Wall Rack, 10 Pins, Rack.  
5" Pins of hard maple, smooth finish. Weigh 1/4 lb. each. Will not jump the table.

**\$11.50 PER SET** Large Discount to Distributors

### ADJUSTABLE FLUORESCENT LITES FOR SHUFFLEBOARDS

Specially designed for shuffleboards. Check these advantages: Bulb guaranteed NOT to throw heat; Chrome Uprights adjustable to any height (see inset); modern fixtures add to the beauty and flash of your board. Priced exceptionally low in comparison to ordinary Shuffleboard Lights.



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## Chi Firm Uncovers New Field Process

CHICAGO, Aug. 13.—Julian Crum, head of Shuffleboard Specialists, announced this week that his firm is now producing shuffleboards with maple playfields which are treated for low moisture content both before and after the lamination process.

With this new method, he explained, the tops are better able to resist unusual damp and humid conditions, preventing warping. Cabinets on Shuffleboard Specialists' products are made of mahogany and walnut. The laminated playfields are braced thruout with over 100 glue blocks. The boards with the all-weather-treated tops carry a list price of \$275 complete with pucks. They are available in 16 to 22-foot lengths.

## Puck Patter

(Continued from page 87) got a big lift when a Kentucky operator called to tell him the Mercury had always stood up well in competition with other boards on location in the Louisville area.

Over at Purveyor, both Herb

Perkins and Bill Tucker report interest in boards and such accessories as clamp lights and bowling pins on the upgrade. Tucker is also busy passing out information on the recent meet of manufacturers as well as holding phone conversations with many reps who attended the meet. . . . Chicago Coin officials have been receiving encouraging reports on the (See PUCK PATTEN on page 112)

## SALES MANAGER WANTED

Thorough knowledge of the Shuffleboard business required. Must have contacts with distributors. Take charge of selling and promoting the best selling line of Boards, Scoring Units and Accessories. Give full information in first letter. All replies held in strict confidence.

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## USED SHUFFLEBOARDS

10 Mercury Regulation 22-Foot Boards, 4 mos. old. Masonite or hard maple, completely refinished, ready to operate. \$250.00 F. O. B. Chicago, crated. Send 1/3 deposit.

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LOWEST PRICE \$275  
DeLuxe QUALITY

Best Construction  
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MAHOGANY AND WALNUT TABLE, HARD MAPLE TOP



16 TO 22 FT.

Genuine Mahogany and Walnut hand-rubbed cabinets. Finest air and kiln dried, climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. 100% top grade hard wood. Braced thruout with over 100 glue blocks. Years of trouble-free service.

BUY DIRECT  
\$150  
24 hr. delivery

Electric Scoreboards . . \$110  
Maple or Masonite Tops 125  
Used Shuffleboards . . 150  
Pucks, \$10; Lights, Ea. 5  
Wax, 30¢; Score Sheets, 60¢

**SHUFFLEBOARD Specialists**  
1114 S. MICHIGAN AVE. WE 9-3795-6-7 CHICAGO 5, ILL.

## HONEST QUALITY • HONESTLY PRICED

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PUCKS—BOWLING PINS  
\$15 Per Set

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CLAMP-ON LITES  
Deluxe fluorescent fixture for better locations. Chrome uprights. Clamps on side of board. \$35.00 per set

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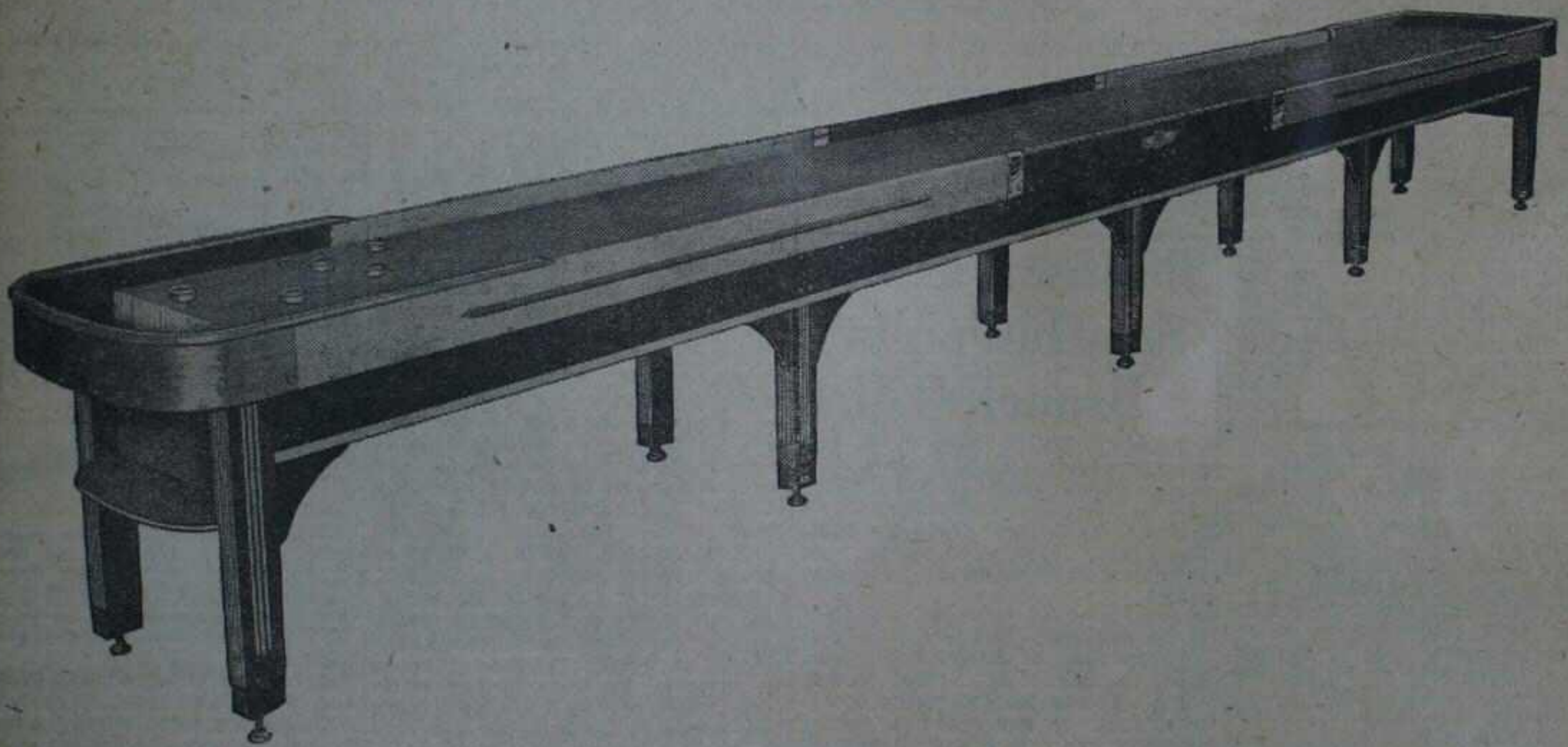
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# Juke Sales Show Sharp Increase

## 10 to 30 Per Cent Climb In New Phono Orders Ends Proverbial "Summer Lull"

### Used Machine Shortage Seen as Spur to Sales

CHICAGO, Aug. 13.—A 10 to 30 per cent spurt in sales of new phonographs over the last 90 days has kyoed the proverbial "summer lull" and is looked upon by the industry as the forerunner of better-than-ever fall and winter business, industry spokesmen told *The Billboard* this week. With operators, distributors, manufacturers and finance companies all telling the same "more sales" story, a definite trend has been established that promises to revitalize the juke box industry to a level that may be surpassed only by the initial postwar buying recorded during 1946, and 1947.

In accord on the upsurge in new machine orders, spokesmen for the four groups also agree that one of the reasons is the relative scarcity of used equipment of postwar manufacture. While prewar juke boxes are available in quantity, operators and distributors report a scarcity of used 1946 machines.

Second only to new units, the 1946 and later models are in high demand for installation in good locations. "We can place late model used equipment and new machines in good-earning locations, but prewar juke boxes are 'verboten' in all except marginal and here-today-gone-tomorrow types of locations," is the tenor of operators' remarks.

### Used Mach. Shortage

This is where the higher volume of new machine business comes in, distributors claim. With customers anxious for 1946 equipment many are not able to satisfy all and they are not able to make delivery soon enough in most instances. So the operator orders a larger number of new machines than he had planned.

Ordinarily, the top level earning power of a juke box is confined to a three-year period, operators say. And ordinarily, this would mean that

## Seeburg Will Hold Distributor Sales Conference Aug. 26

CHICAGO, Aug. 13.—Distributors of the J. P. Seeburg Corporation will meet here Friday (26) at the Belden-Stratford Hotel for a sales conference, according to an announcement this week by C. T. McKelvey, vice-president in charge of sales. The last sales conference Seeburg held for its distributors took place in Chicago December 10, 1948.

Altho details of the business to be covered at the meeting were not released, presumably the distributors would compare notes on the automatic phonograph and on the industrial-commercial system, and discuss both general and specific problems involving all phases of their distributing activity.

All of the general business sessions will be held August 26, McKelvey said. That evening, the collective business meeting will close with a banquet and the following day Seeburg executives will be available for special conferences with individual distributors.

There are 23 basic distributors in the Seeburg organization and these distributors maintain 52 offices.

while many of the 1946 units would be "worked off" on marginal and near-marginal stops, a large number would also find their way on the used machine market. But because the

(See *Juke Sales* on page 106)

## Standard Adapter Intros Juke Radio Transmitters

CHICAGO, Aug. 13.—Introduction of production-line units permitting reception of juke box music on automobile radios was announced by the newly formed Standard Adapter Company this week. Officials of the firm, located at 30 W. Washington Street, include Henry Coler, general

## Tele No Problem for Op With Gotham Combo Route

NEW YORK, Aug. 13.—One operator here who doesn't gripe at television cutting his take is Al Bloom, of Speedway Products. Bloom now has 100 pieces out on location, each a combination television-juke box, with customer preference for either video or music entertainment adding up to nickels in the cash box.

When Bloom started his route, in March, 1948, he wasn't too anxious to operate the combination units. He wanted to limit his activities to those of a manufacturer, producing tele-

juke for sale to other operators. But juke ops wouldn't buy, feeling that free tele was already too well established and patrons wouldn't pay to view programs.

### Diners, Luncheonettes

Bloom was convinced that he had the right idea, but to prove it he had to try it out himself. Too, he set himself certain guides to procedure. For one, he would by-pass the traditional tavern location, where the factor of free commercial tele would require hurdling. Then he would insist on top-money contracts.

For locations he chose diners, luncheonettes and candy stores. Most of these are modest establishments, catering to neighborhood traffic and economy-minded transients. They are concentrated in Brooklyn and the Bronx. At first, he solicited new locations by holding forth the certainty of extra income. But the contracts specified that he was to receive \$15 off the top each week. Both the location and he made money, claims Bloom, with an average of \$22 weekly per machine as his end. In recent

(See *Video No Problem*, page 106)

## Shaffer Music Sets Ind'polis Branch Office

INDIANAPOLIS, Aug. 13.—The Shaffer Music Company opened a local branch office at 1327 North Capital Avenue this week. All Indiana sales of Seeburg music equipment, both commercial and industrial, will be handled thru the outlet.

Joe Flynn, 12 years with Shaffer, is the manager. Before coming here he was head of Shaffer's Portland, Ore., branch. Al Bland, widely known among Indiana music operators since he served in a similar capacity with Southern Automatic Music for the past 10 years, is service manager. Southern Automatic's Indianapolis office served the Indiana territory for Seeburg until last month.

Ed Shaffer, executive of the distributing firm bearing his name, and J. I. McClelland, Seeburg district manager, have been in Indianapolis for the past 10 days setting up the branch office.

Shaffer Music, with headquarters in Columbus, O., and branches in Charleston and Wheeling, W. Va., and Portland and Seattle on the West Coast, plans to open a second Indiana branch in South Bend for the benefit of the State's northern operators.

manager, and Walter Terrence, sales manager. Sidney Schneider, as engineering consultant, designed the miniature broadcasting unit so that it is adaptable for use with any type phonograph.

Called the Standard Transmitter Adapter, the unit is priced at \$35. Four inches high, four inches wide and 10 inches long, it is designed for installation on the floor of an automobile or in any other convenient spot. It is secured by two screws.

### Limited Range

The adapter is intended for use on phonographs located in drive-in type spots, where the customer usually remains in his car while being served, officials stated. Built in accordance with FCC specifications, individual units are set so as not to broadcast outside the immediate area of the drive-in. Adjustments permit setting to transmit music to limits of all size drive-in areas up to 175 feet.

According to firm officials, use of the unit permits operation of equipment in many locations formerly considered marginal or "in the red" spots. In drive-in locations having fairly large inside seating space, collections are increased by bringing car customers into the potential "juke playing" group.

Selection of frequencies for clearest reception within the limited area, and which at the same time do not interfere with regular broadcasts, is possible. Speaker can be turned off without affecting car radio reception of juke selections.

Instructions for installation in any type juke box accompany each unit, as also do special promotional helps for drawing play. Latter includes a special "operating procedure" chart and availability of a 4 foot long, 2½ foot high cardboard sign in color.

(See *Standard Intros* on page 106)

## Ops of Northern Illinois Expand Members'p 300%

CHICAGO, Aug. 13.—A more than 300 per cent increase in membership in the Operators of Northern Illinois (ONI) Music Association since its formation eight months ago was reported this week by Chairman Robert Lindelof, head of General Music Corporation. Set up last January with seven member firms, group now numbers 31 operators, with the two newest additions joining in the past few weeks. New members are Chicago Music Company and Suburban Music, Berwyn.

Originally, membership in the informal organization (which does not have a president, treasurer or secretary) included only operators in Cook and Lake counties. Coverage now extends north to the Wisconsin line, from Lake Michigan west to Rockford and south to De Kalb. No dues or entrance fees are charged, the only cost being the \$5 per member for each dinner meeting, Lindelof stated.

ONI was formed to enable operators to get together once each month and exchange ideas and iron out grievances on an informal, friendly basis. Lindelof declared that as a result of the eight meetings to date, member operators have reached a new high in co-operation. The number of grievances aired at the last few meetings, in comparison to the first three get-togethers, indicates the progress being made in "competitive co-operation," he pointed out.

The dinner meetings also enable operators to exchange information on service problems, operation hints, outline improved servicing techniques, etc., and to air findings on working of different types of equipment.

Lindelof stressed that the meeting sites were changed each month. This is to provide variety and to equalize the long and short distances members must travel to attend.

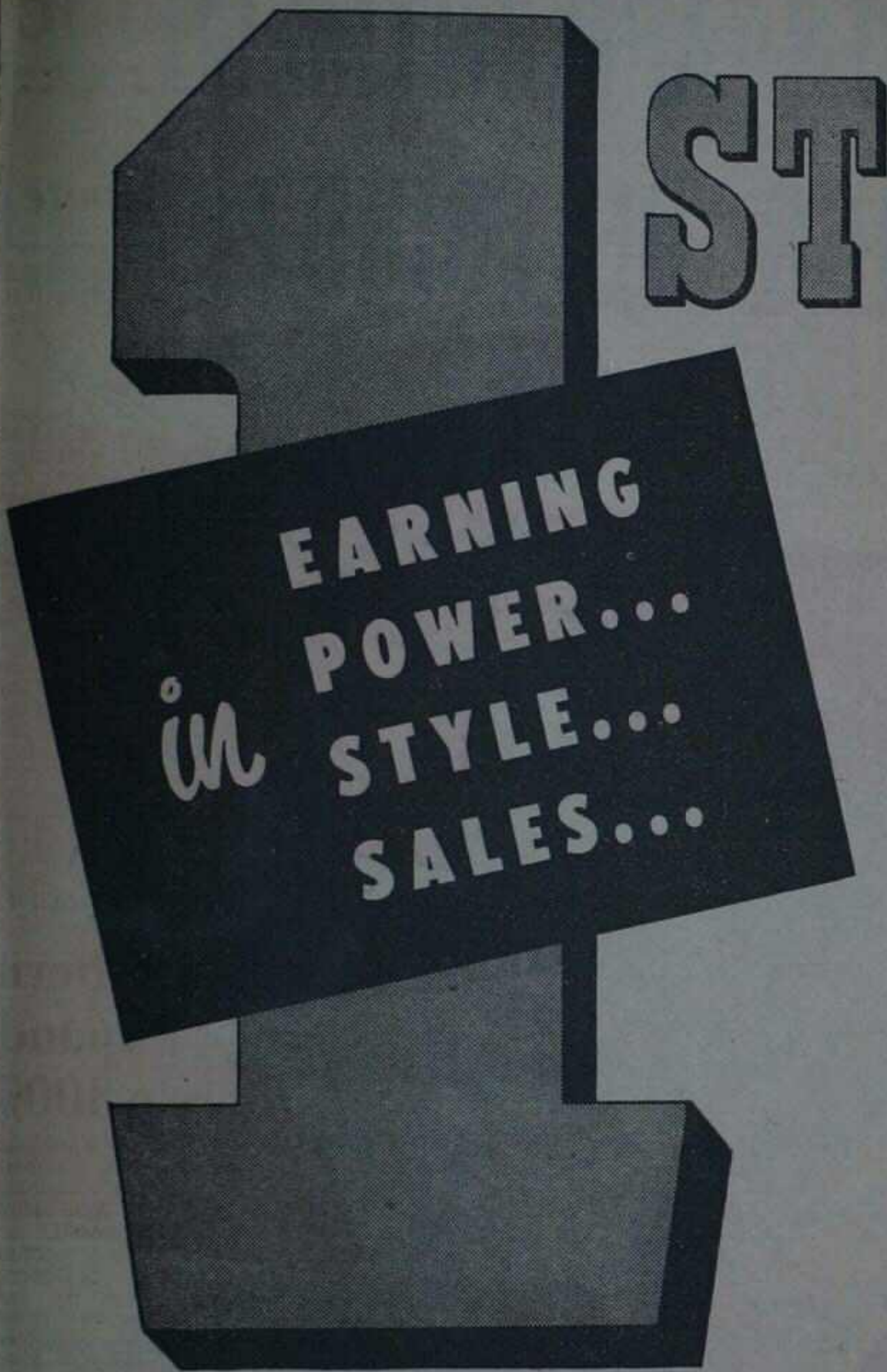
ONI will meet September 14 at the Wing and Fin Club, outside of Fox Lake, Ill. Regular meetings are held the second Wednesday of each month.

## Juke Box Night on TV

CHICAGO, Aug. 13.—If current trends in video programing continue, the juke box will garner valuable promotional aid. In the home and in taverns, viewers will be forceably reminded that a coin phonograph awaits their pleasure around the corner or at their elbow.

Most recent of the long list of programs highlighting the juke box as a musical backdrop was the *Front Row Center* telecast over WGN-TV Tuesday (9) evening. Entire program was built around a juke, with the yesteryear pop hit, *Juke Box Saturday Night*, as the opening musical theme. A giant juke box dominated the video screen and was drawn on the main backdrop. At the end of each musical number, the master of ceremonies would stand on tiptoes to drop a nickel in the machine and make a selection. The singer or singers would then move into position before the juke speaker.

Operators are beginning to feel that with such video p. r., earlier play-stealing action of television may do an about-face and hypo public interest in juke box play.



ST

Designed to be years ahead of the field, the Wurlitzer 1100 is still as modern as next year's automobile. Its modernistic design will never be outmoded.

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That means smaller payments, lower carrying charges and an amazing saving in record costs.

These are the reasons why no other commercial phonograph will make so much money for you.

Visit your nearest Wurlitzer Distributor. Let him explain what an attractive financing plan and generous trade-in allowance he is in a position to offer you.

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522 E. Trade St., Charlotte, N. C.

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1809 Olive St., St. Louis 3, Mo.

Bush Distributing Co.  
286 N. W. 29th St., Miami, Fla.

Cain-Cailhouette Motors, Inc.  
1502 Broadway, Nashville, Tenn.

Central Music Distributing Co., Inc.  
1523 Grand Ave., Kansas City 8, Mo.

Cleveland Coin Mach. Exchange, Inc.  
2021 Prospect Ave., Cleveland, Ohio

Commercial Music Co., Inc.  
726 N. Ervey St., Dallas 1, Texas

901 E. Houston St., San Antonio, Texas

1004 N. Walnut St., Oklahoma City, Okla.

Coven Distributing Co., Inc.  
3181 N. Elston Ave., Chicago, Ill.

Cruze Distributing Co., Inc.  
105 Virginia St., W., Charleston, W. Va.

122 S. Seventh St., Louisville, Ky.

Draco Sales Company  
1932 Broadway, Denver 2, Colorado

Emarcy Distributing Co.  
348 Sixth St., San Francisco, Calif.

F.A.S. Distributing Co., Inc.  
1019 Baronne St., New Orleans 13, La.

1727 Harden St., Columbia, S. C.

304 Ivy St., N. E., Atlanta 3, Ga.

Hart Distributing Co.  
906 Elliott Ave., W., Seattle 99, Wash.

The Arthur Hermann Co., Inc.  
282 Central Ave., Albany, N. Y.

Iowa Music Distributors, Inc.  
764 Ninth St., Des Moines 14, Iowa

Knudsen Music Company, Inc.  
287 North 3rd East St., Provo, Utah

Lieberman Music Co.  
1124 Hennepin Ave., Minneapolis, Minn.

Maestro Music, Inc.  
117 East Broadway, Tucson, Arizona

Midland Music Distributors, Inc.  
409 North Noble St., Indianapolis, Ind.

Music Distributing Co.  
420 N. Craig St., Pittsburgh 13, Penna.

O'Connor Distributors, Inc.  
2320 W. Main St., Richmond, Va.

400 Water St., Portsmouth, Va.

Redd Distributing Co.  
298 Lincoln St., Allston 34, Mass.

Sicking, Inc.  
1401 Central Parkway, Cincinnati 14, Ohio

Siegel Distributing Co., Ltd.  
477 Yonge St., Toronto, Ont., Can.

40 Powell St., Vancouver, B. C., Can.

853 Notre Dame St., W., Montreal, Que., Can.

Southland Distributing Co.  
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.

Steele Distributing Co.  
3300 Louisiana St., Houston, Texas

Sterling Service  
Rocky Glen Park, Meads, Penna.

United, Inc.  
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Walker Sales Company  
2401-7 East Alameda, El Paso, Texas

Williams Distributing Co., Inc.  
1082 Union Ave., Memphis 3, Tenn.

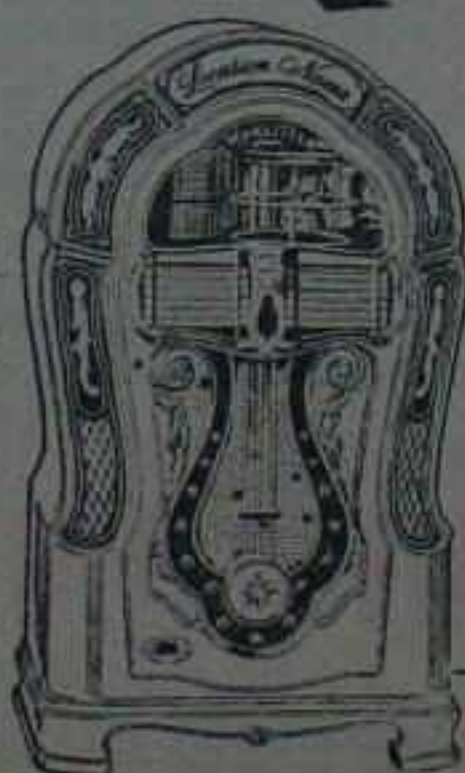
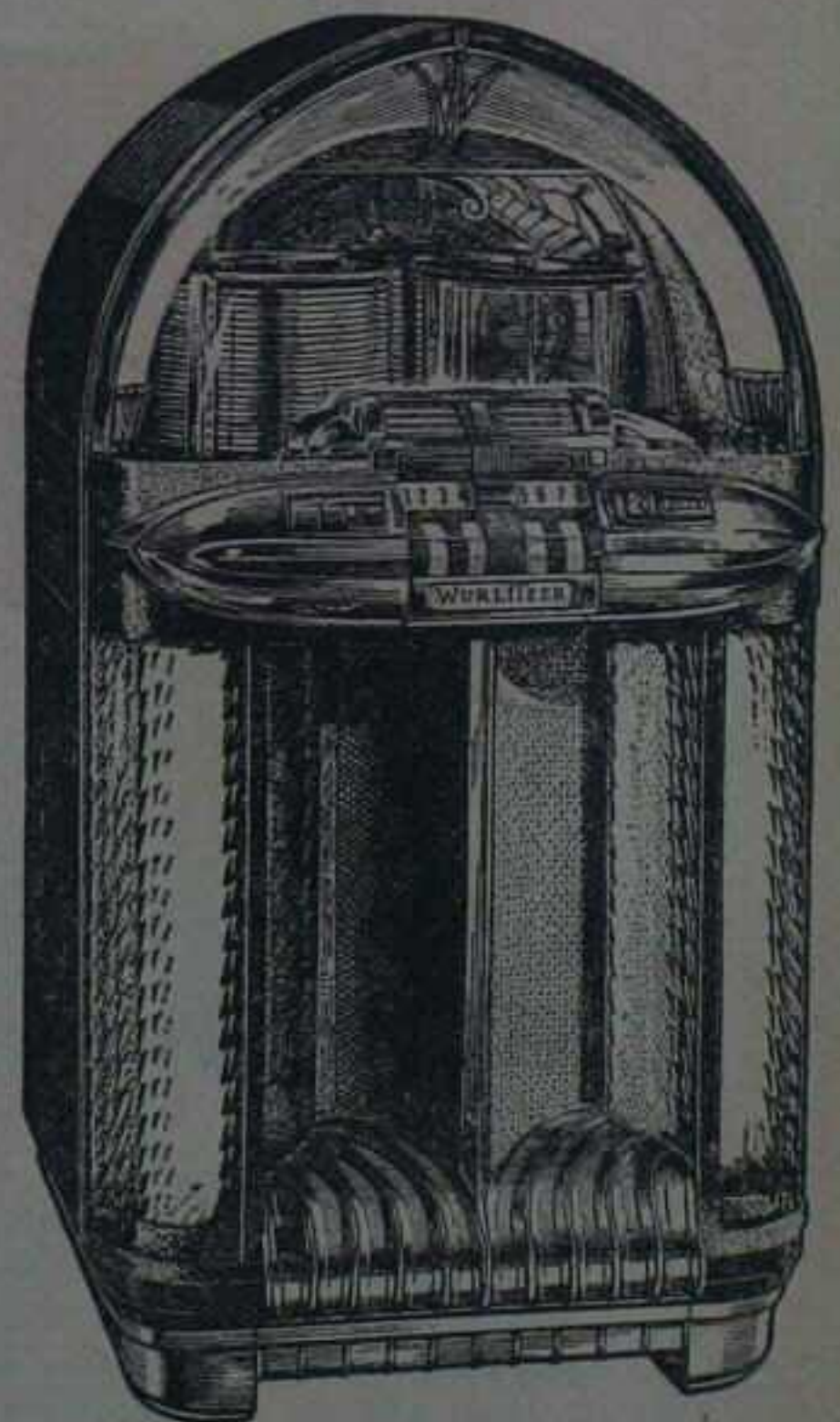
The Winters Distributing Co.  
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The  
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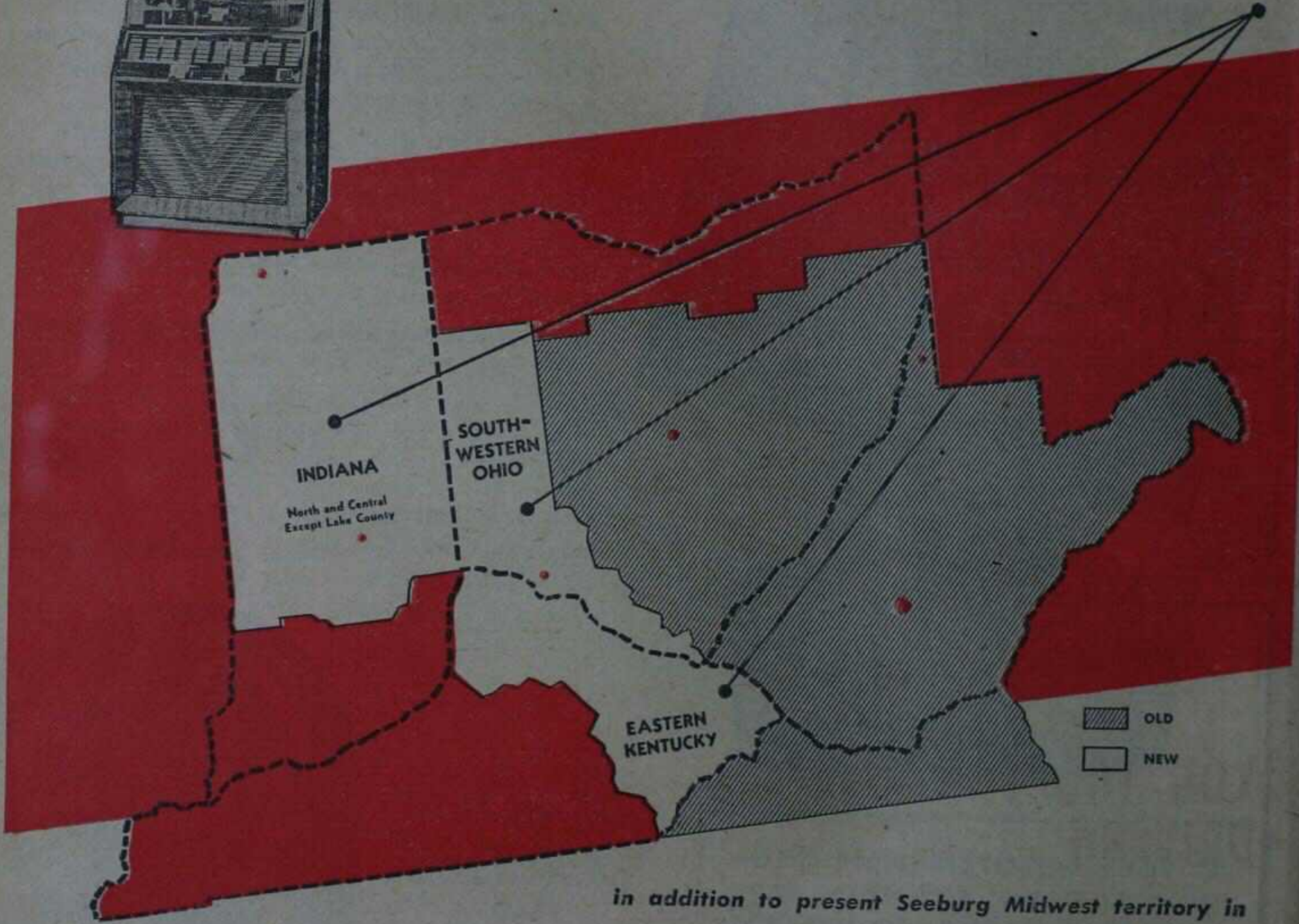
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Commercial Phonograph

... because of its modern  
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Have you seen the Wurlitzer 1080  
Personalized? Location Name at the top  
at no extra cost to you. Lowest priced  
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# SHAFFER ANNOUNCES APPOINTMENT AS EXCLUSIVE SEEBURG DISTRIBUTOR IN



in addition to present Seeburg Midwest territory in

- Central and Southeastern Ohio
- West Virginia
- Western Virginia

for SEEBURG coin-operated phonographs  
SEEBURG industrial-commercial music systems

Shaffer Music Company is proud to extend its Seeburg sales and service facilities to South-western Ohio, Eastern Kentucky and Indiana (North and Central except Lake County). Operators in this area will find Shaffer service to be the very best. In fact, Shaffer is disposing of its West Coast Seeburg distributorship in order to concentrate all Shaffer equipment facilities and factory-trained personnel in this more compact territory.

Operators in this new Shaffer territory will receive the same high quality service on Seeburg parts and repair which operators in Shaffer's other Midwest territory have been enjoying the past 12 years. With music the backbone of the coin machine business—Shaffer is 100% interested in music—and sincerely interested in helping operators stay ahead with Seeburg. The Select-Q-Matic "100" has opened a new profit era in coin-operated music. Wherever the "100" has been installed operators have found that it

increases business far out of proportion to the cost.

Complete Seeburg service and repair facilities will be available at six Shaffer offices conveniently located in the territory. A full stock of parts will be carried on hand, and Shaffer's traveling servicemen will contact operators. Regardless of where you are located in this territory, you will get quick and dependable service at Shaffer Music Company—exclusive Seeburg Distributor.

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2333 GILBERT AVE.
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1327 CAPITOL AVE.
- SOUTH BEND, IND.  
(Location to be announced later)
- COLUMBUS, OHIO  
606 S. HIGH ST.
- CHARLESTON, W. VA.  
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2129 MAIN ST.

For the Finest in Record Reproduction Use the New

G. E. Magnetic High Fidelity

**LIGHTWEIGHT PICKUP**

With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In



Wurlitzer Seeburg Rock-Ola A.M.I. \$14.95

Elec. Cancel \$4 extra Cartridge Only—\$5.86, Needle Only—\$2.50 Also other makes.

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**LIGHTWEIGHT PICKUPS**

For All Wurlitzer and Seeburgs Perfect Tone—Easy on Records



Nothing to change—just plug it in  
**JACOBS MANUFACTURING CO., INC.**  
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**USED JUKE BOXES**

3 Hideaway units in factory-built steel cabinets. 1 Wurlitzer 850, 2 Seeburg USR 2 Units, \$75.00 each; 10 Packard Boxes, \$17.50 each; 20 Baromatics, \$18.00 each; Rock-Ola Standard or Deluxe, \$65.00; Rock-Ola Super, \$70.00; Wurlitzer 500 and 608, \$65.00 each; Seeburg Classic, \$75.00. 1/3 Deposit.

**OAKDALE SALES**  
648 N. CLARK CHICAGO, ILL.

# Eateries Now Top Juke Box Stops in Chi

## Grosses Holding Steady

CHICAGO, Aug. 13.—Increasing emphasis is being placed on the hamburger and hot dog type of location by juke box operators, leading local firms told *The Billboard* this week in answer to a spot location-preference check. As a top play spot, the quick lunch counter is turning up more customers and more repeat business than the former "king" (profit-wise), the tavern installation. And this trend appears to hold good the country over, reports coming in from various areas indicate.

Representative of Chicago area operations, Vince Angeleri, of A.A.A. Swing Time Music Company, declared that while new hamburger stops could not be added because of the already blanket coverage by operators, those that were on their route were accorded top service and machine preference, as, of course, were outstanding tavern locations. Twenty-four hour operation, which is the rule in practically all hamburger stops, means high play volume and at the same time increased service requirements, he said.

Adolph Raymond, A & M Music Company, was another operator to applaud the hamburger location. "Play is up in these spots, as much as \$20 average per week over the normal tavern stop," Raymond states.

### Location Breakdown

A breakdown of location potential, per general type of location, as given by Chicago operators this week indicates that taverns are at the bot- (See *Eateries Top* on page 114)



**Just ask your AMI distributor to QUOTE!**

# AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

**THIS LETTER TELLS THE STORY!**

# YOU, TOO, CAN INCREASE YOUR DRIVE-IN LOCATION COLLECTIONS

BY AS MUCH AS **100%** WITH A

## STANDARD TRANSMITTER ADAPTER

FITS INSIDE ANY PHONOGRAPH—MUSIC IS TUNED IN ON THE CUSTOMER'S CAR RADIO

- Eliminates Complaints About Loud Speakers From Location's Neighbors.
- Music Cannot Be Picked Up Outside of Area.
- Phonograph Volume Can Be Turned Off Completely Without Affecting Car Reception.

Here at last is the answer to your outdoor location problems. Does away with noisy loud-speakers, steps up customer play, increases your earnings.

# \$35

Complete with full installation and operating instructions.

Address all orders or requests for further information to

# STANDARD ADAPTER CO.

30 W. Washington St.

Phone: Central 6-3869

Chicago 2, Illinois

*Signal Radio and Coin Machine Service*

211 North Sangamon Avenue  
GIBSON CITY, ILLINOIS

CECIL H. RIDER

July 15, 1949

Standard Adapters  
c/o Coin Machine Dept  
30 W. Washington St.  
Chicago, Illinois

Gentlemen:

Three weeks ago we installed one of your transmitter adapters in our coin operated phonograph at a local ice cream drive-in. The response was immediate. The increased business to the establishment has made it one of the most popular in town. The increase in phonograph income paid for the unit the first week.

With most customers remaining in their cars during the warm weather, collections would have dropped. Instead, they have practically doubled. Our collections now consist mostly of quarters, rather than nickels and dimes.

The instructions you furnish are clear and easy to follow. We intend to use your transmitter adapters at all our drive-in locations.

Sincerely,

*Cecil H. Rider*  
Cecil H. Rider

**NOTE:** There are several ways to operate the TRANSMITTER ADAPTER to get the greatest amount of play from the phonograph. A description of the best—now in use—will be included with each Transmitter Adapter.

# See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

**MERCURY'S DEEJAY PROMOTION OF LAINE DISK.** National drive to be used on warbler's latest wax.

**WATTENBERG ON COPYRIGHT ACT.** Copyright attorney outlines views regarding act of 1909.

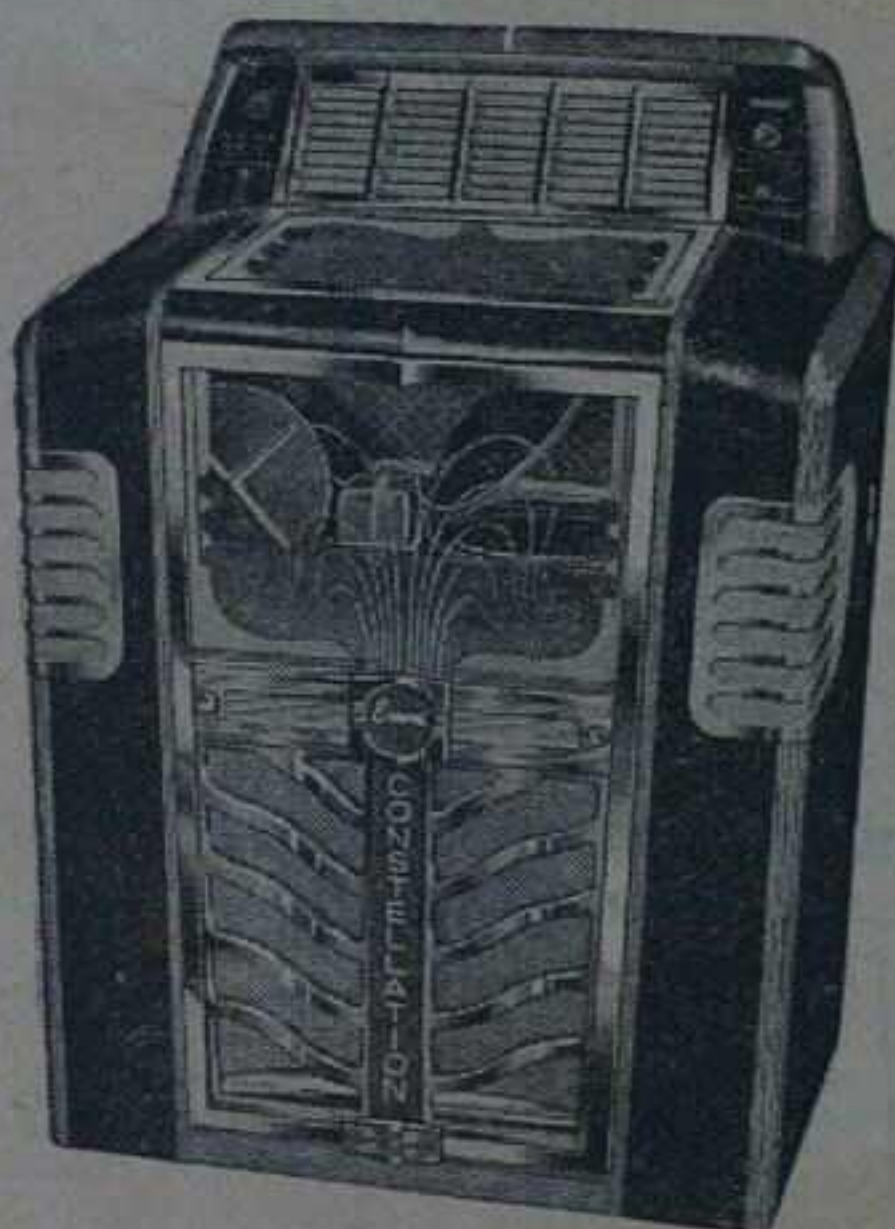
**DECCA ADDS NEW ARTISTS.** Diskery inks names from radio, film and night club fields.

**APOLLO SIGNS NEW TALENT.** Blues, ballad and spiritual warblers added to talent roster.

**LONDON SIGNS U. S. TALENT.** Diskery moves ahead in the American pop talent field.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## TONIC FOR "TIRED" EARS—EVANS' TONE!



When players ignore inferior musical reproduction, here's how to restore and maintain vigorous response. Install

### EVANS' 40 SELECTION CONSTELLATION

Hear the difference in rich TONE realism . . . see the difference in improved earnings! Visit your Evans Distributor or write to Factory direct.

AVAILABLE NOW . . .  
Record Popularity Meter for  
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GENUINE PARTS  
for Mills Throne of Music, Empress and Original Constellation.  
**H. C. EVANS & CO.**  
1528 W. Adams St. Chicago 7, Ill.

SEE OUR COIN MACHINE AD ON PAGE 114

**GREATER EARNING POWER**  
**Through GREATER MUSIC SERVICE**  
Yours with the New  
**SEEBURG**  
SELECT-O-MATIC 100 and the WALL-O-MATIC 100

Seeburg Music Systems, America's finest since 1902, offer "Music for Everyone," music for every taste on 10" and 12" records. Words cannot adequately describe the wonders of the New Seeburg—you must see it yourself. If you haven't the complete facts haven't heard about Seeburg's earning power—don't wait—come in to Trimount today.

Exclusive Seeburg Distributors

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MEMBER  
**NGMDA**  
EXCLUSIVE FACTORY

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 2-9402

## ALBUM REVIEWS

(Continued from page 35)

**DON COSSACK CONCERT—Don Cossack Chorus—Serge Jaroff. 82**  
Columbia MM-844

The Lord's Prayer, The Ballads, On Saturday, A Hazel Tree, Holy God, Twelve Robbers, Song of the Indian Guest, Blessed Art Thou, O Lord.  
The internationally famous vocal choir has recorded a group of eight selections that have been sung before audiences all over the world. Those who've attended Don Cossack concerts in this country will be ready and willing customers for the album. There is contained in the set songs of sorrow, religion, humor and folkways. The album cover is one of Columbia's standard jackets and will do little to help the sale of the album.

**JUKES** Not suitable.  
**JOCKS** Light classic shows can use this well.

**ROZSA: MUSIC FROM MADAME BOVARY—MGM Studio Ork—Miklos Rozsa, conductor (2-10") 70**  
MGM 43

Madame Bovary's Waltz (Part 1 & 2); Prelude and Romance; Torrent and Passepied.  
If the forthcoming "Madame Bovary" flick is a hit, it is conceivable that this album, taken off the sound track, will have a good sale among movie-music collectors. As with most flick scores, the music doesn't seem to have much substance divorced from the picture it accompanies. Like Rozsa's scores for "Lost Week-End" and "Spellbound," this one has a certain nervous turbulence which some fans will judge to be sweeping emotionalism. It is among these the album will have its principal market—and, of course, among the disk jocks, who greet all recorded track music with joy.

**JUKES** Not suitable.  
**JOCKS** Sock stuff (see above).

**L. MOZART: DIVERTIMENTO MILITAIRE SINE SINFONIA—Ork of the State, Berlin-Prof. 70**  
Walther Gmeindl, conductor (3-12")  
London-Deutsche Grammophon DGS 13

The prime appeal of this set is its value as a curio since it's the first example of the famed W. A. Mozart's father's work to reach these shores via records. As music it is a simple, charming trifle with a toy military quality somewhat in the mood of Haydn's "Toy Symphony." Occupying five sides, the work takes off on a life and drum corps, utilizing piccolo, trumpets and snare drums in addition to the usual strings and horns. In its slow movements, Mozart sings out with some melody that could easily be taken for lesser efforts of his son. The performance is an understating, affectionate one, and the quality of the platters, tops.

**JUKES** Not suitable.  
**JOCKS** A real attention-getting novelty for longhair spinners.

**CHABRIER: SUITE PASTORALE—London Philharmonic Ork—Jean Martinon, conductor (2-12") 70**  
London LA 99

Chabrier, a not too often played French composer of the latter part of the 19th century, wrote with joy and light. This work is pure French countryside drenched with sun. No deep emotions or "significant" ideas. His happy, airy lights fore-shadow the lighter side of Ravel. Martinon, the young French conductor, conducts with appropriate spirit and delicacy, and the London responds a kind. The recording is superbly lifelike.

**JUKES** Not suitable.  
**JOCKS** Should be welcomed by longhair spinners.

**LISZT: TASSO—Berlin State Opera Ork—Paul Van Kempen, conductor (2-12") 74**  
London-Deutsche Grammophon DGS 13

Since no other recorded version of this symphonic poem is available, it is assured of a good sale to Liszt collectors. It must be remembered, tho, this work has never been too well received in concerts. It varies in mood from pensiveness to spirited action and is almost pop concert music in part. The black simulated-leather album cover with gold lettering (on all London Deutsche Grammophon albums) is in keeping with collectors catalog and price of the records. In all, a well-recorded and well-played set.

**JUKES** Not suitable.  
**JOCKS** For many classical and semi-classical shows.

**LISZT: MAZEPPA (Symphonic Poem No. 9)—Berlin State Opera Ork—Paul Van Kempen, conductor (2-12") 70**  
London-Deutsche Grammophon DGS 14

"Mazeppa" has been far over-shadowed by the composer's better known symphonic poem "Les Preludes." However, like most everything that Liszt wrote, this piece of orchestral music needs to be played by perfectionists to be appreciated. Paul Van Kempen gives the work a spirited reading, and altho the album cover credits the playing to the Berlin Opera Ork, the labels read Dresden Philharmonic. In all, this one will appeal to both classic buyers and those who seek pop concert material. The latter group may possibly balk at the price. Fourth side in the set is taken up by a well-played piano solo by Julian Karolyi of "Soprano."

**JUKES** Not suitable.  
**JOCKS** For the classical shows only.

**LES BROWN DANCE PARADE 80**  
Les Brown Ork (10")  
Columbia (LP) CL 6860

I've Got My Love To Keep Me Warm; Just One of Those Things; Dardanella; Sophisticated Swing; A Fine Romance; Tain't Me; Sentimental Rhapsody; Lover's Leap. Eight of Les Brown's popular sides are assembled here on two sides of a 10-inch LP disk. Individually, they sound fine, unquestionably an improvement over the original standard r.p.m. disks as they first appeared. Collectively, they make an excellent dance package. Package is one in Columbia's "Dance Parade" LP series. For the convenience of home users and disk jockeys, the selections are numbered on the label with reference to the band (of grooves) on which each appears. Bands are clearly delineated on the record.

**JUKES** Not suitable.  
**JOCKS** A great hunk of material for LP-equipped stations.

**FOLK SONGS—Kathleen Ferrier 82**  
(3-10")  
London LA 95

Blow the Wind Southerly; Ma Bonny Lad; The Keel Row; Have You Seen But a White Lily Grow; Willow, Willow; The Lover's Curse; Down by the Sally Gardens; Miss Ferrier's singing here is no less than superb. Her contralto quality compares favorably with Marian Anderson's, and her control is amazing. On these Northumbrian, Elizabethan and Irish folk songs, her clear diction (with the exception of a couple sides, where the recording is to blame) and simplicity of style are ideal. Even where the words are not entirely distinguishable, the complete musicianship is more than adequate compensation. The songs are very well chosen, with an unaccompanied "Blow the Wind," and Ben Jonson's "White Lily" especially effective.

**JUKES** Not suitable.  
**JOCKS** Fine stuff for middle or longhair shots.

**BRUCKNER: SYMPHONY NO. 8—Hamburg Philharmonic Ork—Eugen Jochum, conductor (11-12") 60**  
London-Deutsche Grammophon DGS 17

This lengthy work of Bruckner's, with its massive, Wagnerian dimensions, will be limited in appeal to the Bruckner cult, which worships him as the apotheosis of Austrian spirit. It is magnificently played by Jochum with all the solemn dignity called for. At the prohibitive \$28.50 list price, it takes no prophetic vision to say that only arch-Brucknerites and well-heeled ecclesiastics will respond. The European recording job, by the way, is a marvel of accuracy, balance and liveness.

**JUKES** Not suitable.  
**JOCKS** Sections might occasionally be used on the very highbrow sets.

**SCHUBERT: SYMPHONY NO. 8 IN C MAJOR—London Symphony Ork—Josef Krips, conductor (4-12") 72**  
London LA 88

One of the less frequently performed symphonies of the Austrian genius, this work is nonetheless a warm, melodious, relaxing piece of music. While it has been available previously here in Decca's Victor diskings, the beautiful quality of these disks, and the full dynamic range of the interpretation, caught in perfectly these full-frequency recordings, is a strong argument in favor of this version. The music, written before Schubert was 25, betrays the influences of Mozart and Beethoven. In fact, the "scherzo" theme is more than a paraphrase of a Beethoven movement. But the composer's romanticism was already in full bloom, and there's a load of good listening here. Notes are very informative about the music itself.

**JUKES** Not suitable.  
**JOCKS** The quality of the sound and relative unfamiliarity recommend this to longhair jocks.

**CHERUBINI: SYMPHONY IN D MAJOR—Leipzig Gewandhaus Chamber Ork—Paul Schmitz, conductor (4-12") 60**  
London-Deutsche Grammophon DGS 9

The Italian-born Cherubini spent most of his creative life in France, was a contemporary of Haydn, then of Beethoven and Schubert, but outlived them all. Both Haydn and Beethoven considered him their greatest contemporary. This work, his only symphony, is interesting, but hardly moving as a piece of music. Thematically it is inhibited, tho an occasional Schubertian line appears. Undoubtedly the man was a fine craftsman, and in his operas and religious works there are some inspired moments. But this work, written on a commission, is generally on the dry side. Stylistically it fits perfectly in the early romantic period, where it invites comparison with works of the giants Schubert and Beethoven, and comes off poorly. The performance is adequate, but unexciting. Quality of the disks, excellent.

**JUKES** Not suitable.  
**JOCKS** A novelty for the "Cognac-seurs' Corner."

# CENSUS POINTS UP EXPANSION

## Pollak Reorg Plan OK, But Halt Venders

### Cig Unit Future Uncertain

NEWARK, N. J., Aug. 13. — The Pollak Engineering & Manufacturing Corporation, which last April acquired the rights to the U-Need-Venders cigarette machine about the same time creditor trouble led to its supervision under a court-appointed trustee, has had its reorganization plan approved in Federal Court.

With creditors satisfied and production once again begun in its non-vender departments, the future of the firm's electric cigarette machine still remains in doubt. Jack Golding, general manager, admitted that the machine was not presently being made or sold. Some 400 units have been turned out or partly assembled by Pollak, he said.

### Contract Tangle

It was claimed that a difference in contract interpretation between the manufacturer and Jake Breidt, former owner of the vender, was the remaining stumbling block to resumed output of the machine. It was understood that the controversy revolved around the disposition of tools and dies, with both parties claiming ownership. Breidt could not be reached for comment.

New money invested in the firm was credited with aiding Pollak in making off restrictions imposed under the provisions of Chapter 10 of the bankruptcy law. Golding was emphatic in maintaining that production of the electric cigarette machine would eventually be resumed.

## Penny Changemaker Introduced by New Chi Firm

CHICAGO, Aug. 13.—Formation of J. P. S. Enterprises to manufacture and market a new type penny changemaker for use on all types of vending machines was announced this week. Firm, headed by Joe Simon, Harold Pincus and Peter Jackson, with headquarters at 6850 Lakewood Avenue, is now in pilot production on its self-contained unit, which will be priced at approximately \$24.95 with discounts on quantity orders.

Called Penny Changemaker, the unit is electrically operated for use on either electric or mechanical venders. It is housed in a maroon baked enamel cabinet 25½ inches high, 11¼ inches long and 3½ inches deep, and is designed for outside mounting on most venders. For hot coffee and similar units with greater interior space, the penny unit is available sans cabinet as a built-in unit. Each of the four penny tubes is 21½ inches high, contains 350 pennies, making a maximum total charge of 1,400 pennies possible. Both cabinet and tubes are aluminum. Shipping weight is 41 pounds.

### Unit Operation

Operation is by the vender's normal coin chute. There is no coin entrance on the penny unit, which only has a payout chute for change. Color coded wires, with terminals in non-soldered snap type connections are designed to permit quick installation in elec- (See Chi Firm Debuts on page 101)

## Paper Institute Report Points Up Cup-Type Vender Sanitation

NEW YORK, Aug. 13.—Cup-type soft drink machines have an advantage over manual dispensing of drinks, where glasses must be used, officials of the American Paper and Pulp Association pointed out here this week. Machine-selling's reputation for cleanliness and sanitation, the association declared, stems in part from their use of single service paper cups.

The association recently completed a study to demonstrate that paper as a material is free from germs. To prove its contention, American Paper had the Institute of Paper Chemistry run bacteriological tests in 28 paper mills throught the country.

Tests were made of 2,500 samples of 35 types of paper and paperboard used in food packaging and service. The results, the association reported, showed not a single sample of disease producing bacteria.

"In an experimental run," American Paper's report stated, "the biolo-

gists from the Institute introduced harmful bacteria into the early stages of paper manufacture. In one case, for instance, a heavy suspending of Escherichia coli, a bacterium found in the digestive tract of humans and other warm blooded animals, was sprayed onto the wet sheet just before it entered the drier section of a paper machine.

"Analyses of this wet web after the spraying showed a coliform count as high as 4,577,000 bacteria per gram of paper and yet after the paper had passed over the driers analyses showed that all of the coliform bacteria had been destroyed."

Operators of cup-type machines, vending both hot and cold drinks, receive their cup shipments in the sanitary condition in which they left the factory, the association concluded. A realization of this fact, the association predicted, would result in greater care on the part of servicemen refilling venders.

## Coan Introduces New Model Candy Vender; Same Price

MADISON, Wis., Aug. 13.—Coan Manufacturing Company announced here this week that it is in production on its new Model 74-1 candy vender, identical in outward appearance and capacity with the previous U-Select-It models but with changes in its mechanical features.

J. W. Coan, president of the firm, said that the new model's mechanism eliminates the lock lever and trigger assembly which previously protected the customer from losing his nickel in the event the coin was dropped while an empty bucket tray was in the vending position.

The new model does not have the small hinges on the back of the buckets which controlled the lock lever and so returned coins. This function is now controlled entirely by the coin mechanism itself which holds the coin in the chute until delivery is effected. If an empty bucket is placed in vending position, the coin is returned thru the delivery tray.

In the event slugging or similar trouble causes a machine to jam, the coin chute can be exchanged by removing a thumb screw. The new

model likewise has a redesigned coin box, for larger capacity, and an improved coin guide designed to reduce the possibility of coins falling outside the box.

Both the upper and the lower candy guide have been made larger and now extend beyond the point at which the buckets begin to tilt. This change was made to eliminate the possibility of breaking bars should the machine be improperly loaded.

The new model lists at \$94, no change from the previous one.

## New Bus Terminal To House Venders

NEW YORK, Aug. 13.—With construction already begun on the \$25,000,000 Port Authority bus terminal, to occupy a square block in mid-Manhattan, it was learned here this week that plans for the giant depot include extensive placement of vending machines. To be installed for the service of bus travelers, the venders are expected to contribute a substantial segment of the terminal's revenue. The Port Authority hopes to receive half of its revenue from terminal-housed concessions.

The exact number and types of venders to be installed probably will not be determined until the end of the year, according to Robert S. Curtiss, director of the department of concessions and revenues. With the terminal scheduled to open in November, 1950, the selection of venders and operators will be delayed until after the major store and counter concessions are let. This is to prevent duplication of services and uneconomic competition, he said. When installed, tho, the venders will be placed in special recessed areas and required to conform to the terminal's dominant color scheme. Parcel lockers will be prominent among the depot's coin equipment, Curtiss declared.

An anticipated 130,000 passengers a day will make use of the terminal's facilities, the Port Authority predicts, arriving and departing on some 2,500 inter-city busses.

# \$43,205,000 Total Value Of '47 Trade

### Dwarfs Previous Figures

(Continued from page 86)

ment machines shipped in 1947 was \$47,882,000 f.o.b. the plant. Total production for sale and interplant transfer in 1939 (the last previous census of business) was \$12,338,000.

During 1947, the Census Bureau report shows, manufacturers of automatic merchandising equipment shipped over 357,338 units, with a total f.o.b. valuation of \$43,205,000. A comparison with 1939 affords no accurate check on the growth of the industry, since the census reports were handled differently in the two periods.

The only available dollar volume figure on merchandise venders shipped during 1939 excludes too many important machine classifications.

The census report broke down automatic merchandising shipments (all f.o.b. values) during 1947 as follows:

Refrigerated bottle beverage coolers: 93,713 units, valued at \$24,976,000.

Refrigerated bulk beverage dispensers: 4,601 units, \$3,694,000.

Food and confection bulk machines: 194,489 units, \$3,153,000.

Packaged food and confection machines: 28,940 units, \$2,909,000.

Cigarette machines: 32,595 units, \$5,502,000.

Other automatic merchandising machines (includes cigar, service machines, stamp machines, etc.), valued at \$2,971,000, no unit count available.

## Specialty Co. Develops Java For Vend Ops

### Shipping Samples for Test

NEW YORK, Aug. 13.—W. Sheinker & Son, Inc., food and beverage specialty house, will soon have ready for distribution to the vending trade a new liquid coffee concentrate specially developed for automatic machines. Following six months of experimentation, the firm, with offices at 126 West 22d Street here, is shipping sample orders to operators who want to test the preparation.

Called Royal Blend, the concentrate is said to be made of choice and selective coffees, contains no preservative and is extracted with water only. Dave Sheinker, president, says the blend will keep without refrigeration if stored away from direct sources of heat.

### No Price Quoted

Royal Blend will be shipped in gallon jugs, each of which is said to be enough for about 750 cups of prepared coffee. While a price has not yet been set on the preparation, Sheinker indicated it might not be scaled to meet competing brands. The concentrate will be promoted on the basis of quality, he said, and therefore may be suitable only for machines adjusted to dime operation.

## Wieners Named To Handle C-8 Cigarette Unit

NEW YORK, Aug. 13.—Murray and Bill Wiener, active in the cigarette machine business since 1930, have been appointed direct factory representatives for the Eastern Electric Vending Machine Corporation, it was announced this week by Lew Jaffa, vice-president. While the territory they will cover was not disclosed, it was believed they would handle the C-Eight Electro cigarette machine in several Eastern States.

Their first act was to hold a two-day sales meeting and service school, ended Thursday (11), at the Lord Baltimore Hotel, Baltimore. With a factory man in attendance, features of the console cigarette vender were demonstrated to operators in that area.



**VICTOR'S 4 BIG WINNERS**

**YOU CAN TURN THE MARKET UPSIDE DOWN and Shake it 'Round and 'Round . . . But you'll never find better bulk vendors than VICTOR'S.** Investigate the tremendous profit potentialities of these great vendors . . . long famous for their **STABILITY—ENDURANCE—and ATTRACTIVE APPEARANCE.** It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

**Cole Stages Showing for KC Companies**

**Enlarges Sales Staff**

CHICAGO, Aug. 13.—Following its Detroit and Boston showings of three-flavor Colepa, the Cole Products Corporation this week (August 8-10) held a showing for operators in the Kansas City, Mo., area. The three-day showing included a special "refresher school" for operator and their mechanics who have been running the company's equipment for several months.

In late July, New England operators and prospective locations were invited to examine the Cole line in the company's Boston office at 420 Boylston Street. Robert Johnson, in charge of sales for New England, conducted the showing. Johnson's assistants, Ben Goodman and Phil Sherman, were on hand as well as Dick Cole, vice-president, and chief field engineer George Holzman from the parent office.

Cole and field engineer Harvey Greene likewise attended the Kansas City showing which was held in the Cole sales offices at 3808 Broadway. Meantime, Dick Cole announced the appointment of two district sales managers for Illinois. They are Stanley S. Gaines and J. I. Sheffield who will make their headquarters in the parent company's sales office. Gaines was formerly with Foote, Cone and Belding advertising agency and with S. S. Gaines, brokerage firm. Sheffield was president of Talking Sales Pictures and more recently associated with Stark Engineers, Chicago.



**TOPPER**  
**\$10.00 EA.**  
IN LOTS OF 100

24 to 44, \$10.50 ea.  
4 to 20, \$10.75 ea.

Packed 4 to a case.  
Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

**JACK NELSON & CO.**  
2320 Milwaukee Ave.  
Chicago 47, Ill.

**DO YOU KNOW?**

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. T. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 weeks? Write for details TODAY!

**ROY TORR** LANSDOWNE, PENNA.



HERE'S A SIMPLE STORY!  
**ACORN**  
1c or 5c All Purpose Bulk Merchandiser

Simply sells all types of bulk merchandise as fast as you load it!

WRITE TODAY!  
Operators Vending Machine Supply Co.

1023 South Grand, Los Angeles 15, Calif.

**ACORN 1c or 5c ALL PURPOSE BULK MERCHANDISERS**



**LISTEN!**  
All you have to do is set up a route of Acorn Vendors, fill 'em with Ball Gum and Charms then sit back and collect!

WRITE TODAY!  
**JAK MFG. CO., INC.**  
11411 Knightsbridge Ave.  
Culver City, California

**Distributors!**  
A Few Choice Territories Are Still Open.  
Write—Wire—Phone  
**M. J. Abelson**  
General Sales Manager  
1349 Fifth Ave.  
PITTSBURGH, PA.  
Phone: AT 6478

**Frozen Food Leaders Lament Lack of Units To Dispense Products**

NEW YORK, Aug. 13.—Leading frozen food packers pointed out during a recent newspaper food editors luncheon that expansion of their industry was being retarded by a lack of adequate refrigeration equipment. Ambrose Stevens, vice-president of Vacuum Foods Corporation and president of the Eastern Frozen Foods Association (EFFA), and George Mentley, Birds Eye-Snyder Division of General Foods, voiced the inadequate equipment statements at a luncheon given last week by H. C. Bohack Company, super-mart chain operator. Vending machine operators saw in these views the existence of a vast potential market for automatic merchandising of the more popular frozen food items.

Stevens stated that "because retailers (frozen food) equipment was so limited, a special cabinet solely for orange juice concentrate would appear after Labor Day."

George Phillips, Bohack sales manager, went on record as admitting that even his chain's superior refrigerated cabinets of the reach-in design, accommodating 980 packages at zero temperatures, "cannot handle all the products interesting to customers."

**Vender Designer A. Flamm Joins Renson Metal Works**

BRIDGEPORT, Conn., Aug. 13.—Alexander L. Flamm, industrial engineer, is closing his office at 211 State Street here to become associated with the Renson Art Metal Works, Inc., of Newark, N. J. He will be in charge of research and development. Flamm has designed or redesigned automatic vending machines, refrigerators, stapling machines, packages for products, etc., and holds more than 60 patents in different fields.

**POPCORN MACHINE OPERATORS and Distributors**

**SUPRPOP HYBRID**  
SPECIALLY MADE POPPED CORN makes the biggest profit in any kind of popcorn vending machine or warmer. Packed in one fiscal masterproof bag, 12 to shipping carton by express shippers.

**DWIGHT HAMLIN CO.**  
5958 BAUM BLVD. • PITTSBURGH 6, PA.

**Popcorn Operators Vendors or Warmers**

Use the original 'Pop' Corn Sez pre-popped corn to get highest profits and biggest sales! 'Pop' Corn Sez originated the present popular method of packaging popcorn for delivery to you fresh and conveniently packed. Our product is designed especially for your use and maximum benefit. Write for details! Ask about our 'Pop' Corn Sez Vendors, too—both new and reconditioned.



**'POP' CORN SEZ, INC.**  
of Pennsylvania  
Montrose & Delaware Aves.  
Upper Darby, Pennsylvania

**WRITE FOR OUR FREE ILLUSTRATED CATALOG**

**Rush Your Order Today**

**VICTOR'S AMAZING NEW TOPPER**

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)  
6 to 11 Cases \$43.00 Per Case (\$10.50 Per Mach.)  
12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)  
25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)  
Prompt Delivery

**VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE**  
Non-Coin Operated

**OPERATOR MAKES \$4.20 Per Week**  
On Sale of 2 Lbs.

**WRITE FOR DETAILS**  
YOU COLLECT PROFIT IN ADVANCE

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**  
1/2 Deposit Balance C. O. D.

**VEEDCO SALES COMPANY**  
2124 MARKET ST (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.



**TOPPERS**  
efficiently vends ball gum, charms and other bulk merchandise  
Packed 4 to Case \$43.00 per case. (Request quantity prices.)

WRITE FOR CATALOG on bulk merchandise gum, etc.; amusement games, music boxes, etc.

**PARKWAY MACHINE CORP.**  
Dept. 30  
623 W. North Ave.  
Baltimore 17, Md.



Another in the great family of Electro Distributors...

**MORT SIMON**  
1470 N. W. 36th Street  
Miami, Florida  
DISTRIBUTOR OF ELECTRO  
IN FLORIDA, EAST  
OF TALLAHASSEE



**EASTERN ELECTRIC  
VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK 17, N.Y.  
A PRODUCT OF C-S LABORATORIES

## Hot Coffee-Chocolate Machines Put in Two Los Angeles Stops

LOS ANGELES, Aug. 13.—Three Hot-o-Matic combination coffee and hot chocolate machines are now on location in the Los Angeles area, according to Bernard H. Marks, in charge of sales for Interstate Associates, the manufacturer.

The first machines were installed last week at the Los Angeles Municipal Airport, one at the Western Airlines entrance and a second at the Trans-World Airlines. Another machine is being installed in downtown Los Angeles this week at the Hall of Records. It is said to be the first combination hot chocolate and coffee machine in operation here.

These machines, Marks pointed out, are not being operated by Interstate Associates, but by an independent operator. Other officials in the company are L. H. Kahn, president, and Homer Houchen and Clyde Allen, developers of the machine.

Marks formerly operated Coca-Cola machines as Marks Automatic Merchandising Company. He sold out in order to devote all his time to Hot-o-Matic. For the past three years he has been working with the developers of the machine.

Lists at \$1,080

The machine is 71 inches high, 25 1/2 inches deep and 31 inches wide, weighing approximately 450 pounds. It is constructed of 16 gauge steel with a brown hammertone finish. All commodities are under refrigeration. The machine also is equipped with an automatic defroster.

There are four selections for coffee, black, coffee with sugar, coffee with cream and sugar and coffee with

cream. There is one selection for hot chocolate. All selectors are the push button type. Capacity of the machine is 450 cups. Liquids are heated by electricity. The machine uses a National slug rejector. All component parts are standard makes. The machine is listed at \$1,080, f. o. b. Los Angeles.

The machines have been on test location since February in San Diego, Marks said.

The three machines operated locally have been installed by the Ever-Fresh Corporation.

## Candy, Package Vender Line Set At Silver-King

CHICAGO, Aug. 13.—Silver-King Corporation announced the introduction of three new venders this week—two for candy bars and one a multiple-purpose package unit. H. F. Burt, firm head, said that all three machines are of the wall-mount type and are constructed with conveyor shelves (a departure from firm's previous stacker type units) and feature aluminum mechanisms and cabinets. National slug rejectors, etched mirrors on the octagonal fronts, full length piano hinged doors which form the face plate, and double locks are also featured.

Candy-King No. 100, designed to vend 1/2-inch flat bars has a 100-bar capacity. Candy-King No. 50, differing only in size and number of conveyor pockets, accommodates 50 larger bars. Both units are housed in the same type cabinet, 38 inches high, 8 1/2 inches wide and 8 1/2 inches deep. The new Package-King vender, designed to vend Kleenex, packaged candies and similar size packages, also has a 50-pack capacity. Cabinet size is 38 inches high, 8 3/4 inches wide and 9 1/2 inches deep.

Both candy venders have a product display panel with a bar under glass on their upper front. All three will be available in various colors and trim. Full output is scheduled for September 15, Burt said.

### Sugar Report

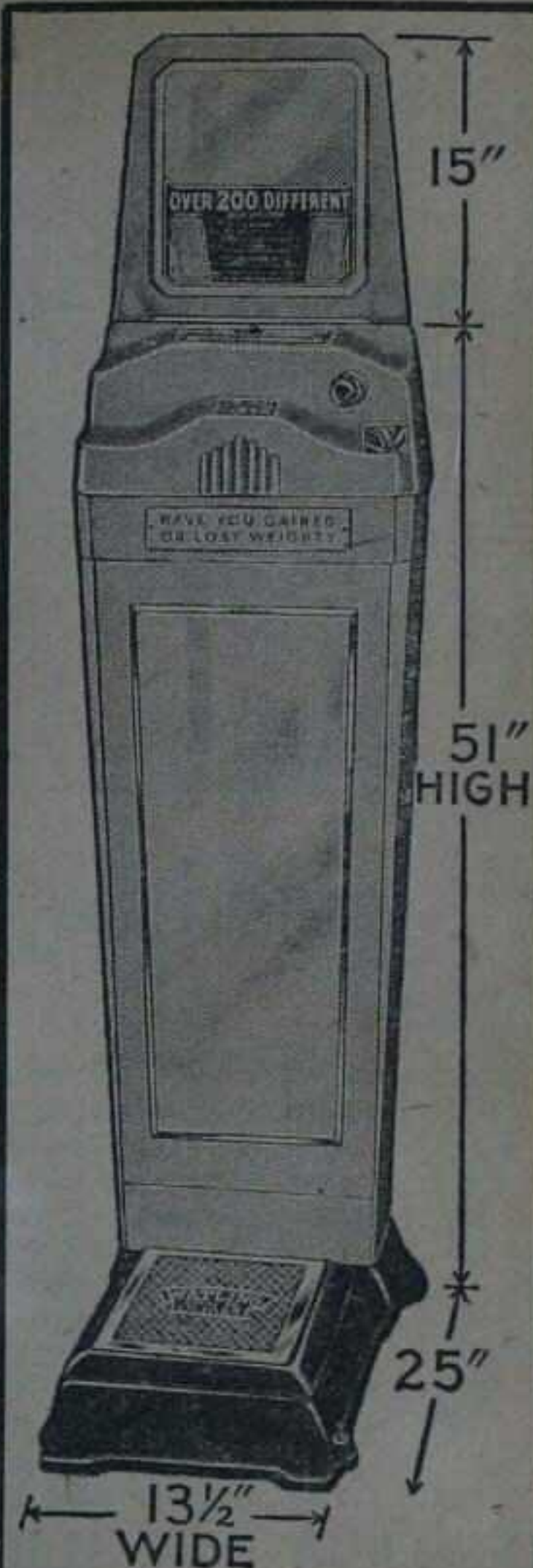
WASHINGTON, Aug. 13.—Sugar distribution continued to slump for the week ending July 23, Agriculture Department reports. Distribution amounted to 177,254 tons as compared with 180,768 tons for the corresponding 1948 week.

## Vendall Names New Distrib

CHICAGO, Aug. 13.—Vendall Company announced the appointment of Travers & Company, Inc., Boston, as distributors for its candy vender thruout a six-State area this week. Firm, headed by Joseph L. Travers, will not start activities on behalf of Vendall until September 1, according to A. Garrick Alex, Vendall head.

New distributor will cover Connecticut, Massachusetts, New Hampshire, Vermont, Maine and New York State.

Formed in April, 1947, Travers & Company initiated its distributorship activities with a line of cigarette venders. With addition of the Vendall candy line firm will handle both types of equipment. Travers was purchasing agent for General Foods Corporation for eight years prior to opening his own firm.



**\$25  
DOWN**

Balance \$10 Monthly

## PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS  
\$85.00 IN PENNIES

Invented and Made Only by

**WATLING**

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4650 W. Fulton St. Chicago 44, Ill.  
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### Get Better Charms—Better Values from America's Largest Charm Manufacturer!

<b>FAMOUS CHARM SERIES #1 PER M</b>	<b>3/4" BASEBALLS PER M</b>
Metal Color-Plated \$4.75	White Plastic \$6.00
Plastic—6 ass't colors 2.50	Metal-Plated 10.00
Metal-Plated 4.75	
24K gold or silver-plated 5.75	<b>FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)</b>
<b>BIG CHARM SERIES #2</b>	Plastic 4.00
Metal Color-Plated 5.75	With Rhinestone Eyes 8.50
Plastic—6 ass't colors 3.00	Metal-Plated (copper) 7.50
Metal-Plated 5.75	With Rhinestone Eyes 12.50
24K gold or silver-plated 7.00	<b>A TO Z ALPHABET CHARMS</b>
<b>SKULLS</b>	Plastic—6 ass't colors 2.00
Plastic—6 ass't colors 4.00	<b>3/4" FORTUNE BALLS FILLED WITH PRIZE</b>
With Rhinestone Eyes 8.50	With Precious Jewels 10.00
Metal-Plated 7.50	With 1 Dice 12.50
With Rhinestone Eyes 12.50	With Key Chains 18.50
<b>RINGS</b>	With Bracelets (per Gr.) 6.00
Plastic—6 ass't colors 2.50	With Pearls 10.00
Metal-Plated 6.00	With Beadlets 14.00
	Empty Fortune Balls 4.50
<b>JINGLE BELLS</b> 1/2 inch—6 ass't colors 5.00 PER M	
3/4 inch—nickel only 6.00	

**SAMUEL EPPY & CO., INC.**  
113-08 101st Ave., Richmond Hill 19, L. I., N. Y. TEL. Virginia 7-4281.  
Order Today — Empty Your Machines Faster

### VENDING MACHINES RECONDITIONED—REBUILT Ready for Location

**NATIONAL CIGARETTE MACHINES**

9-E—Electric	\$219.50
9-A—350 Cap. King Size	104.50
9-50—350 Cap. King Size	104.50
9-50—Reg. 350 Cap. No King Size	85.00
9-30—270 Cap. No King Size	65.00
For 25c Vending, All National's Add	10.00
Rowe Crusader—8 Col.	104.50
PX 10 Col.	90.00
Eastern Elec.	169.50

**CANDY MACHINES**

9-18—162 Cap.	\$95.00
6-18—102 Cap.	79.50

1/3 WITH ORDER—BAL. ON DELIVERY

**L. H. CANTOR**  
11219 Superior Ave. Cleveland 6, Ohio

**OUR NYLON PROMOTION!**

- THE MACHINE**—guaranteed the best conversion.
- THE HOSE**—no one else offers 51 Gauge, 15 Denier Nylons for \$1.00.
- THE PRICE**—the lowest for both machines and hose.

WRITE TODAY FOR COMPLETE INFORMATION

**STEINER MANUFACTURING CO.**  
463-5 Hudson Ave. Brooklyn 1, N. Y.  
Phone: Triangle 5-0835

### ROUTE FOR SALE IN WISCONSIN

150 Pop Corn Vending Machines in good locations in towns near each other.  
BOX D-227, The Billboard, Cincinnati 22, O.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 5, \$8.75

EAQH 1c or 2c MODEL Lots of 25, \$7.75

Nut and Gum Vendors hold 6 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit Balance C O D

**BLOYD MFG. CO.**  
VALLEY STATION KY

**CHARMS** CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...

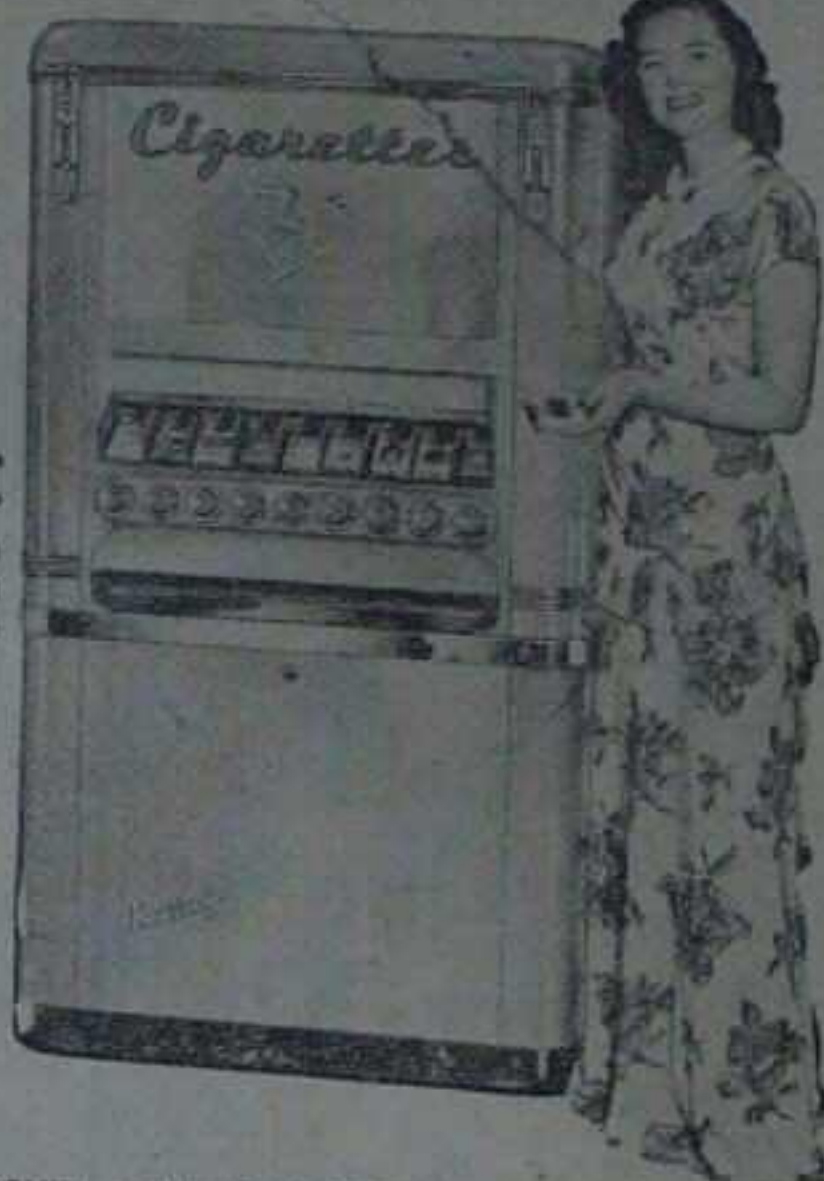
Write TODAY FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND JAMES RINGS, WEDDING RINGS, BRIDES, JACKS, BALLOONS, SKULLS, ETC.

**BECKER VENDING SERVICE**—MILWAUKEE, WISCONSIN

NO COST! NO OBLIGATION!

Let us arrange a

**FREE DEMONSTRATION**  
to prove the unique advantages of  
**The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**



- ★ STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL
- ★ ELECTRICAL AND MECHANICAL PERFECTION SIMPLICITY itself. Only a single motor, one relay and two solenoids.
- ★ SUPER CHANGE MAKER (OPTIONAL)—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
- ★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns (front and rear) dispensed alternately. Cigarettes always fresh. Easy selections: the pack you see is the pack you get.
- ★ ALUMINUM CABINET PREVENTS RUST AND CORROSION
- ★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY

MANUFACTURED by J. H. KEENEY & CO. CHICAGO 32, ILL.  
Distributed in Northern and Eastern Ohio by

**CLEVELAND COIN MACHINE EXCHANGE**

2021 PROSPECT AVENUE, CLEVELAND, OHIO

See MORRIS GISSER

# "FLIPPER"

CHEESE-CORN POPCORN  
HIGH SPEED  
MERCHANDISER

NEW 1950 MODEL PLASTICS-IN-COLORS

- Deserves and Gets the Best Locations
- Improves the Appearance and Business of Any Location

Height 21", Base 10" diameter  
Cap. \$4.00 Retail 10c Cheese-Corn Sales  
Wt. 12 Lbs.—Plastic bowls supplied.

**INTRODUCTORY OFFER**

ON SINGLE UNIT PURCHASE WITH DELICIOUS CHEESE-CORN SUPPLY

AREA OPEN—SALESMEN—OPERATORS OF JUKE BOXES AND PINBALLS—HELP HOLD YOUR LOCATIONS WITH FLIPPER

Write For Information — Distributors

**SUN-PUFT POPCORN CORPORATION**

AN EMERSON BROS. SUBSIDIARY

2431 W. Washington Blvd.

Los Angeles 7, Calif.

RE. 3-2119



## ABC Vending Corporation Starts One of New York's Largest Cup Drink Routes

Initial Installation in Hudson-Manhattan Railroad

NEW YORK, Aug. 13.—Launching one of the largest single soft drink cup vending routes in this area, the ABC Vending Corporation has placed 22 of a scheduled 40 machine set-up in stations of the Hudson & Manhattan Railroad.

Line, popularly known as the "Tubes," uses tunnels under the Hudson River to haul passengers over an 8½-mile run from Hoboken and Jersey City, N. J., to New York City. Contract was set thru the Tunnel Advertising Company, H & M subsidiary handling concessions, and according to a company spokesman, follows the success pattern set by the New York subways with cup machines.

(At present, some 110 drink vendors, operated by seven firms are used in a dozen subway stations, and, during 11 months ending in May, they had netted the city \$131,500 on a 25 per cent commission. This operation is due to be expanded, with a proposed permanent contract calling for the number of machines to be upped to 300.)

### Key Manhattan Spots

Of the 22 cup vendors currently operating in six of the H & M's 13 stations, the major equipment concentrations are in the line's key Manhattan traffic spots, the 33d Street Terminal (uptown) and the Hudson Terminal (downtown). With sites in other stations already selected, 12 more machines are due to be hooked up shortly. During the first month of operation, as sweltering commuters gave the beverage vendors hefty patronage, the machines are estimated to have pumped out better than 250,000 nickel drinks.

ABC Vending Corporation is using 2,000-cup Square dual drinkers, built in Chicago. Employing twin dispensing spigots and two coin changers, the vendors can make two sales simultaneously during H & M rush hour periods. Machines were developed by Square for the United Beverage Company, five-city movie house operation.

Max and Paul Rosenbaum own both Square and United Beverage. The Rosenbaums began to experiment with 2,000 drink units in the spring of 1948, when they sought to cut servicing costs in top traffic Chicago theaters by converting their 800-cup vendors to the larger capacity. Current twin drinker used by ABC is designated as Model 5008, and features a manual dial selector on each dispensing compartment. Machine offers Coca-Cola and three fruit flavors, lemon-lime, cherry and pineapple.

### 26-State Operation

ABC Vending was formed in 1947, combining Sanitary Automatic Candy Corporation, New York and Berlo Vending Company, Philadelphia. Operating in 26 States and Washington, the bulk of its business comes from candy and popcorn stands and vendors in some 2,000 movie houses. It also has newsstand and venter privileges in the Philadelphia and Boston transit systems. About a year ago, ABC, taking a post-war interest in the cup drink machine boom in cinemas, entered into an agreement with United Beverage (Rosenbaum), whereby a third company would operate beverage vendors in movie houses in the Philadelphia area where ABC had blanket concession rights.

The H & M vending venture marks ABC's initial foray into cup operation on its own, and its Manhattan debut caused a good deal of local speculation. For one thing, it has led trade sources to observe that ABC (an un-

successful bidder for the N. Y. subway vending contract recently awarded to American Chicle) will be among the contenders for the drink contract to be let by the Board of Transportation this fall.

### May Expand in Drinks

On the national level, ABC is said to be considering similar drink operations in the Boston and Philadelphia subways, where it now operates newsstands and other vendors. At present, Spacarb of New England has a test cup venter in operation in the Boston underground; while Berlo (one of ABC's components) gave cup vending a prewar trial thru an arrangement with Spacarb of Philadelphia in that city's transit system.

ABC was also reported ready to spot drink vendors in some of the New York movie houses where it has handled beverage sales manually with attended stands. It is known to have an interest in the pending sale of the RKO theater chain, in which Howard Hughes is marketing his majority interest, following federal divorcement of Hollywood production and movie exhibition facilities.

At present, the New York RKO loop, which accounts for 40 theaters in the circuit's national 100 house chain, is a top cup drink vending site, with the operation split between four local operators. A shift in RKO ownership may result in new vending contracts, and observers point out that ABC Vending, now handling the chain's candy stands, would be in an excellent position to bid for blanket concession rights, including cup machines. Wilbur England, who formerly headed the RKO concession department, is now executive vice-president of ABC.

### NEW VENDORS

N.W. Mod. 49, 1¢ or 5¢	\$17.35
N.W. Dual, Comb. 1¢ & 5¢	45.00
N.W. DeLuxe, Comb. 1¢ & 5¢	27.00
Victor Universal, 1¢	13.95
Victory Mod. V, 1¢	12.75
Victory Topper, 1¢, Case of 4	43.00

Less in Quantities	
Silver Kings, All Models	13.95
In quantity, Ea.	10.35
2 to 5	\$12.50
6 to 11	\$11.55
Master 22, Comb. 1¢ & 5¢	17.35
Master 1¢ Novelty	13.95
Shipman Triplex, 1¢ & 3¢ Stamp	29.50
N.W. National Postage, Roll Type	69.00
Adams Gum, Mod. G.V., 5 Col., 1¢	19.50

### RECONDITIONED VENDORS

Advance Ball Gum, 1¢	\$ 5.95
N.W. De Luxe, 1¢ or 5¢	15.00
N.W. Mod. 33 Ball Gum	7.50
Yu Chu Ball Gum, 1¢	6.50
Silver Kings, 1¢	7.50
Silver Kings, 5¢	8.50
Victor Mod. V, Globe Type, 1¢	8.95
Victor Mod. V, Cab. Type, 1¢	9.95
N.Y. 1¢ & 3¢ Stamp	12.50
Shipman Duplex 1¢ & 3¢ Stamp	19.50
Adams Gum, 4 col., 1¢	12.50
Adams Gum, Mod. G.V., 6 col., 1¢	14.50
U-Selech-It Candy Bar, 34 Bar, 3¢	39.50
Match Box Vendors (new)	4.95
Master 22, 1¢-5¢ Comb.	10.00
Duplex Vendors, 2 Comp.	10.00

### 50 VARIETY SHOPS

5 comp. Bulk Vendors. Like new. Used 2 months. \$500.00 for the lot including Stands. SAMPLE \$12.50

SEND FOR COMPLETE PRICE LISTS OF COIN OPERATED MACHINES & SUPPLIES 1/3 With Order. Balance C.O.D.

VENDING MACHINES FINANCED ON OUR 24 PAYMENT PLAN

### RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST., PHILA. 23, PA.  
LOmbard 3-2676

### FOR SALE

Established Gum Route with between 800 to 900 machines on locations. Contract with State Junior Chamber of Commerce through 1952. Other business reasons for selling.

HUBERT BENNETT  
P. O. Box 404 Cookeville, Tennessee

**Prediction N.G.**

CLIFTON, N. J., Aug. 13.—A prediction in the *Journal of Commerce* last week (4) that the Torsion Balance Company here "will probably be one of the first plants in this area to offer its employees hot meals via vending machines" set industry circles buzzing at an apparently significant advance in automatic merchandising.

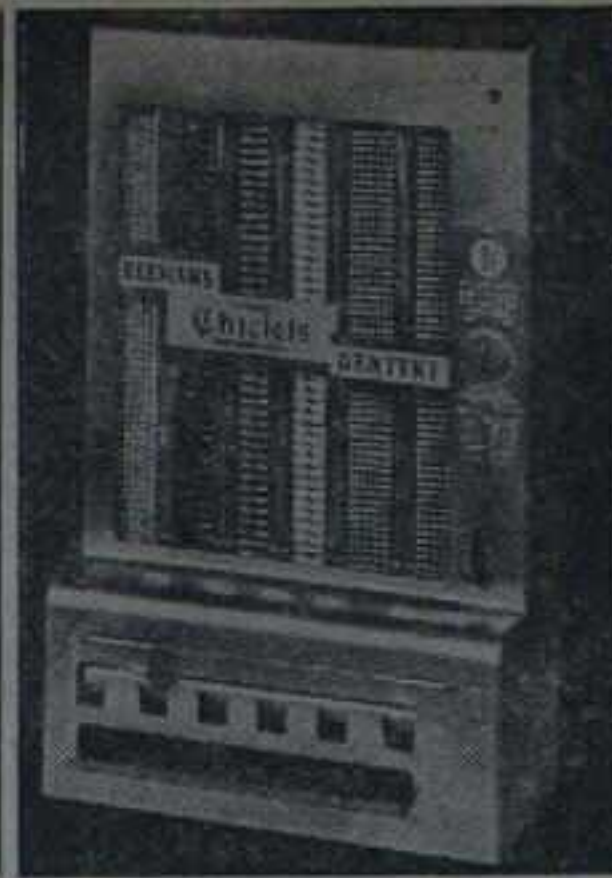
A check with plant management, however, disclosed that Torsion Balance has no plans in this connection. A company spokesman said:

"The only vending machine we have here is a Coke unit." He added that the company had initiated no action toward the eventual placement of hot food venders.

**Electric Auto-Lite Sales Volume Rises**

TOLEDO, Aug. 13.—Electric Auto-Lite Company, which manufactures temperature indicators for refrigerated and hot drink venders in addition to its lines of batteries, spark plugs, and other auto parts, reported this week that sales volume for the first half of this year increased \$12,069,278 over the same period in 1948. For this year, volume was \$106,949,904 compared to \$94,890,625 for last year.

During recent months, firm's facilities at its two Cincinnati plants were moved to the new plant at Lockland, O., President Royce G. Martin stated.



**ATTENTION, OPERATORS**  
of Merchandise Vending Machines

You can increase earnings in your present stops with nationally advertised DENTYNE, BEEMAN'S PEPSIN and CHICLETS GUM in THE FAMOUS MILLS VENDER. Red or Blue Hammerloid baked finish. Limited number in Satin finish Stainless Steel slug proof with coin return; 6 columns, 300 piece capacity; 16" high, 4 1/2" deep, 10" wide; weight, 20 lbs. Has rubber feet for easy counter installation or may be mounted on wall, pedestal stand or by bracket to side of any merchandise vending machine. Brackets and pedestal stands available at slight additional cost.

**YOUR SALES CAN BE INCREASED BY 20%**

and your net profits 25%

**IMMEDIATE DELIVERY**

Factory Reconditioned Mills Venders cannot be told from new in appearance or operation and carry standard new machine guarantee at new low prices.

**HAL R. MEEKS**

National Distributor

55 W. 42d St. NEW YORK 18, N. Y.

**NEW VENDING STAGE MECHANISM FOR MILLS CUP TYPE DISPENSERS**



**VICTOR'S AMAZING NEW TOPPER**

4 Toppers to a case \$43.00 Per Case. \$10.75 Per Mach.

5/8 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26c LB. 170 & 210 27c LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER

PISTACHIOS 25 lb. carton Large, 65c lb. Small, 49c lb. Full Cash With Order.

Plastic Charms \$2.50 Per 1000

**SPECIAL AUGUST OFFER**

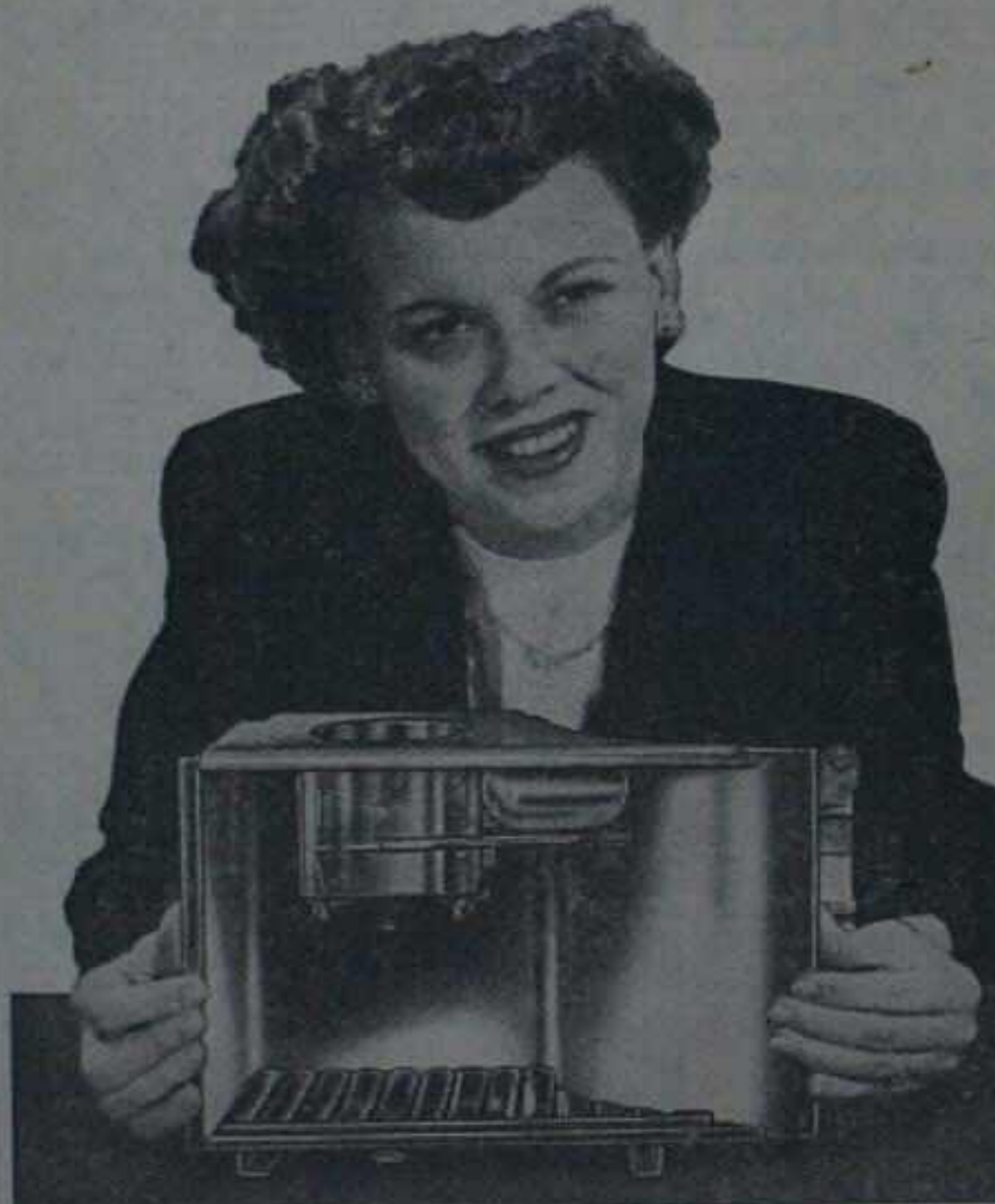
4 Toppers P. L. U. S. 25 & 170 Ball Gum PLUS 1000 Charms, all for ONLY

\$50.00

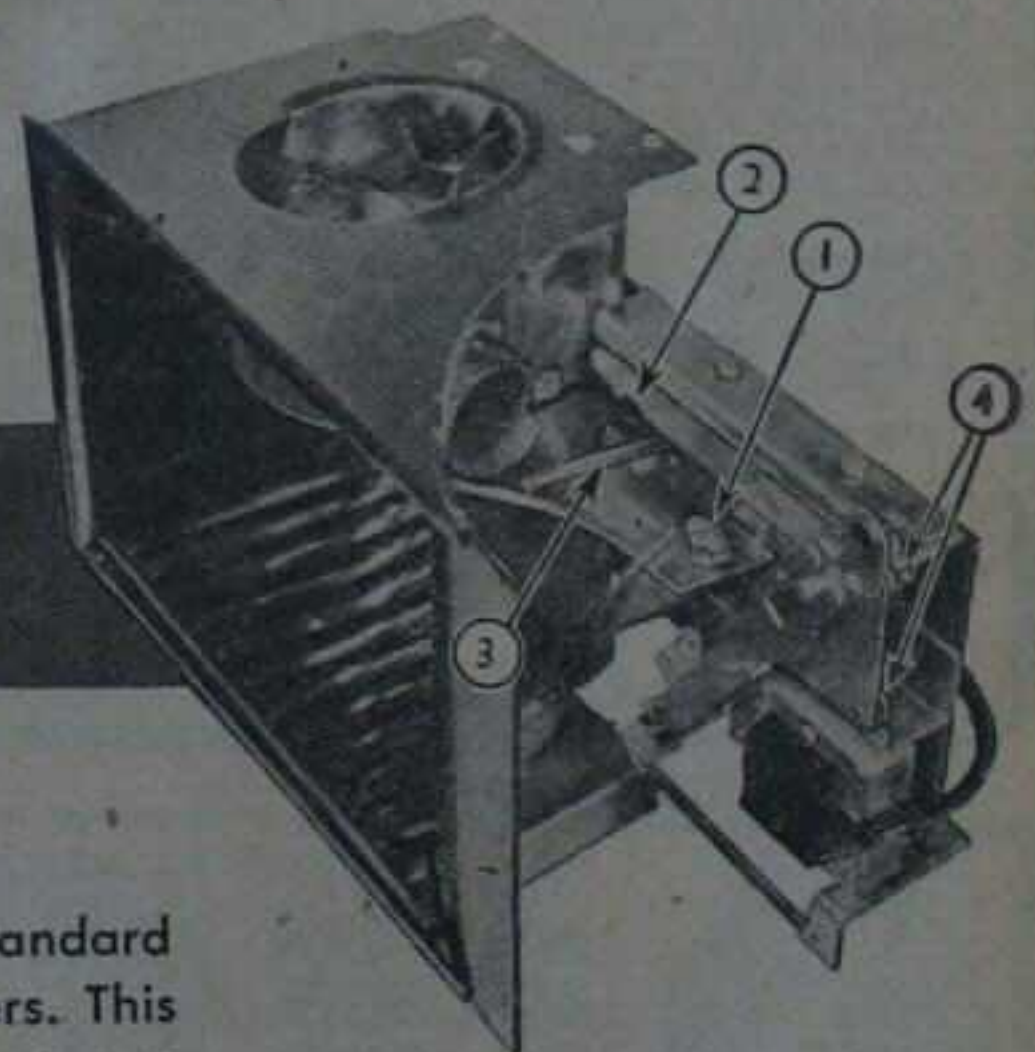
1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**PIONEER VENDING SERVICE**

Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

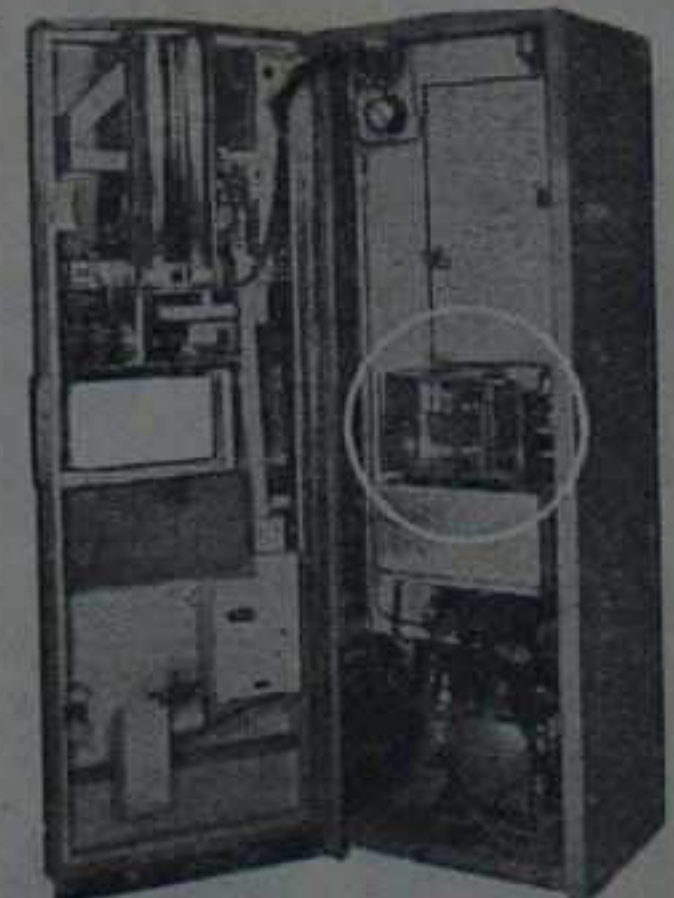


1. Thumbscrew for easy removal of gate.
2. Safety-Lock keeps gate shut tight and prevents forcing gate open when not vending.
3. Embossing on gate prevents syrup from getting into mechanism.
4. Rollers on delivery mechanism reduce friction, assure easy operation.



**TAMPER-PROOF**

The Mills safety Vending Stage mechanism is standard equipment on all new cup type beverage dispensers. This new Stage prevents forcing of gate when Fountain is not vending and is absolutely tamper-proof. In addition, the new Vending Stage has a special embossing on gate which prevents syrup from getting into mechanism. Easy operation is assured by rollers on delivery mechanism which are spaced far enough apart to avoid sticking. Unnecessary servicing is eliminated by this improved stage. Unexcelled sanitary conditions and greater Automatic Fountain satisfaction are realized.



Interior view of Mills Automatic Fountain showing location of new Vending Stage mechanism. NOTE: No CO<sub>2</sub> tank is shown since the dispenser illustrated is for non-carbonated beverages. Standard model is equipped for CO<sub>2</sub> tanks.

**MILLS INDUSTRIES, Incorporated**  
4100 Fullerton Avenue • Chicago 39, Illinois

**MILLS**  
**AUTOMATIC FOUNTAIN**  
Fully Automatic with Coin Changer



Be First!  
**ORDER BY MAIL TODAY!**

**"WALT DISNEY" CHARMS \$2.75 lb.**

Exclusive! ALL popular Walt Disney characters now available first time as charms. With cute, colorful decals they're huge business builders.

Approx. 750 count add 25c per lb. for postage. Overage refunded.

Rush Your Order Now

**"HI-HO" SILVER, INC.**  
542 Hayes Street San Francisco, Calif.

Manufacturer of  
**HIGHEST QUALITY CHEWING GUM**  
BALL GUM  
BUBBLE GUM  
BUBBLE BASE

SOLICITS INQUIRIES FROM  
QUANTITY BUYERS ONLY

**BARKER BRANDS, Inc.**  
524 BRIGHT, N. J.



**ATTENTION—25c & 30c CONVERSIONS**  
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Workmanship.

**CIGARETTE MACHINES**

UNEEDA, 6 & 8 Col.	\$139.50
Uneeda Model 500, 7 Col., 250 Pack Cap.	90.00
Uneeda Model A, 9 Col., 270 Pack Cap.	75.00
National 9-30, 270 Pack Cap.	75.00
National 6 Col., 150 Pack Cap.	32.50
Rowe President, 10 Col., 475 Pack Cap.	119.50
Royal, 10 Col., 400 Pack Cap.	97.50
Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
Special! 8 Col. Cig. VENDOR	39.50
Special! 4 Col. VENDOR, 80 Pack Cap.	20.00

**SALE \$62.50**

**DuGrenier**

Model W, 9 col., 308 pack cap. also WD model

CIGAR VENDOR, 50 CAP.	\$ 15.00
DELUX CIGAR VENDOR, 150 CAP.	32.00

**CANDY MACHINES**

National 9-18	\$100.00
ROWE, 120 Bar Cap.	85.00
UNEEDA CANDY, 102 Bar Cap.	75.00
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00
ROWE 5 COL. 1¢ GUM VENDOR	15.00



**SALE \$65.00**

**Candyman**

72 bar cap. Enclosed base

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

**ADVANCE DUPLEX-E**

**SANITARY VENDOR IMMEDIATE DELIVERY**

Order Sample Today! Write For Quantify Prices! Other Sanitary Machines Available

**LISTO SANITARY NAPKINS**

SAMPLES AND PRICES ON REQUEST  
MANUFACTURER and DISTRIBUTOR

J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y.



**ADVANCE STICK GUM MACHINE**

Single Column, 1c or 5c Write

ALL MERCHANDISE AT LOW COST - Write SHIPMAN STAMP FOLDERS LOW COST . . . WRITE

New ABT Challenger	\$42.50
Gottlieb Crip 3-Way	24.50
Bouncer	34.50
Advance Electric Shocker	18.75
Advance Model D Ball Gum	11.90
Advance Model H Bulk Vend.	12.60
Advance Hershey Bar Vend.	Write
Selecteria, Used, 4 Col. 64 Bars	50.00
Adams 4 Col. Gum	22.50
Card Vendor	12.50
Cards, All Series, M	4.00
Acorn Vendor	13.95
Penny Weighing Scale, in Case	18.50

USED BULK VENDORS, ALL MAKES OVER A THOUSAND NEW MACHINES ALWAYS IN STOCK  
Factory Distributors

1/3 Dep., Bal. C. O. D.

**Univ. of Illinois Magazine Explores Automatic Vending**

URBANA, Ill., Aug. 13. — The University of Illinois announced this week that Illinois leads the nation in the production of automatic vending machines. In an article titled *Automatic Merchandising* published in the *Illinois Business Review* it was revealed that nearly 50 firms were engaged in manufacturing automatic merchandising or allied equipment last year.

"The coin-vending industry," the *Illinois Business Review* stated, "is now in a period of rapid expansion: new refrigerating methods and coin change units have increased the number of products adaptable to coin vending, and recorders are available which register all transactions and make it unnecessary to count coins."

(Ed. Note: The *Review's* researchers are somewhat over-enthusiastic on this point. Coin counting devices and recording units are available and in wide use but they do not eliminate the necessity of counting either by hand or by machine.)

Vending, the article went on, is an industry composed largely of small businesses despite the fact that it vended products with an aggregate value in excess of \$1,000,000,000 last year. "Fewer than 100 automatic vending businesses own more than 500 coin venders each, excluding penny machines," the researchers pointed out.

**Levy No Longer PX Plant Rep**

NEW YORK, Aug. 13.—Julius Levy has left his post as Lehigh Foundries factory representative, according to a joint announcement here this week by the former field man and Neill Mitchell, Lehigh sales manager. Levy handled sales of the PX cigarette machine in Northern New Jersey and Eastern New York. No replacement had yet been announced by the manufacturer.

Levy said he was remaining in the cigarette machine business and would disclose his association with another producer in about a week. He still heads the Miracle Automatic Sales Company here, pioneering nylon vending operation using Lehigh machines.

**Rudd-Melikian Votes Additional Dividend On Its Common Stock**

PHILADELPHIA, Aug. 13.—Rudd-Melikian's board of directors, meeting here this week, voted an extra annual dividend of \$2 per Class B (common) share in addition to the regular dividend of 75 cents (*The Billboard*, July 31). This represents an increase of 233 per cent over the regular annual common stock dividend.

The board likewise voted a regular annual dividend of \$5 per share of Class A (preferred) stock. All dividends are payable within 15 days to stockholders of record July 31.

Explaining the extra dividend, Lloyd K. Rudd, president, said, "Increased sales of our frozen coffee concentrate, and new equipment, the establishment of new operators, and the vast expansion of our national sales forces are among the prime factors reflecting the increased dividends."

Rudd said the company plans to introduce three new products this year which are calculated to increase the firm's gross income by nearly 50 per cent in the current fiscal year.

**New Corn Unit By King Kernel**

CHICAGO, Aug. 13.—The newly formed King Kernel Popcorn Company here announced the introduction of a manual popcorn warmer this week. The counter warmer, called King Kernel, is priced at \$25 and sold by a subsidiary firm, King Kernel Distributing Corporation.

Standing 27 inches high, and 14 inches in diameter, the unit contains three pecks of corn in its clear plastic merchandise compartment. Base of the unit is in blue enamel. A colored plastic cover tops the unit. Shipping weight is 17 pounds.

Firm, which placed 250 dispensers on test operation in Chicago several weeks ago, is now in production at a 75-unit-per-day rate, with maximum output figured to be 600 per week with present production facilities.

Company plans early release of its own colored plastic popcorn dishes, which will be sold to operators at cost—10 cents per dish. Feature of the new dish is that it is solid, eliminating the spill-thru complaints resulting from use of the usual perforated type container.

Thousands of locations are waiting for the new

**ALKUNO**

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

**MODEL 130-MM**

Metal Cabinet and Base.  
Ht. on Base, 60"x18"  
Wt. on Base, 64 Lbs.  
Price . . . \$69.50  
Base . . . 15.00  
Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

**ALKUNO & CO.**  
408 Concord Ave.  
New York 54, N. Y.  
Melrose 5-7757



**WRITE FOR CATALOG**

On Bulk Vendors, Merchandise, Games, etc.

**BUBBLE BALL GUM**

140 or 170 size, Crown Jack Brand with colored centers, 35 lb. ctn. \$ 5.65  
100 lbs. or more . . . . . 21.90

**COPPER AND SILVER PLATED CHARMS**

Series #1, 1,000	\$4.50
Series #2, 1,000	5.75
Gold Plated "Georgia" Pins, 1 Gross	2.95
Silver Wedding Rings, 1,000	5.50
Gold Wedding Rings, 1,000	8.95
Stone Rings, 1 Gross	2.50
Sassy Wise Crack Buttons, 1,000	6.00
Gold Plated Basket Balls, 1 Gross	2.95

**STANDS**

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$2.99 each**

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS.

**PARKWAY MACHINE CORPORATION**

423 West North Ave., Baltimore 17, Md

**CHARMS**

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS

COPPER PLATED FOOTBALLS \$ 6.00 per M

GOLD PLATED FOOTBALLS . . . 10.00 per M

**Penny King Company**

415 Neptune Street Pittsburgh 20, Pa.



**"HOT-POP" POP CORN MACHINE**

Non-Coin Operated

**\$47.50**

\$10 dep., bal. C.O.D.

**OPERATOR MAKES**

**\$4.20** Per Week  
On Sale of 2 Lbs.

WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE



**VICTOR'S AMAZING NEW TOPPER**

1 to 5 Cases, \$43.00 Per Case. (\$10.75 Per Mach.)

Victor's 1¢ Universal Blue Hammered Finish—\$12.95.

Victor's Model V, 1¢ or 5¢, Red Wrinkle Finish—\$12.75.

**DEVICES NOVELTY, Dept. A**

467 N. Milwaukee Ave Chicago 10, Ill. Phone: MOntrose 6-7333

**HAVE YOU NOTICED**

the increasing number of large, successful operators who are placing Custom Built "Universal" vendors on location? It is eye appealing in design and a real profit maker in catching pennies. It uses the same dependable trouble-free mechanism as used in other Victor vendors.

**PROMPT SHIPMENT!**

Only \$13.50 each (24 or more)

**R. H. Adair Company**

6926 W. Roosevelt Rd., Oak Park, Illinois

Send for free leaflets showing Custom Built "Universal" and other Victor profit-producing vendors.



Follow the leaders  
They have  
Chosen Wisely

## Hot Drink Unit Developed for Spacarb Vender

NEW YORK, Aug. 13.—Following a year of experimentation and tests, Spacarb, Inc., disclosed this week that development of its hot drink assembly, designed for installation in its Model 3D50 cup vender, is now nearing completion and will be made

### BUY SILVER KINGS KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors, 1¢-5¢. U. S. and Foreign Coins. "Hot Nut" Vendors . . .



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor. Designed for sales compelling eye appeal. \$10.55 in quantities. Sample, \$13.95.

At All the Best Dealers—or Write. Ask About the New "Hunter."

**SILVER-KING CORP.**  
622 Diversey Parkway CHICAGO, ILL.

available to the trade in October. With the new assembly, the Spacarb machine will be able to vend hot chocolate, hot soups and/or cold carbonated drinks out of the same unit to meet varying location desires.

I. H. Houston, president, gave two reasons for the lengthy development program. While it was essential that quality concentrates be obtained suitable for vended hot beverages, the company also set itself the goal of a nickel drink. Ingredients had to be found which met both conditions and much work had to be done in co-operation with suppliers before company officials were satisfied with the finished product.

#### Various Combos

As the modification stands now, the Spacarb three-drinker can be adjusted to dispense three different hot drinks (hot chocolate and two soups), all cold drinks or any combination of hot and cold beverages. Houston claimed a 10-minute adjustment is all that is needed for the changeover, once the new assembly is installed. The outside appearance of the vender remains unchanged.

Cost of the new assembly will be about \$75. While it is the intention of Spacarb eventually to distribute it to operators for installation in their own machines, at first the hot-drink attachment will only be available in 3D50's purchased complete from the manufacturer. This is necessary in order to insure proper installation, according to Houston.

#### No Summer Slump

Test operation of the new device has shown, he said, that there is no falling off in total sales during summer placement of a machine adjusted to deliver one hot soup and two cold flavors. But bonus sales will accrue to the operator in the winter, he predicted.

Costs are held down by use of a standard, cold drink waxed cup. With the temperature of the hot water carefully controlled to deliver at about 130 degrees F., the need for costlier "hot cups" is eliminated. Houston says that a patent has been applied for detailing 19 separate claims.

## Chi Firm Debuts New Change Maker

(Continued from page 95)

trical vendors and also easy servicing. A single mechanical movement delivers change. A geared motor, for operation on either a.c. or d.c. current, supplies motivation for the delivery of from one to four pennies change. Because of its slide action, pennies are returned simultaneously with one movement.

Depending upon odd-cent price of the product vended, either one, two, three, or four tubes are charged. Where a 21-cent price is charged, for example, all four tubes are used. Where a 23 or 24-cent price is set, only two or one tube is used. Only one penny is delivered in each changemaking operation from each tube.

#### Extra Tubes

Extra sets of tubes may be purchased, at 50 cents per tube, so as to eliminate charging individual tubes on location. The operator may carry filled tubes to replace empty or partly empty tubes. Because each of the four tubes is removable (they fit into a circular base and are locked in position by the top plate) they can be changed on location in 10 seconds, the manufacturer claims.

A "locking pin" at the bottom of the tube holds the pennies in place until it is inserted in the unit; the pin is then withdrawn to permit delivery of coins. Tubes also are slotted down one side to afford a quick check of number of pennies each contains.

Officials state that continuous tests have been made on a hot coffee vender. Patents on the unit have been applied for.

## Mills Sets Up New Unit Catalog for '49

CHICAGO, Aug. 13.—R. A. Hoagland, vice-president of Mills Industries, Inc., announced the issuance of a completely new 60-page catalog illustrating the full line of firm's compressors and condensing units.

The catalog, 204-1, carries detailed specifications, dimensions and related essential data for proper selection of these units for cooling, refrigeration and air-conditioning. Models include air-cooled ¼ to 3 h.p., water-cooled ½ to 10 h.p. and combination air-water cooled ½ to 3 h.p. units.

## Northwestern

MODEL 49

\$17.55 EACH

ALSO IN STOCK  
Dual Nut . . . \$45.00  
DeLuxe . . . 27.00  
Model 33 . . . 11.50  
Model 39 . . . 12.75  
Model 40 . . . 9.50  
33 Ball Gum. 10.50

Write for Quantity Prices

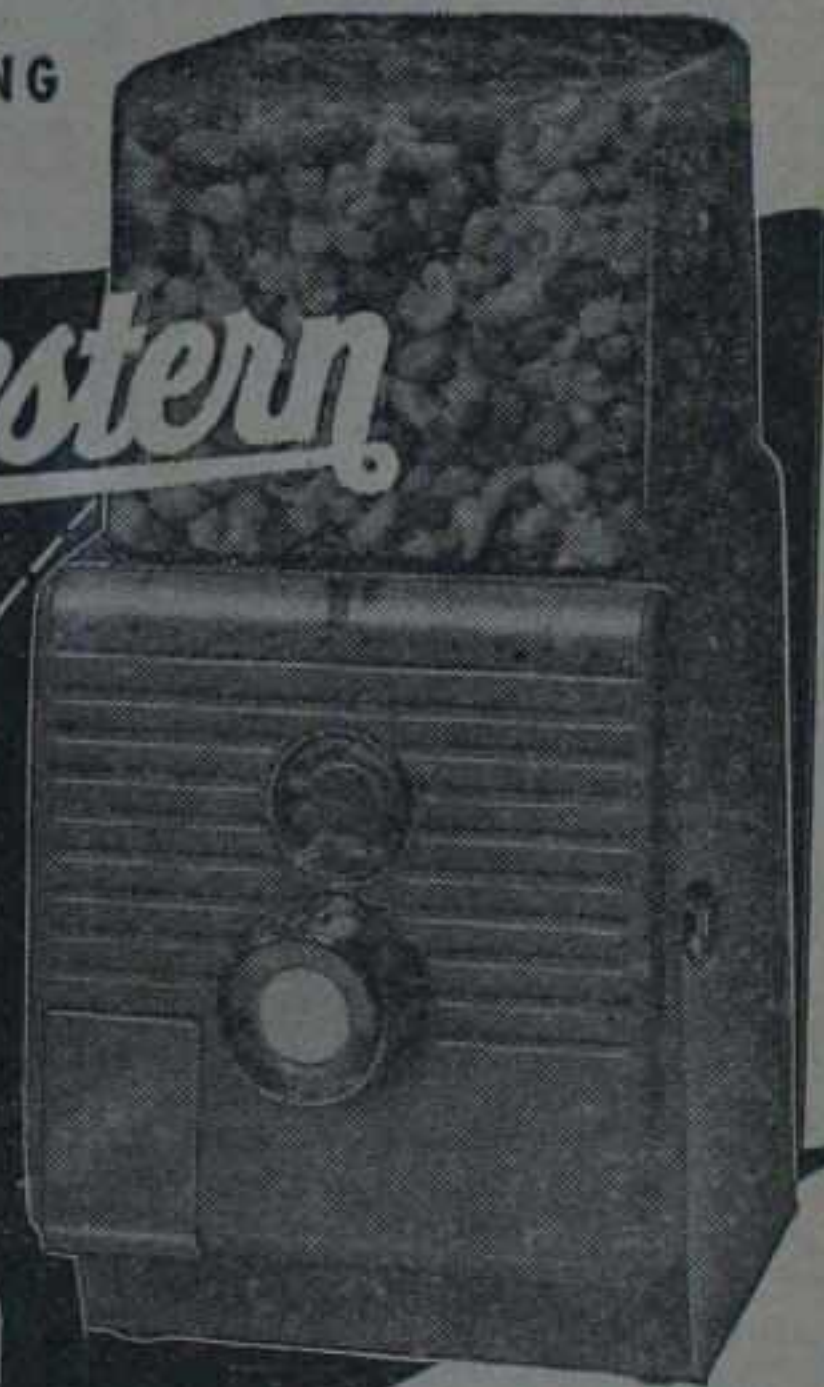
**EMPIRE COIN MACHINE EXCHANGE**  
1012 MILWAUKEE AVE. CHICAGO 22



"GREATEST FORWARD STEP..  
in the BULK VENDING  
MACHINE  
BUSINESS"

## Northwestern

MODEL 49

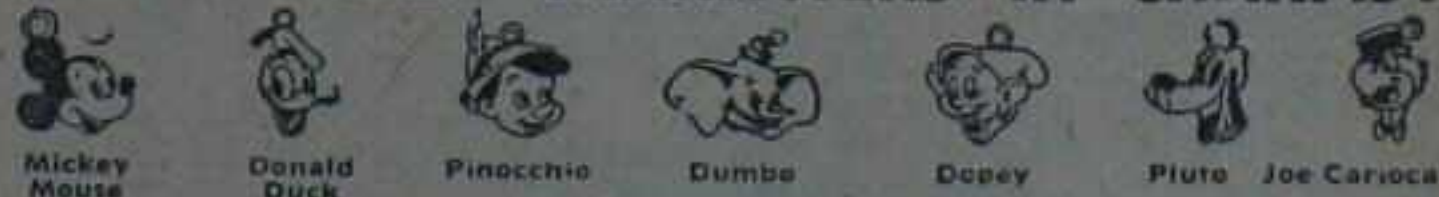


CUTS SERVICING  
TIME AND COSTS  
*in Half*

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half . . . profits boosted to new highs. Write, wire or phone for complete details!

**THE NORTHWESTERN CORPORATION**  
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

## SENSATIONAL NEWS FOR CHARM USERS... WALT DISNEY CHARACTERS IN CHARMS!



The Newest, Most Sensational Sales Stimulators Ever Created! \$4.00 Per M in 10 M Lots.

IMMEDIATE DELIVERY! Seacoast Distributors, Inc.  
PHONE: BIGELOW 8-3524 415 FRELINGHUSEN AVE., NEWARK 5, N. J.

## NEW! REVOLUTIONARY!



MODEL 49

1¢ OR 5¢  
LESS THAN 25 \$17.55  
LESS THAN 100 \$17.25  
100 OR MORE \$16.95

Write — Wire Phone  
**NORTHWESTERN SALES & SERVICE CO.**  
Authorized Northwestern Distributor  
4105 16th Ave. Brooklyn 4, N. Y.  
Phone: Godney 8-3600

## You Can Pay More Money for Other Brands, But You Can't Beat Our "SUN BRAND" PISTACHIOS

For Quality Nor Prices  
Yes, that's what one of our big buyers wrote us recently and ordered several thousand pounds for quick shipment. You, too, will say the same thing after trying "SUNBRAND"!  
Extra Jumbo Size, Red, 30 count . . . 58¢ lb.  
Jumbo Size, Red, 34 count, per oz. . . 55¢ lb.  
Special Blend Size, Red, 40 count . . . 52¢ lb.  
Large Size, Red, 45 count, per oz. . . 44¢ lb.  
White, salted, instead of red, deduct 8¢ lb.  
Minimum order 200 lbs., otherwise add 2¢ lb.

Lower prices for 500 lbs. or more  
Packed in Triplex 5 lbs. moisture proof bags and shipped 12 to a carton.

Write for our prices on cashows.  
**AMERICAN PISTACHIO CORP.**  
Importers and Roasters  
for over 20 years  
111 Reade St., Dept. 15, New York 13, N. Y.

## THE "CHALLENGER"

THREE MACHINES IN ONE  
\$10.00 to \$50.00 Weekly on Location!  
**TROPICAL TRADING CO.**  
549 W. Washington St., Chicago 6, Illinois

# COINMEN YOU KNOW

## New York:

Marcus Klein, back from a 10-day vacation in Saratoga, held open house in his new headquarters on the Avenue August 9. Jobbers and operators kept dropping in all day to wish him luck and, incidentally, to sample liquid refreshments and food at a buffet presided over by Mrs. Klein. Moe Bittner, of Klein's sales staff, was on hand, as was Al Sharkey, head mechanic. Sharkey, a recent addition to the staff of the outlet, was formerly with Ben Horowitz, of Albena.

Joe Munves is busy demonstrating E. B. Metal's Kleenex venders to ops in his coin row store. He is supervising sales of the machine now that Mike Munves has taken over its national distribution. . . . Eddie Kassow, of Dave Lowy & Company, has moved out of the maintenance department and is now on the floor selling for the jobbing firm.

Larry Reiss, of Statler, reports his biscuit operation is back to normal now that a strike of his servicemen has been settled. . . . Al Bloom, of Speedway Products, is one operator around town who doesn't complain about tele. With video programing improving, Bloom finds his combo Tele-Jukes doing a profitable biz despite hot weather.

Julius Levy is no longer representing Lehigh Foundries in this area. However, he still heads the local Miracle Automatic nylon route. . . . Al Blendow, of Blendow & Meyers, is spending part of his time in Springfield, Mass., supervising the operation of an arcade in which he is interested. . . . Al Denver, president of the Automatic Music Operators' Association, is vacationing in Maine. He will be gone for two weeks.

Hal Meeks, local vending machine distrib, reports he is doing especially well this summer with the Mills penny gum machine. He claims plenty of re-orders by ops who have recently entered this field. . . . Sam Sacks, of Uneeda Shine Machine Company, soon will announce a new merchandising policy for his wax shiners.

## Courage-Plus

CHICAGO, Aug. 13.—If Tom Hickey Jr. can fulfill his promises to himself he will be one of the few persons in the nation to walk again after an accident which severed his spine and left him helpless.

The son of Tom Hickey, Quincy, Ill., operator, young Hickey was in an automobile accident last March while on vacation from the Western Military Academy. A champion wrestler and swimmer, and a top student at the academy, Hickey managed to be present at graduation exercises in June. He left a hospital bed in a cast, to be on hand.

At the intervention of Al Stern, World Wide Distributors, young Hickey has been admitted to Michael Reese Hospital in Chicago for extensive treatments. The treatments will require at least five months. Young Tom Hickey has never had a moment of doubt about the outcome of those treatments. He is certain that he will walk.

In case any reader would like to join Chicago area coinmen in sending Hickey a card or a gift to make those five months seem shorter, his address is Room 452, Michael Reese Hospital, Chicago.

## Twin Cities:

Hy Greenstein, head of Hy-G Music Company, Minneapolis, and his wife leave August 30 for a two-month visit to Europe and Israel. They will stop in London, Paris, Versailles and Geneva, and be the guest of Mario Caruso, of Electro cigarette machines at his home in Naples and then will go to Tel Aviv and Jerusalem. En route home they will visit Florence and Genoa and spend a week on the Riviera. While Greenstein is gone his firm will be under the direction of Solly Rose and Sid Levin. Rose is getting ready for the two-month absence of Greenstein by vacationing for a week at the Edgewater Beach Hotel, Detroit Lakes, Minn. Levin is giving up his vacation to spend time fixing up the new home he recently bought in St. Louis Park.

Billy (Sphinx) Cohen, of Silent Sales Company, who bought Minnesota Machines Company from Eddie Holman, sold it a few days later to Ted Lawn and Morris Montrose, both of Minneapolis. Reports have it that the Holman-to-Cohen-to-Lawn-Montrose deal was one of the better dillies of the year. . . . Harold Lieberman, of Lieberman Music Company, Minneapolis, Wurlitzer jobbers, has deep cause for worry these days. His 16-year-old son, David, has been seriously ill with colitis and was ordered to bed for at least two months.

Oscar Schaeffer, of Midwest Coin Machine, St. Paul, continues to wax eloquent at the way Trans-Vue home television is selling. His boss, Jack Karter, is lining up salesmen and dealers and is enthusiastic with prospects as they are shaping up. . . . Jobbers report many new faces showing up at their showrooms seeking to buy merchandise, but that most of them are location owners trying to pick up their own equipment and records to cut out the operator. Unless such a customer can talk operator shop intelligently he gets short shrift from almost every distributor, they report.

Jones Bessler, of Lieberman Music Company, is proud of his new "98" Oldsmobile which he acquired recently. . . . Joe Perkins, Mill City operator and shuffleboard enthusiast, is back from a trip to Spokane where he checked his night club interests. . . . Oscar Schaeffer, of Midwest Coin, reports business showing an upward trend these days. . . . Similar reports come from Harold Lieberman, who says that Wurlitzer 1080's and 1100's are getting good attention from coinmen because of the special deals being offered them.

Universal's Photo-Finish is doing a good job in these areas, with operators showing considerable interest, Hy Greenstein, of Hy-G Music, declares. . . . Word from LaBeau Novelty Sales Company, St. Paul, headed by Archie LaBeau, is that fall business seems to be opening up, with operators checking around for new equipment. . . . The same seems to be true at Mayflower Novelty Sales Company, St. Paul, where Matt Engel is sales manager. . . . Jonas Bessler, of Lieberman Music, said Chicago Coin's new Golden Gloves game is moving fast, with the second shipment selling at a quick pace.

The Steamer Avalon, which docked at St. Paul for a 10-day stay, caused considerable of a stir because it has been machines in operation. St. Paul City and Ramsey County officials were at a loss as to what to do about them. The steamer captain finally decided to cover up the devices while being docked. . . . Lew Ruben, of Lieberman Music, is on 10-day vacation.

## Los Angeles:

Al Mendez and Norman Rothschild, owners of Southland Distributing Company, are on the road in the interests of Wurlitzer. Stan Turner, manager of the local office, is keeping things going while they're out of town. The firm is now handling the new Smokeshop cigarette machine.

E. T. Ward, Brawley operator, has brought in the first and only used Seeburg M-100 in this area, according to Hank Tronick, of Minthorne Music Company. Ward yanked it out of a Brawley location that was destroyed by fire. . . . Milton Norriega, Colton operator, was making the rounds last week, looking over some of the latest in equipment.

The industry was saddened by the death of Ray Vogel, of Vogel Sales, who died recently. He supplied miniature light bulbs to operators. He was a 32d degree Mason. . . . Jack Spencer was down from his Big Bear Lake Arcade where he says business and fishing are equally good. . . . Clyde Denlinger was in from Newport, where the vacation season is forcing him to work overtime to keep up with his operation.

Paul Laymon, of the company bearing his name, says Bally's Champion is still doing top business locally. Ed Wilkes, of the Laymon firm, is taking the missus and their two kids for a trip up north in that new Ford. . . . Tom Boddy was in from Lomita with his grandsons, George and Tom. . . . H. G. (Hal) Sherry, of International Brotherhood of Electrical Workers 1052 (IBEW), hopes to have his injunction troubles ironed out via the courts later this month.

Frank Butterfield, manager of the local E. T. Mape Company office, just sold some Maestros to an out-of-town buyer. He thinks the music business locally, at least, is picking up. . . . Mary Solle, of Leuenhagen's Record Bar, celebrated her birthday last week. Those Preview Record Parties the firm has been throwing for the benefit of local operators will be postponed until fall. Too many operators and too many possible gueststars are vacationing. . . . C. T. (Happy Jack) Girdner is back in Watsonville, looking after his coin machine operation there.

William R. Happel Jr., of Badger Sales, headed San Diego way last week-end for business and a session with the bangtails at Caliente across the border. The firm's bookkeeper, Mrs. Herman Schmidt, and her husband, are vacationing at Lake Tahoe and Virginia City.

## Indianapolis:

Music circles were alive all week with conversation on Shaffer Music's new offices here. Southern Automatic Music, which formerly handled Seeburg equipment in Indiana, is now concentrating on amusement games. Ed Shaffer, in from Columbus, O., Shaffer Music's headquarters, held court with several Indiana operators while in town and promised peak service at all times.

Henry Windt, head of Hoosier Simplex Music Company, distributors of Aircon Phonographs, is confined to his home by a lingering illness. . . . Despite a steady diet of humid weather, operators of amusement and music machines say a gradual play pick-up is taking shape. . . . Karl Higgins and William Best, who recently joined to form the Best Music Company, will confine their efforts to music operating for the next few months. . . . Pete Stone, Indiana Automatic Sales, Rock-Ola distrib, is ready for fall business.

## Washington:

"Doby's Boogie," a Freddie Mitchell disk dedicated to Cleveland Indian player Larry Doby, is seeing wonderful success, according to Max Silverman, of Quality Music Company. This is the first Derby record Quality has handled, Silverman stated. He is now featuring two recordings of "Careless Love"—the Four Tunes version on Victor label and the Ravens on National platter—on the company's "Afternoon Dancing Party" program over WOOK from 3 to 3:30 p.m.

Promoting the records, he is giving a free platter to each listener who writes a letter telling which version he prefers. Silverman used the same stunt a year ago with a phenomenal response, he said. Besides sparking requests for juke box recordings, the company sold 100 to 150 retail platters a week. Pearl Bailey's rendition of "Hucklebuck" is also doing well, Silverman said.

Bill Schwartz, of Hirsh Coin Machine Company, and his wife recently returned from a three weeks vacation in Atlantic City. . . . One of the main attractions at Triton Beach, Md., has proved to be a coin-operated rocking horse. A line-up of youngsters waits impatiently for nickel rides every week-end.

Terminal Refrigeration and Warehouse Corporation reports heavy sales from its ice vending machines during the month of July, according to Albert Warner. In fact, the firm had trouble keeping the machines filled to meet the demand, he said. Last month was the District's second hottest July on record.

Two lucky women drivers had parking violation tickets changed to warnings recently when they told traffic authorities they had trouble with meters. Virginia Pole, of Washington, said she inadvertently used a defective coin which jammed the meter. Ruth D. Pounder, of Alexandria, said she placed a coin she thought was a nickel in a toll box but it failed to register. Police stated it was a penny, but excused her.

Arthur Smith, of "Guitar Boogie" fame, currently appearing at the Blue Mirror, is now one of the favorite juke box artists, according to Irving Feld, of Super Discs. Altho Super's recordings have been released thru MGM for the past year, the local company is still producing numbers, Feld said.

## Birmingham:

Mr. and Mrs. Harry Hurvich, of Birmingham Vending Company, together with their daughter Marie and her friend Rhoda Dennaberg, are in the East on a combined vacation and business trip. . . . In New York, Hurvich attended the Music Merchants show and conferred with Leon Levy, manager of Birmingham Vending's wholesale record department, the Record Sales Company.

## Vital Statistics

### Deaths

Mrs. Philip Margeson, Hartford, Conn., in a plane crash in New Jersey July 30. She was the wife of Philip Margeson, a salesman for Post & Lester Company, which distributes Decca Records in Connecticut and Western Massachusetts.

### Births

A son, Elliot, to Mr. and Mrs. Lew Ruben, of Lieberman Music Company, Minneapolis.

**Chicago:**

Clare Meyer phoned Exhibit Supply's Joseph A. Batten that he would continue to cover the New England States for the next two weeks. Sales Manager Charles Pieri, meanwhile, is calling on distributors along the Eastern Seaboard. Frank Mencuri, arcade division manager, made a week-end trip to Omaha. All three find conditions on the road encouraging. . . . A. B. T.'s R. L. Budde is convinced it's a penny year. Firm visitors this week included Harry D. Baker, Mound, Minn. He is returning to the trade.

Four distributor firms sent representatives to the Jennings plant last week for special instruction on the handling of the new unit which uses a cycle medium to dispense cigarettes. The firms were Graham & Hall Distributors, El Dorado, Kan.; Garfield Novelty, Cleveland; Jack Rosenfeld Company, St. Louis, and the H. Z. Vending Company, Omaha. A surprise caller was B. Witoskey, Philippine Amusements, Manila. Jennings has tested its penny line in several types of locations with notable success, John Neise, sales manager, claims.

Herb Jones, Bally Manufacturing, is enjoying a well-earned vacation. Firm's executive vice-president, George Jenkins, had a hospital check-up. The Bally one-ball Champion continues to live up to its name, Bill O'Donnell reports. . . . C. B. House, Kentucky Amusement Company, Louisville, was a coin row visitor. Two of his three sons, Marshall and Wilson, help him run his 25-year-old operating firm. His other son is an American Airlines captain on the Chicago-Los Angeles run. All three hold distinguished war records. House specializes in phonographs and one and five-balls. He says he purchased his first equipment thru Bill Ryan, then a Jennings official and now Universal Industries vice-president.

Executives at Cole Products Corporation here have been covering ground in recent months. Al Cole, president, is just back from a three weeks' tour of the West Coast. Dick Cole, vice-president, has completed trips to Boston, Kansas City, Mo., and New York. Within 10 days, he said the company will be putting in a new line at the Halsted Street plant. The new line will enable the firm to double its output on three-flavor drink units.

AMI's Lindy Force says field reports from Jack Mitnick and Ed Ratajack, Eastern and Western representatives, indicate that fall business will be steadily on an upgrade. Joe Caldron, assistant sales manager, wound up his vacation Monday (15). . . . O. O. Mallegg, coin machine exporter, is now fully recovered from a serious illness. This year he toured Europe instead of making his annual trek to South and Central America. It was a combination business and recuperation trip. Among places he visited were his birthplace in Vienna.

Woody English, who starred for many years in the infield with Chicago's Cubs and Brooklyn, is now with Universal Industries. Donald Binks, son of Universal president, is in Italy with a fellow Dartmouth College student. Both earned their way by working before the journey. Bill Ryan, executive vice-president, claims orders for the automatic version of Photo-Finish are encouraging. First deliveries on the unit which is the same as the free play model, except for payout features, began last week.

Local coin play got its second boost in three weeks when the Illinois department of the American Legion held its annual convention here beginning last week and ending Tuesday (9). Music operators noted the largest play increase during the period.

A. Garrick Alex. Vendall Company president, says with new distribu-

**St. Louis:**

With the St. Louis Cardinals in a tie with Brooklyn in the National League, out-of-town operators who were here to see the games at Sportsman's Park included Bill Sutherland, of the S. & G. Music Company, of Willow Springs, Mo.; E. T. Stapleton and R. C. Boles, of Springfield, Mo.

Dale Rymer, manager of the Missouri Tavern Supply Company of Springfield, Mo., a subsidiary of Carl Trippe's Ideal Novelty Company, also spent several days in the city seeing the baseball games. Rymer is a personal friend of Harry Brecheen, one of the Cardinal pitchers, and spent much time with him while here.

Carl F. Trippe returned from Chicago last week where he had attended the shuffleboard meeting at the Morrison Hotel. Since his return he made sizable sales of phonographs to Dick Proctor, Proctor Sales Company of St. Louis, and to the Veterans' Music Company, Taylorville, Ill.

tors added to his line-up over the past several weeks, the firm's candy vender orders are keeping the sales chart climbing. . . . Vince Angeleri, A. A. A. Swing Time Music Company, is using a new radio adapter on several of his drive-in juke locations. Vince states that the units, made by Standard Adapter, push up play to unusual levels for spots where customers ordinarily remain in their cars to be served.

Silver King Corporation major domo, H. F. Burt, reports that the trio of new venders being released shortly have been designed with a 20-year location life expectancy. Burt says the line of Target venders for penny merchandise is keeping production lines busy. . . . Harold Schwartz, Atlas Music Company, comes up with a burst of optimism on operator reception on the Seeburg Select-o-Matic. "Demand is not only holding up, but it is climbing to new levels, he says.

Genco's designing engineer, Steve Kordek, thinks the five-ball Camel Caravan will be one of the late summer hits. With vacations out of the way at Genco everybody is plugging away with renewed energy. . . . A. B. T.'s R. L. Budde says he is surprised to learn that a lot of people are just finding out that Walter Tratsch is now chairman of the board and W. A. Patzer is and has been A. B. T. president for several months. Patzer is well known for his engineering achievements and still keeps his hand in on all firm engineering developments.

As a part of its announced expansion plans, World Wide Distributors' showrooms and servicing quarters have been completely rewired. With the electrical system, the firm's power supply has been increased 250 per cent, according to Al Stern, firm head.

Other improvements now taking place at World Wide include the installation of new spraying equipment, to be used for refurbishing used equipment, and a new roofing job. With the added glamour in the way of surroundings, Wally Finkle claims World Wide stenographers are turning out correspondence at a stepped up pace. Road salesman, Monty West, reports Williams Star series is going well in his Illinois territory.

Jerry Bremner, Empire Coin Machine Exchange, is making steady progress in the used game field. His boss, Gil Kitt, returned from a Wisconsin vacation with news from Wisconsin operators that play is on the increase. Howie Freer, Empire Coin's export and vending specialist, says Kitt does not take time out from thinking about coin machines even when on vacation. Freer has been receiving favorable field reports on the one ball Photo-Finish, a Universal Industries product.

**Hartford, Conn.:**

Frederick Bowes Jr., of Pitney-Bowes, Inc., Stamford, Conn., stamp vending machine manufacturers, a member of the Public Relations Society of America board of directors, will attend the group's annual fall meeting at Grand Hotel, Mackinac Island, Mich., September 9-10. Directors of Pitney-Bowes have declared a regular quarterly dividend of 15 cents per share of common stock of record August 29 payable September 12, and a regular dividend on the 4 1/4 per cent convertible preferred stock payable October 1, to holders of record September 20. The board also voted its 15th straight quarterly "wage-and-salary dividend," a payment amounting to 6 per cent of quarterly base pay for most employees, and a regular quarterly payment to the trust fund of the employees' retirement plan. Total quarterly profit-sharing payments amount to approximately \$256,000.

Manny Leibert, who's been in the popcorn vending machine business in Connecticut, has become a partner in a new scrap iron concern in Hartford. He has teamed up with Deputy State Motor Vehicles Commissioner Rocco D. Pallotti, of Hartford, in a new business, to be known as the Leibert-Pallotti Corporation, with offices at 676 Windsor Street, Hartford. Leibert is listed as president and treasurer of the new company, while Pallotti is listed as vice-president. Leibert's brother, Herbert, also of Hartford, is listed as secretary.

Numerous coin machine trade executives in the Hartford area attended a five-day preview of the latest line RCA Victor television and radio instruments at the showrooms of Radio & Appliance Distributors, Inc., in East Hartford. RCA Victor retailers from Connecticut and Western Massachusetts who attended with their hosts included J. Sidney Greenbaum, advertising manager; Ed Sarnoff, vice-president, and Lou Roth, president.

Hartford had quite a delegation at the recent National Association of Music Merchants convention in New York, with local men at the affair including Ralph Colucci and Izzy Goldman, State Music Distributing Corporation; Charles D'Alessandro, Century Music Company, and Hy and Dave Sternberg, Seaboard Music Distributors Corporation. D'Alessandro is a newcomer to the coin machine trade in Hartford. A former mechanic at the United Aircraft Corporation in East Hartford, he has formed his own company, called Century Music Company, with headquarters in East Hartford. He is servicing a number of restaurants and other locations in the Hartford area. . . . Ralph Colucci is talking about attending the Music Operators of America Chicago convention in November.

Vacations continue in the news here. Ann Lombardi, bookkeeper at the Record Shops, downtown Hartford retail stores owned by Mr. and Mrs. Ralph Colucci, headed for Old Orchard Beach, Me., while Armand (See Hartford, Conn. on page 115)

**Detroit:**

Douglas T. Fowler, of Fowler Coin Machine & Distributing Company of Pontiac, is visiting in Southern Illinois. . . . Thomas A. Beers is planning to concentrate and dispose of some of his vending machine operations in Ohio. . . . William B. Warner, who is now operating a store at Stout and McNichols roads, is planning to return to the vending machine business.

Jack Baynes, former MAPOA leader, has turned active operation of his music route over to his son, Fred Baynes, who is also an art student. Jack is going on the road in Michigan, and probably later in Wisconsin, as territorial representative for a card-key system designed for private clubs. . . . August Pagliughi, pioneer coin machine designer and arcade operator, is reported in improved health in Italy, following a protracted illness. He and Mrs. Pagliughi have been visiting there for the past two years.

Chester Rozinski, of the Mercury Athletic Scale Company, is touring Michigan on a vacation trip. . . . Edward A. Gorney reports the new Quizette will be on the market in about a month. Gorney was to leave this week-end for a trip to Johannesburg, South Africa, to complete some business arrangements for his product. . . . Philip Schacht has taken over the business of the Capitol Music Company, in which he was formerly a partner with Louis Berman, and is now operating in his own name, with headquarters on West Ferry Avenue.

Earl L. Crabb, pioneer coin machine designer and manufacturer, G. K. Crabb and A. M. Peterson, all of Howell, are forming Birthdays, Inc., to manufacture and sell coin-operated machines. . . . George Rambaum, manager of the Lemke Coin Machine Company, is supervising completion of a new two-story addition to the company's offices and salesrooms on West Vernon Highway. . . . James E. Pappas is establishing Plaza Cigarette Vending Company as a new firm, with offices on Dickerson Avenue.

Jeanette Sterling, of the Michigan Automatic Phonograph Operators' office, reports many local operators are vacationing. . . . Paul Gold, of the Michigan Vending Company, re- (See Detroit on page 106)

**Cincinnati:**

The Automatic Phonograph Owners' Association (APOA) postponed its board meetings and the regular monthly meeting during August. Reason: The weather, plus the fact that many members are out of town on vacation. Next regular monthly meeting will be held Tuesday evening, September 13, at the Hotel Gibson.

Nete Barfield, of B. W. Novelty Company, is vacationing in New York. . . . Howard Zobel, with the Diamond Vending Machine Company, was presented with a son the latter part of July. Mother and son are doing well.

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**BETTER BUILT—INSIDE AND OUT**

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

(Continued from page 31)

- I'm So Low
Texas Jim Robertson (I Heard) V (78) 21-0093; (45) 48-0097
I'm Throwing Rice
J. Rice (Slipping Around) Vocalion 55022
I'm Throwing Rice (at the Girl I Love)
B. Lee (I Don't) Horace Heidt 1014
I'm Throwing Rice (At the Girl I Love)
R. Smith (Wedding Bells) Col (78) 20605; (LP) 2-305
I've Got News for You, My Darling (I Won't Be Coming Home)
B. Drake (What Used) Bullet 683
It May Be
A. Inman (You've Got) Bullet 682
Jealous Heart
J. L. Carson (Tell Him) Decca 46176
Jealous Heart
C. Bailey (Fairy Tales) Bullet 1083 BMI
Jole Brunette
E. Sosby (Sun Valley) Melody Trail 217
Just One More Waltz (for Old Time's Sake)
Jones Sisters (The Fatal) V (78) 21-0027; (45) 48-0099
Lay Low, Little Doggies
Sons of the Pioneers (The Bar-None) V (78) 21-0098; (45) 48-0101
Let's Go Dancin'
R. Hogsd (Dill Pickles) Cap 57-40230 BMI
Matrimony Mama
B. Hobbs (Right on) MGM 10484
Miss McLeod's Reel and Reconciliation
M. & M. Carton Ork (County Fair) Dec 46177
Moonlight Millionaire
J. Davis (Don't Lock) Cap 57-40219 BMI
My Filipino Rose
H. Snow (The Law) V(78)20-0101; (45)48-0104
My Filipino Rose
E. Tubb (Warm Red) Decca 46175
Nine Times Out of Ten
B. Smith (A Message) Dome 1017
Nothing But Trouble
B. Wills (The Warm) MGM 10491
Old Doc Brown
D. Martin & His Roundup Gang (Tennessee Baby) V (78) 21-0099; (45) 48-0102
One Two Three Four Five Foot Six
E. Lee (You Can't) V (78) 21-0093; (45) 48-0092
One Year Ago Tonight
D. Churchill (Texas Plains) Bullet 684
Only You
W. Carter (Who's Gonna) Macy's Recordings 101
Our Mausion Is Ready
C. Monroe & His Kentucky Partners (A Valley) V (78) 21-0100; (45) 48-0103
Paid in Full
C. Moody (I Dreamed) King 804
Peppermint Sticks
J. Padgett (Unrestrained by Time) Talent 723
Please Don't Hurt Me If You Don't Love Me
Esmerelda (The Pictures) MGM 10489
Pretty Little Eyes of Blue
R. Smith (Tennessee Polka) Col (78) 2060; (LP) 2-305
Right on Down the Line
B. Hobbs (Matrimony Mama) MGM 10484
Save the Next Waltz for Me
J. Boyd (Dust on) V (78) 21-0094; (45) 48-0093
She Taught Me How to Yodel
Yodeling Slim Clark (Big Rock) Continental C-8044
Slipping Around
J. Dale (I'm Throwing) Vocalion 55022
Soft Lips
M. Shiner (Why Don't) Dec 46178
Smokey Mountain Boogie
T. Ernie (You'll Find) Cap 57-40212
Someday (You'll Want Me to Want You)
A. Smith (Dime a) MGM 10496
Square Dances Album—R. Rogers-S. Cooley's Buckle Busters (3-10")
Coral CP-501
Bird in a Cage and Three Rail Pen . . . Coral 64017
Boy Around a Boy—Girl Around a Girl . . . Coral 64018
Chase That Rabbit—Chase That Squirrel . . . Coral 64018
Lady 'Round the Lady and the Gent Solo . . . Coral 64018
Round That Couple—Go Through and Swing . . . Coral 64017
Round the Couple and Swing When You Meet . . . Coral 64016
Sun Valley Polka
E. Sosby (Jole Brunette) Melody Trail 217

- Sunny Tennessee
J. Rion (A Package) King 810
Swing Wide the Gates of Love
H. Thompson & His Brazos Valley Boys (Whoa, Sailor) Cap 57-40218 BMI
Tell Him I'm Blue
J. L. Carson (Jealous Heart) Decca 46176
Tennessee Baby
R. Jimmie Dolan (Good-Bye My) Cap 57-40213
Tennessee Baby
D. Martin & His Roundup Gang (Old Doc) V (78) 21-0099; (45) 0102
Tennessee Polka
R. Smith (Pretty Little) Col (78) 20606; (LP) 2-306
Texas Plains
D. Churchill (One Year) Bullet 684
The Bar-None Ranch
Sons of the Pioneers (Lay Low) V (78) 21-0098; (45) 48-0101
The Evening Train
M. O'Day (Fifteen Years) Col 20601
The Fatal Wedding
Jones Sisters (Just One) V (78) 21-0097; (45) 48-0099
The Law of Love
H. Snow (My Filipino) V(78)21-0101; (45)48-0104
The Pictures on the Wall
Esmerelda (Please Don't) MGM 10483
The Queen of My Heart Is in Heaven
B. Long (The Warm) V (78) 21-0096; (45) 48-0098
The Warm Red Wine
S. Long (The Queen) V (78) 21-0096; (45) 48-0098
The Warm, Red Wine
B. Wills (Nothing But) MGM 10491
The Willow and Me
R. Johnson (You Have) MGM 10482
Tragedy at the Well
J. Rollins (Dancing With) Talent 740
Unrestrained by Time
J. Padgett (Peppermint Sticks) Talent 723
Walkin' the Strings-Fuller Blues
M. Travis (Blue Smoke) Cap 57-40214
Walk a Little Closer
The Carter Sisters-Mother Maybelle (A Picture) V(78)21-0102; (45)48-0105 BMI
Warm Red Wine
E. Tubb (My Filipino) Decca 46175
Wedding Bells
R. Smith (I'm Throwing) Col (78) 20605; (LP) 2-305
Welcome Home, Stranger
J. Guthrie & His Oklahomans (Colorado Blues) Cap 57-40222 ASCAP
What Used to Be Love
B. Drake (I've Got) Bullet 683
When I Comb My Hands Through the Sands of Texas
E. Benedict (Big and) V (78) 20-0103; (45)48-0106
When You Lose the One You Love
W. Tuttle (Hold Me) Cap 57-40215
Whippoorwill Waltz
A. Parker (By the) Capitol 57-714
Whoa, Sailor
H. Thompson & His Brazos Valley Boys (Swing Wide) Cap 57-40218 BMI
Who's Gonna Chop My Baby's Firewood
W. Carter (Only You) Macy's Recordings 101
Why Don't You Haul Off and Love Me
M. Shiner (Soft Lips) Dec 46178
You Are My Sunshine
T. Ritter-Dinning Sisters (Cool Water) Cap 57-40217
You Can't Pick a Rose in December
E. Lee (One Two) V (78) 21-0093; (45)-48-0092
You Don't Love Me (But I'll Always Care)
T. Ruby-C. Fox (If You) King 808
You Have Changed
R. Johnson (The Willow) MGM 10482
You're a Fool If You Don't Get That Woman
B. Porter (A Broken) Talent 729
You'll Find Her Name Written There
T. Ernie (Smokey Mountain) Cap 57-40212
You Just Can't Be Trusted Anymore
J. Iby & His Texas Ranchers (By the) MGM 10475
You'll Make Our Shack a Mansion
Grandpa Jones (I Ain't) King 794
You're Really Doin' Something to Me
J. Taylor-The Indiana Red Birds (The Whispering) Red Bird 1001 & 1002
You've Got to Leave Those Other Guys Alone
A. Inman (It May) Bullet 682

ADVANCE RECORD RELEASES POPULAR

(Continued from page 34)

- Simple Melody
J. Sablon-E. Larkin (At the) V(78)20-3537; (45)47-3026
Slipping Around
M. Whiting-J. Wakely (Wedding Bells) Cap 57-40224
Soft Lips
Three Suns-E. Britt-R. Allen (Give Me) V(78)20-3536; (45)47-3025
Some Enchanted Evening
E. Young (You and) V 31-0009
Some Enchanted Evening and Wonderful Guy
Eddie and Rack (Ball Ha't) Decca 24707B
Someday (You'll Want Me to Want You)
P.-Heat-Four Tunes (Karen Lynn) Manor 1195
Song of the Vagabonds
T. Heath (Lady Byrd) London 471
Sorrento
P. Reed (Tango Des) Dance-Tone 359
Stormy Weather
K. Starr (Night and) Crystalette CR 608
Sylvia
A. L. Simpkins (Moonrise, Starlight) Crystalette CR 607
Togo Des Roses
P. Reed (Sorrento) Dance-Tone 359
That Lucky Old Sun
F. Laine (I Get) Mercury 5316
That's My Weakness Now
B. Strong (Button Up) Cap 57-718
The Bullfrog Serenade
D. Manning Trio (Gee It's) Star 810
The Danesans
B. Crosby-A. Blyth (Oh, 'Tis) Dec 24710
The Four Winds and the Seven Seas
P. Reed (Lover's Gold) Dance-Tone 350
The Last Mile
G. Fields (Church Bells) London 483
The Last Mile Home
M. Herth Trio (Pretty Girl) Coral 60096
The Last Mile Home
J. Stafford (Ragtime Cowboy) Cap 57-710
The Vamp
T. Hamilton (My Bashful) Cap 57-706
The Wedding in the Park
Keynoters-N. Temple Ork (1400 Dream) London 468
The Wedding of Lill Mariens
G. MacRae (Twenty-Four Hours) Cap 57-711
Through a Long and Sleepless Night
V. Damone (My Bolero) Mercury 5313 ASCAP

- The Wedding of Lill Mariens
A. Shelton (Hold Me) London 477
There Aren't Enough Hours in the Day
B. Dale (Oh, You) London 470
There's No Use Pretending
B. Boyle (All Is) Coral 80095
This Is It
A. L. Simpkins (Pale Moon) CR 605
Top o' the Morning
B. Crosby (You're in) Dec 24709
Twenty-Four Hours of Sunshine
G. MacRae (The Wedding) Cap 57-711
Two Dollar Pistol
R. Ingle ("A" Yore) Cap 57-713
Vagabond Waltz
D. Pablo Ork (Grasshopper Polka) Dome 254
Wedding Bells
M. Whiting-J. Wakely (Slipping Around) Cap 57-40224
We're Going to See a Man
J. Marshall (Oleo) King 1510
When It's Sleepy Time Down South
P. Reed (If You're) Dance-Tone 354
When They Called It the Emerald Isle
D. Sullivan (Shake the) Itallo 1005
Whirlwind
M. Whiting (Dime a) Cap 57-709
Wouldn't It Be Fun
C. Haines-Joe Graydon (Good for) Coral 60094
Yearning
P. Reed-Fourtoms (In the) Dance-Tone 1135
You Can Have Him
E. Young (Some Enchanted) V 31-0009
You're Breaking My Heart
J. Garber (Now That) Cap 57-719
You're Breaking My Heart
B. Harrington (I'll Keep) Vocalion 55019
You're Breaking My Heart
P. Reed (Havn' a) Dance-Tone 351
You're in Love With Someone
B. Crosby (Top o') Dec 24709
You're Like a Gypsy Tune
A. Poster-K. Farley (Drifting Alone) Deivar 110
You're Losing a Sweetheart Not a Friend
Satisfied Foursome (Peachy Pie) King 15011
You're So Understanding
P. Reed (Ballin' the) Dance-Tone 356
You're the Only One I Care For
J. Owens (I Wish) Dec 24713
You're Wonderful
T. Black Ork (My Dream) Jan 72249

INTERNATIONAL

- Always Sweethearts
A. Foster Ork (Gloria Polka) Dana 2049
Gloria Polka
G. Wisniewski (Always Sweethearts) Dana 2049
Prayers of Moses (5-10")
Cantor M. Kusevitsky V(78)S-60; (45)WS-60
Av Horach'mim, Parts I & II . . . V(78)38-1034; (45)51-0021
Kdushah Minkomo, Shma Israel . . . V(78)1033; (45)51-0020
Kdushah Naaritz' Cho, Kvodo . . . V(78)38-1133; (45)51-0020
Ovinu Malkenu . . . V(78)38-1035; (45)51-0022
Val Y'del Avodcho . . . V(78)38-1035; (45)51-0022

RELIGIOUS

- Bound for That City
Johnson Gospel Singers (Life Is) Cap 57-40223
God Is My Landlord
Johnson Family Singers (Let's Ride) Columbia 20603 BMI
I Got a Mother Done Gone On
Swan's Silverstone Singers (I'm Gonna) King 4308
I Know That He Knows
W. Carr (I Want) Specialty 333
I Must Tell Jesus
Rev. & Sister F. M. Johnson (Lord Help) Freedom SP-108
I Want to Go to Heaven and Rest
W. Carr (I Know) Specialty 333
I'm Gonna Wait
Swan's Silverstone Singers (I Got) King 4308
Let's Ride That Plane
Johnson Family Singers (God Is) Col 20603 BMI
Life Is Just a Provin' Ground
Johnson Gospel Singers (Bound for) Cap 57-40223
Lord Help Me Stand
Rev. & Sister F. M. Johnson (I Must Tell) Freedom SP-108
Softly and Tenderly
R. Blake (Take My) Cap 57-40221 BMI
Spiritual Prayer
Singing Sons (The Power) Dec 48113
Take My Hand, Precious Lord
R. Blake (Softly and) Cap 57-40221 BMI
The Power of the Lord
Singing Sons (Spiritual Prayer) Dec 48113
Trumpet of the Lord
Golden Wing Quintet (Working on) Cap 37-70036
Working on the Building
Golden Wing Quintet (Trumpet of) Cap 37-70036

CLASSIC & SEMI-CLASSICAL

- Franck: Symphony in D Minor Album—Concergebou Ork of Amsterdam—Mengelberg, Cond. (5-12")
Capitol-Telefunken EEL 8023
Pfitzner: Three Preludes From "Palestrina" Album—German Philharmonic Ork of Prague-J. Keilberth, Cond. (3-12")
Capitol-Telefunken ECL 8025
Reger: Serenade for Orchestra, Op. 95 Album—Concergebou Ork of Amsterdam-E. Jochum, Cond. (5-12")
Capitol-Telefunken EEL 8025
Wagner: Two Preludes From Lohengrin Overture to Tannhauser Album—Berlin Philharmonic Ork-E. Jochum, Cond. (3-12")
Capitol-Telefunken ECL 8024

HOT JAZZ

- A.M. P.M. Song
C. Ventura Ork (F. Y. L.) National 9087 ASCAP
Blues in "F"
E. Jacquet (Cross Bones) King 4307
Cross Bones
R. Jacquet (Blues in "F") King 4307
F. Y. L.
C. Ventura Ork (A.M. P.M.) National 9087 ASCAP
If Love Is Trouble
D. Gillespie Ork-J. Hartman (In the) (78)20-3538; (45)47-3027
In the Land of Oo-Bla-Dee
D. Gillespie Ork-J. Carroll (If Love) V(78)20-3538; (45)47-3027

LATIN-AMERICAN

- Chocolate Whiskey and Vanilla Gin
E. Ros Ork (No, No) London 468
Dance the Calypso
C. Reyes Ork (Kung Ako'y) Filreco FIL-112
Kung Ako'y Magasawa
C. Reyes Ork (Dance the) Filreco FIL-112
No, No and No!
J. Mazurus-E. Ros Ork (Chocolate Whiskey) London 469
Similas
D. Arnaz (Un Poquito) Dec 24713
Un Poquito De Tu Amor
D. Arnaz (Similau) Dec 24713

ADVANCE RHYTHM & BLUES RECORD RELEASES

(Continued from page 30)

- Now We Are Apart
A. Abdul (I Wonder) Jubilee 5010
On the Gravy Train
B. Moten (Gone) Cap 57-70033 BMI
Only One Dream
Do Ray Mi Trio (Tell Me) Ivory 750
Oh, Chuck It (In a Bucket)
J. Lee & Her Boy Friends (You Ain't) Cap 57-70031 BMI
People Are Talking
J. "Blues" Taylor (Somewhere) Cap 57-70035 BMI
Pop-Corn
P. Williams (Free Dice) Savoy 711 BMI
Roll 'Em Bags
K. Clarke (You Go) Century 1501
Santa Fe Blues
P. W. Hughes (Country Boy) De Luxe 3228
She's Just Old Fashioned
G. Carter Ork (Is It) Freedom 1518
Somewhere, Someday
J. "Blues" Taylor (People Are) Cap 57-70035 BMI

- Tell Me You Love Me
Do Ray Mi Trio (Only One) Ivory 750
The Fighting Cocks
E. Garner (A Lick) Century 1503
The Fourth Deuce
George Shearing Trio (The Nearness) London 487
The Nearness of You
George Shearong Trio (The Fourth) London 487
The Nite Is Fading Too Soon
B. Banks (Happy Home) Specialty 338
Tin Roof Blues
Sharkey's Dixieland Band (Farewell Blues) Kappa 115
Too Many Women Blues
W. Lane (Prowlin' Ground Hot) Talent 805
Two Wing Temple in the Sky
J. Wiggs (Ultra Canal) New Orleans JW 2
Ultra Canal
J. Wiggs (Two Wing) New Orleans JW 1
Until Now
Rhythmasters (I Was) Bennett 491

- Walkin' Blues
J. Moore's Three Blazers (You Can) V(78)22-0042; (45)50-0026
What the Blues Will Do
A. Siddham Ork (Falling Blues) V (78) 22-0040; (45) 50-0024
Whirlpool
The Cabiners (You're Jus) Abbey 72
Wild Woman Blues
White Keys Jackson (New Lease) Blue Records 106
Wholesale and Retail
B. McGhee (Dreaming and) Savoy 704

- When the Wagon Comes
Blue Lu Barker-D. Barker Ork (Loan Me) Cap 57-70034 BMI
You Ain't Got It No More
J. Lee & Her Boy Friends (Oh, Chuck) Cap 57-70031 BMI
You Can Go Feed Yourself
J. Moore's Three Blazers (Walkin' Blues) V(78)22-0042; (45)50-0026
You Go to My Head
K. Clarke (Roll 'Em) Century 1501
You're Just a Great Big Headache
The Cabiners (Whirlpool) Abbey 72



During the first 6 months  
of 1949 ... The Billboard  
reached an all time  
ABC\* Circulation high ...  
57162 net paid per issue  
... 5102 more than the  
previous 6 months'  
average

\* Audit Bureau of Circulations

# Trade Directory

## New Equipment

Beacon (combination shuffleboard and novelty game)—Chicago Coin Machine Company, Chicago.  
 Chief Console (bell)—O. D. Jennings & Company, Chicago.  
 Coffee-soup (combination vender)—American National Dispensing Company, Lansdale, Pa.  
 Golden Gloves (five-ball)—Chicago Coin Machine Company, Chicago.  
 Scorer (shuffleboard)—Marvel Manufacturing & Sales Company, Detroit.  
 Shufflescore (Shuffleboard scoring unit)—Edelco Manufacturing & Sales Company, Detroit.  
 Shufflette (coin-operated)—Monarch Shuffleboard Company, Chicago.

## Change of Address

Chalex Corporation's main office moved to 11 South La Salle, Chicago.  
 International Mutoscope Corporation's production department will move to 4402-11th Street, Queens, late part of August.  
 Mason Distributing Company, 184 Paine Avenue, New York.  
 Bert Mills Corporation, 400 Crescent Blvd., Lombard, Ill.  
 Steiner Manufacturing Company, 363 Hudson Avenue, Brooklyn, New York.

# Juke Sales Show Sharp Increase

(Continued from page 90)

1946-1947 machine cost the operator much more than the prewar unit, he is holding on to it longer in order to amortize his investment and to avoid trade-in loss on a unit that is still capable of earning good returns. As a result, prewar models are being turned in instead of being used as rentals or retained in low-play locations.

## Lower Prices

Another reason for the increasing tempo of new-machine business, manufacturers and distributors claim, is the 8 to 15 per cent reduction in juke prices compared to 1946-47 lists. In addition to the lower price, the shortage of late-model used machines and a gradual rise in on-location play, a finance company official added a fourth reason for hypocoed sales. This, starting the cycle of increased sales three months ago, was the need for equipment for seasonal summer resort areas. With older machines from regular locations channeled to these spots, operators went out to buy new units to replace those so shifted. The official also stated that compared to May business, new machine sales were 25 per cent better during July.

Combining all reports from distributors for the different manufacturers, it appears that an average increase in sales of 20 per cent has been realized by the industry over the last three months. This varies from individual lows of 8 and 10 per cent rises during the last month by distributors of one make to 25 and 30 per cent highs by those handling two other lines.

## Detroit:

(Continued from page 103)

ports the cigarette business holding steady, while the candy vending field has the normal summer slow-down. . . . Leo Weinberger, of Leo's Amusement, formerly of the S and W Coin Machine Exchange, who has been operating guns and bowling games, is concentrating on his music operations.

## Personals

Meyer Abelson named general sales manager of Oak Manufacturing Company, Culver City, Calif.  
 George Dick, former executive vice-president of the Coin Machine Acceptance Corporation, resigned as head of the finance company's Chicago office.  
 Mortimer Hays, Norwalk, Conn., a New York lawyer and a director (See Trade Directory on page 108)

# Standard Intros New Transmitter

(Continued from page 90)  
 Sign, which is supplied at cost (\$5), is hand lettered and carries the legend: "Music of your choice. Tune to (selected frequency) on your car radio and give selections to car attendant."

Three promotional helps are emphasized by the manufacturer. These are (a) display of a musical menu with proper frequency shown; (b) use of a remote control box outside so the customer can see his selections being made, and (c) enlisting the cooperation of car-hops in selling music. This might include presentation of a list of tunes available by the car-hop along with spot's regular food menu. Selections can be made by customer checking off tunes on the "menu," or designating numbers on a large display board, and handing the money to the attendant for insertion in the machine.

## Illinois Tests

Test units were installed in several Decatur, Ill., and Bloomington, Ill., locations in early July, according to the company. Subsequent installations were made in six Chicago drive-ins. Quoting Cecil Rider, Signal Radio & Coin Machine Service, Gibson City, Ill., who installed one of the first test units June 24, officials state, "With most customers (of a local ice-cream drive-in) remaining in their cars during the warm weather, collections should have dropped. Instead, they have increased. . . (they) now consist mostly of quarters, rather than nickels and dimes."

# Video No Problem For N.Y. Combo Ops

(Continued from page 90)  
 weeks, with a record heat wave scorching New York and none of his stops air-conditioned, take has dropped. He still reports, however, that his gross averages \$12 per tele-juke.

## Biz Stimulant

This means that locations currently aren't earning any revenue from the sets. They don't complain, tho, according to Bloom, since they feel the tele-juke is a business stimulator. He points out that sets have had to be pulled from only 15 stops since he began operating 17 months ago.

His staff consists of two servicemen-collectors, with his son, Howard, taking care of major repairs. Bloom himself solicits new locations when necessary, altho he has already reached the 100-set mark, beyond which he claims he doesn't want to expand. Today his location pitch stresses the tele-juke as an attractor of new business, rather than a direct source of revenue for the location owner.

Most service calls, said Bloom, are to replace blown radio tubes. The viewing tubes are said to hold up well under full-time use. The tele-juke now lists at \$850, more than \$300 less than the price at which it was introduced. It features a 15-inch viewing tube and push-button controls.

# Record Reviews

(Continued from page 32)

RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

## POPULAR

JOE BARI-PAT EASTON (Marty Manning Ork) Leslie 919

Vieni Qui 50--50--50--50  
 Poor lyric, poor vocal, poor disk.

Fascinating Rhythm 50--50--50--50  
 Bari goes alone on this, and even sounds fairly good on an over-long intro. In the end, tho, it's nothing.

TOMMY TUCKER Harmony 1056

Let's Go Back and Kiss the Girls Goodnight Again (Kerwin Somerville-The Two-Timers) 70--68--68--74  
 Re-issue of the Stept tune doesn't figure to be more of a hit than original disk on Columbia.

Someday (You'll Want Me To Want You) (Don Brown-The Two-Timers) 72--70--70--76  
 Nicely played and sung version of the ballad.

EDDY DUCHIN-ORK Harmony 1058

(Where Are You) Now That I Need You 80--80--80--80  
 The Frank Loesser picture gets a nice-and-easy going over from Duchin and the group. Well-worth the price.

Through a Long and Sleepless Night (Tommy Mercer) 80--80--80--81  
 Despite the heavy competition this disk should show well. Mercer sings with feeling and the Duchin piano is effective.

GEORGIA GIBBS (Glenn Osser Ork) Varsity 155

Ballin' the Jack 77--74--76--80  
 Originally on the Majestic label and then issued by Mercury, the disk is a fine etching of the song with Miss Gibbs outstanding and drawing fine support from Osser.

O! Man Mose (The Smart Set) 76--73--75--79  
 Gibbs gal is fine again on this re-issue. Vocal group and ork give her a big hand.

PERCY FAITH ORK Varsity 151

The Touch of Your Hand 76--80--80--70  
 Originally issued on the defunct Majestic label, this lush and stringful arrangement of the standard is as good as ever.

Begin the Beguine 76--80--80--70  
 Same comment.

PERCY FAITH ORK Varsity 152

All Through the Night 77--82--79--70  
 The beautiful old standard is a reissue of the original Majestic wax. It's beautifully played by a large Faith orchestra.

That Old Black Magic 79--84--81--72  
 More of the same.

PERCY FAITH ORK Varsity 153

Temptation 73--78--75--65  
 Typical Faith symphonic-jazz treatment of the standard. Big ork, big production—and somewhat ponderous for what it is, after all, a pop song. However, there's a lot of music here for the price.

Dancing in the Dark 73--78--75--65  
 Another large arrangement, but this one isn't radiote Suite the song.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

## POPULAR

THE PIED PIPERS (Skip Martin Ork) V20-3545

Reckon I'm in Love 57--58--56--56  
 Nothing special in this effortful pseudo-Western.

Somehow 77--80--76--76  
 The dreamy ballad has shown signs of life via the Eckstine cutting. The Pipers smooth rendition could win some play if the tune catches. Mighty pretty side.

MINDY CARSON (Henri Rene Ork) V20-3508

Song of Surrender 74--77--74--72  
 The promising chirp does a beautifully rich job on the class picture.

Blame My Absent-Minded Heart 72--74--72--70  
 More high-order chirping, but this still isn't Mindy's trumper.

RUSS MORGAN ORK Decca 24692

That's My Weakness Now 90--90--89--91  
 Morgan has his finger on the public pulse, and has done a resounding corn treatment of an oldie that's been begging for revival. Sounds like money in the bank.

Laughing Trombone Polka 83--83--80--86  
 Side will get plenty of play when disk is turned over. Sounds like what you'd think from the title—laughing trombone and vocal effects, with triple-tongue trumpeting to boot.

TODD MANNERS Varsity 155

Room Full of Roses 77--75--79--77  
 Warbler does the hit with style and warmth. Lateness of disk doesn't matter in Varsity's special distribution and price arrangement.

The Four Winds and the Seven Seas 77--75--79--77  
 Agn Manners shows star potential.

ZIGGY ELMAN ORK MGM 10494

Carolina in the Morning 70--72--68--70  
 The ingratiating, and too-seldom heard Don-alson-Kahn oldie will be heard in "Joison Sings Again." Elman gives it a big band swing treatment—not much character, but clean and melodic.

Boppin' With Zig 73--72--70--78  
 A swinging bopper, with fine ensemble attack and okay solos. Purists may not cotton to this, but it can get juke action.

EDDY DUCHIN ORK Harmony 1055

There's Yes! Yes! in Your Eyes 80--80--80--81  
 Duchin's previously successful styling has a telling effect on the novelty hit. A good dance disk.

Who Do You Know in Heaven? (Tommy Mercer) 80--80--80--81  
 Ditto.

RUSS CASE ORK MGM 10493

I Know, I Know, I Know 60--60--60--60  
 Fairish flick ballad gets a prosaic run thru.

All Year 'Round (Stuart Foster) 70--70--70--70  
 A ballad of real quality is expressively sung by Foster, who unfortunately is not allowed to begin until the cue is half over.

# Exhibit Rolls On Playtime, New Five-Ball

## Lowers List Price

CHICAGO, Aug. 13.—Sales manager Charles J. Pieri announced this week that Exhibit Supply Company has started quantity deliveries of Playtime, a new five-ball game featuring 11 ways to win replays. Game is priced approximately 7 per cent under operator's list price on other Exhibit Supply five-balls produced this year.

Because of the reset principle used in connection with Playtime 1-6 bumper series, the player has two chances to win on the first ball. This can be accomplished either by making a high score with the first ball or guiding a ball thru either skill lane which is lit up for the first ball. A similar set of circumstances prevails on the fourth ball play, thereby allowing two more chances to win. In addition, on fourth ball play, players with low total score up to that point may build up their point score by hitting certain bumpers which have a special value only while that ball is in play.

### Scoring Bumpers

Playfield of new Exhibit five-ball is designed to give a concentration of high scoring bumpers near the top and leave an open area in the bottom half. Pieri says that this arrangement permits a wider application of Playtime's double flippers and bobble bumpers. The double powered flippers can catch a ball from most any angle as the ball falls near the out-hole area. Once the player has made a sharp thrust with the flippers and hurled the ball high up on the playfield by caroming it off the bobble bumpers, he has a better chance to win large blocks of points and win additional replays. Bobble bumpers are designed to score and kick from any angle of contact.

In explaining the new price arrangement, Pieri said that Exhibit Supply has been able to pay lower prices for copper, lead, steel, glass, wood, paint and other materials used in Playtime production and is passing on the lowered production costs in the form of a lower operator's list price.

## Purchasing Agent Survey Indicates Upward Biz Trend

NEW YORK, Aug. 13.—A recent survey conducted among its members by the National Association of Purchasing Agents (NAPA) on the nation's business indicates that the current downward trend has hit bottom. Industrial purchasing agents participating in the survey reported payrolls holding firm in 45 per cent of the plants covered and increasing in 14 per cent.

While some purchasing agents stated they were still buying on a hand-to-mouth to 30-day basis, a large group reported that they had increased buying.

Despite some recent reductions in prices, the agents declared that some commodities still have to cut more before they can be stabilized. In line with thinking, some agents are purchasing cautiously, passing up quantity discounts so as to stay in line with short term production plans and also to be able to take advantage of further price reductions. The downward price trend, however, is beginning to level off, the agents claim.

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**POPULAR**

**BETTY GARRETT**  
(Harold Mooney Ork)  
MGM 10495  
**Why Won't Ya?** 79--80--78--80  
Cute, slightly bluish ditty is made even more so by Betty's easy, personality-packed projection.

**Hand Holdin' Music** 78--81--77--78  
The gal makes a real fun-fee out of a routine mountain spoofer.

**KATE SMITH (Jack Miller Ork)**  
MGM 10495  
**Over the Hillside** 73--73--73--73  
An appealing, nostalgic ballad is sung with feeling and sympathy.

**Memory Lane** 67--66--67--68  
Miss Smith doesn't get much feeling into her rendition of the ever-green.

**THE FONTANE SISTERS**  
(Charles Grean Ork)  
V20-3504  
**The Bumpety Bus** 61--64--60--60  
The gals from the Perry Como show knock out a pleasant, light ditty in so-what fashion.

**Twenty-Four Hours of Sunshine** 76--75--75--78  
A bunch of guys help the gals on the newest community - sing entry. Side has a good spirit, but will have tough going against some of the more elaborate productions.

**BILL DARNEL (Alvy West and the Little Band)**  
Coral 60093  
**So Much** 82--84--83--79  
Darnel gets a big virile sound, and uses it with maximum expressiveness on a torchy ballad. Could show action in the blues-rhythm field.

**Hoe Cake, Hominy and Sassafras Tea** 71--72--70--70  
Contrived rhythm tune serves to show the versatility of the warbler, but a more persistent bass rhythm might have given him more boot, and consequently, more loot.

**JOHNNY DESMOND**  
(Tony Mottola Ork)  
MGM 10499  
**The Wedding of Lili Marlene** 77--75--75--80  
England's big tune could duplicate its success here, and while Desmond's may have to take a back seat for several other versions, this could still make moola.

**Let Me Grow Old With You** 67--68--68--64  
Strong hunk of family material is not sold too effectively here.

**EDDIE "GIN" MILLER**  
(Rainbow Records 8007)  
**St. Bernard Waltz** 75--75--74--76  
Honky-tonk piano and bones-effect by the drummer make this instrumental a likely hunk of wax.

**Strolling** 77--77--76--78  
What with bones sound, group vocal and Miller's piano, disk may have the right appeal.

**KATHRYN GRAYSON**  
(MGM 30250)  
**They Didn't Believe Me** 70--70--75--65  
The Jerome Kern show tune gets a typical Grayson treatment from Katie of the movies.

**Waltz Serenade** 75--75--80--70  
More to the liking of the fans will be this "lyricized" version of a Tchaikowsky melody. Studio ork backing makes it a lush disk.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**POPULAR**

**RANDY BROOKS ORK**  
Decca 23935  
**Harlem Nocturne** 79--79--79--79  
Brook's ork has a musicianly and full sound as it caresses the lovely standard. Eddie Clarke alto solo is properly moody.

**A Night at the Deuces** 78--78--78--78  
The band moves all the way in backing the vibe, trumpet, tenor and tram solos. Nice unison playing in parts. It's from the John Henry Brooks' "Tales of 52d Street."

**RHYTHM & BLUES**

**DUKE JENKINS ARISTOCRATS**  
Aristocrat 811  
**Bercuese** 70--73--68--68  
An expressive alto sax wails its way thru a moody opus that sounds like a composite of several Ellington works. An easy-going, danceable disk.

**Baby I'm Sick of You** 67--70--66--66  
Nothing special here. Fairly amusing number, but no guts in the recording sound.

**FRANK "COLE SLAW" CULLEY**  
Atlantic 880  
**The Snap** 72--72--72--72  
Tune draws its title from finger-snapping behind Culley's beautiful grunt, groan, and honk tenoring. Good rhythm side, but nothing too special.

**Floorshow** 70--70--70--70  
Ditto, without the snapping. Plenty of beat here for hoppers.

**THE JACKIE PARIS TRIO**  
MGM 10497  
**Lonesome Lover Blues** 68--68--68--68  
Paris cries a fair blues opus penned by Billy Eckstine. Okay job but unlikely to step out.

**Tormented** 70--72--69--69  
More style than real feeling in this version of the old torcher.

**SIRLOIN BURG**  
Regent 1002  
**The Rockabye** 84--84--83--85  
This pounding, rocking, screamer, with brass and reeds arguing in choppy, burping phrases is all excitement from the word go. Could hit hard.

**Pay Day Blues** 82--82--81--83  
Indifferent vocal on this fast blues is more than offset by the terrific ork beat.

**NICHOLAS BROTHERS**  
(Hilda's Parisian Swing Ork)  
Candy 4012  
**Oh, Lady Be Good** 75--75--75--75  
One of the Nicholas brothers gets off an unusual, attention-getting vocal. The ork is a big, hard-hitting group.

**Mama Yo Quiero** 58--58--58--58  
Swing treatment of the L-A classic doesn't come off.

**WILLIE LANE**  
Talent 805  
**Prowlin' Ground Hog** 71--71--70--73  
Effective Deep South blues chanting and guitar plucking.

**Too Many Women Blues** 71--71--70--73  
As with flip.

**JOE TURNER**  
MGM 10492  
**Boogie Woogie Baby** 55--55--55--55  
Turner runs thru an ordinary boogie blues with ordinary small combo backing.

**Married Woman Blues** 55--55--55--55  
More of the same.

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# Trade Directory

(Continued from page 106)

of Pepsi-Cola Company, was appointed to the Connecticut State Housing Authority.

J. R. Hadfield was named director of publicity of National Confectioners' Association's Council on Candy.

Independent Coin Machine Operator's Association of Houston and Harris County elected Joe Strickland, full time executive secretary; Adrian Ratcliff, Charlie Bell and A. J. Tucker to the finance committee and J. L. Taylor, chairman; Clyde Atkins, Sam Lampasas, Morris Pinto, Fred Troy, C. M. Robertson and J. Q. Chadwick to the board of directors.

Edward Lavander appointed general manager of Edelco Manufacturing & Sales Company, Detroit.

Recorded Music Service Association elected Ray Cunliffe, president; Dan Palaggi, Century Music Company, and Dan Gaines as vice-presidents; Roy Blomquist, Metropolitan Amusement Company, treasurer, and Phil Levin of Caryl Music Company as secretary; board of directors: the officers named and the following operators: Joe Mahoney, Apex Cigarette Service Company; Joe Filetti, Blackstone Music Company; Martin Fryer, Active Music Company and William Marohn, Bill's Music Company.

Southern Wholesale Confectioners' Association officers: Ray Jones, Owensboro, Ky., president; S. A. Templeton, Greenville, S. C., first vice-president; S. M. Bradley, Nashville, second vice-president, and Forrest H. Holz, Atlanta, secretary-treasurer.

World Wide added to staff: John Folsom, in charge of maintenance, and Norman Dompke, mechanic.

## Distributors

Chicago Coin Machine Company appointed R. F. Jones Company to cover 10 Western States—New Mexico, Colorado, Wyoming, Montana, Idaho, Utah, Nevada, Washington, Oregon and the northern half of California.

Branch office and sales managers: San Francisco, 1263 Mission Street, C. M. McMurdie; Salt Lake City, 127 East Second Street, South, Frank G. Ritchie; Denver, 1314 Pearl Street, W. H. Erskine; Seattle, 2208 14th Avenue, A. S. Beutler, and Portland, Ore., 1515 N. E. Broadway, Mark T. Ward. American Distributing Company was appointed Texas distributor, exclusive of the Houston area. American's four sub-distributors are Fort Worth Amusement Company, 110 S. Jennings, Fort Worth; Rutherford Enterprises, 608 Johnson Street, Amarillo; Wallace Distributing, Mineral Wells, and the R. Warneke Company, 221 Novarro Street, San Antonio.

Bob Griggs, Los Angeles, appointed North West representative for Weymouth Service Company.

J. H. Keeney & Company appointed Universal Distributing Company, St. Louis, to cover Eastern Missouri and Southern Illinois.

Universal Industries appointed Hy-G Music Company, Minneapolis to cover Minnesota area.

Harvey Smith, Atlanta, appointed national theater sales representative for SuperVend Corporation.

U. S. Woodcraft named Runyon Sales to cover New York and New Jersey areas for Woodcraft's Shufflepins.

# Record Reviews

(Continued from page 107)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS				
				OVER-ALL	ARTIST	TUNES	RECORDING	ORIGINALITY

**RHYTHM & BLUES**

**DELTA JOHN**  
Regent 1001  
**Helpless Blues** 64--62--64--66  
Attempt to repeat the vocal and staccato guitar style of J. L. Hooker doesn't quite come off in this bid for the Southern blues trade.

**Goin' Mad Blues** 82--80--82--84  
This side does it -- a powerful, persuasive, nervous guitar beat, plus effective vocal work. Could make its mark.

**SONNY BRIDGES ORK**  
Regent 1000  
**Move Out** 64--63--62--67  
So-so boogie woogie rocker.

**I'll Love You Till the End of My Life** 65--65--65--65  
Pretty ballad, classically warbled by the leader.

**ERSKINE HAWKINS ORK**  
V20-3509  
**The Buffalo Nickel** 78--78--77--78  
Altho very similar in its clefing and personnel this version lacks the drive of the Apollo waxing. Number is similar to "the Honeydripper."

**It's Divine So Divine (Jimmie Mitchell)** 54--55--52--54  
But not divine enough.

**HOT LIPS PAGE ORK**  
Savoy 700  
**Double-Trouble Blues** 76--76--76--76  
Signs here show Page may be at his best on early blues shouts, altho the material isn't outstanding. Page's own fine horn, and some flashy alto make for an interesting side, however.

**I Got What It Takes** 70--70--71--70  
Gravel-voiced Lips puts a load of feeling into this slow ballad. Good tenor sax sounds like Don Byas. Questionable as a nickel-nabber however.

**BROWNIE MCGHEE**  
Savoy 704  
**Dreaming and Crying** 71--70--72--72  
Old-timey, cliché-filled ballad is talked out in McGhee's usual matter-of-fact style.

**Wholesale and Retail** 76--NS--75--76  
Suggestive, medium tempo blues is Brownie's meat.

**COUNTRY & WESTERN**

**RAMBLIN' JIMMIE DOLAN**  
Cap 57-40213  
**Tennessee Baby** 72--70--72--74  
Swingy ditty is projected with punch and pep, if not a great singing voice, by the composer. The song's the thing here.

**Good-Bye My One and Only** 72--70--72--74  
Dolan sings another of his compositions, this one a catchy woeper, done at a bright tempo with a persuasive beat.

**DON CHURCHILL & HIS TEXAS MAVERICKS**  
Bullet 684  
**Texas Plains** 69--69--68--70  
Western rendition of an up-tempo take-me-back-to-Texas novelty. Unusually fine beat here, plus strong solo work and warbling, the material is routine.

**One Year Ago Tonight** 69--69--68--70  
Nothing special about this up-tempo torcher, except that the ork shows up well in the rendition.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS				
				OVER-ALL	ARTIST	TUNES	RECORDING	ORIGINALITY

**COUNTRY & WESTERN**

**TEX WILLIAMS & HIS WESTERN CARAVAN**  
Cap 78-40203  
**A & E Rag** 80--80--80--NS  
Good fiddle and guitar pace the proceedings in a medium tempo instrumental for square dancing. 12-inch side offers plenty of dance time.

**Rakes of Mallow** 80--80--80--NS  
City and country square dancers will like this one too.

**BILL DRAKE**  
Bullet 683  
**What Used To Be Love** 66--66--66--66  
Fair hillbilly lament gets a good-enough vocal. Orking would have been outstanding except for a fiddle obligato that doesn't belong.

**I've Got News for You My Darling** 62--62--60--64  
Jagged torcher, with get-off orking and in-different singing.

**KITTY WELLS & THE TENNESSEE MOUNTAIN BOYS**  
V(45)48-0082  
**Don't Wait the Last Minute To Pray** 74--74--73--74  
Hill ballad with religious meaning is effectively sung and played.

**Love or Hate** 76--76--75--76  
The "sad parting" ballad is well done.

**WADE RAY & HIS OZARK MOUNTAIN BOYS**  
Cap 57-40205  
**Forty Years Ago** 79--78--78--80  
Instrumental mountain waltz is mighty sweetly played, and maintains a fine beat.

**Hilo Schottische** 79--78--80--80  
Well-fiddled tune is a great one for rural dancin'. Calls can be added nicely.

**TENNESSEE ERNIE**  
Cap 57-40212  
**You'll Find Her Name** 85--85--85--85  
This potent hunk of country poetry, with overtones of death and tragedy, should hit 'em where they live. Ernie warbles it tellingly.

**Smokey Mountain Boogie** 66--66--64--68  
Run-of-the-mine country jump item, well-enough played and sung.

**BOB WILLS & HIS TEXAS PLAYBOYS**  
MGM 10491  
**The Warm Red Wine** 84--84--83--85  
Moody tale of a toper hits with strong impact. Bluesy melody in slow waltz time fits fine. Should be a big one for Wills.

**Nothing But Trouble** 68--68--66--70  
Another ballad in the sorrowful vein, with jazz treatment behind the vocal. Routine fare.

**DUDE MARTIN & HIS ROUNDUP GANG**  
V(45)48-0081  
**I Always Had a Way With Women** 70--70--70--70  
This is but a past-tense version of Nat Cole's "I've Got a Way With Women." It's Stepin' fare, tho, for Western fans.

**Nevada Waltz** 78--78--78--78  
The waltz is properly sad and properly sung for good returns in proper territories.

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ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISC JOCKEY DIALER OPERATOR

### COUNTRY & WESTERN

**EDDIE SOSBY-THE RADIO RANGERS**  
Melody Trail 217

**Jole Brunette** 66--66--65--68  
Jole Blon takes a new turn. It's a bright, dancy side, but little more.

**Sun Valley Polka** 67--66--66--68  
Good - enough Western polka suffers from a lag in the middle.

---

**LES GOTCHER**  
Cap 57-40309

**The New Wagoner** 70--65--75--70  
A well-played and clearly called square dance disk.

**The "Les Gotcher"**  
Hash 70--65--75--70  
Same comment.

### HOT JAZZ

**LESTER YOUNG ORK**  
Savoy 707

**Crazy Over JZ** 64--68--65--60  
Prez shows flashes of his old brilliant tenor, but doesn't build anything idea-wise. Group is tight-knit and clean-playing. Pianist Junior Mance gets off some nice 88-ing.

**June Bug** 64--68--65--60  
Another bopper, with about the same comment applying.

**JOHN HARDEE QUINTET**  
Savoy 703

**Lunatic** 76--79--76--73  
Fresh, exciting tenor solo by Hardee framed in a bop riff. Group rocks behind him. Tone and group sound top-notch in a superb recording job.

**Can't Help Lovin' That Man** 77--77--76--78  
Praise again for fine tone and idea sequence as Hardee tenors thru the standard in a Hawkins-Ventura style. A distinctive job.

**ERROLL GARNER**  
Savoy 725

**Cottage For Sale** 70--74--70--66  
Slow, reflective, lacy cocktail piano - warm and dreamy, but too tranquil for the jukes.

**I'm in the Mood for Love** 76--76--76--76  
Less fragile, but more effective, with a pronounced beat and slightly upped tempo. Ideas, taste and emotion are superb.

**JOE MARSALA & HIS DIXIELAND BAND**  
Savoy 706

**Village Blues** 63--68--63--58  
A typical Condon-mob fast blues job—nothing you haven't heard a thousand times. Proficient but hackneyed. A plus for Bobby Hackett's pretty solo.

**Joe's Blues** 60--65--60--55  
Same story at a slower tempo—the vigor and verve of legitimate Dixie music just isn't here.

**EDDIE DAVIS & HIS BE BOPPERS**  
Savoy 705

**Red Pepper** 56--57--56--50  
Davis is featured in a dull tenor solo, with a competent cadre of boppers—Halg, Best, Navarro, et al. behind him. Workmanlike but no fire.

**Just a Mystery** 69--73--70--64  
The boys ignite here, with Navarro kicking off proceedings with a fine horn solo. Davis catches the excitement and boots. Set in a catchy riff, and driven hard by the rhythm section.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISC JOCKEY DIALER OPERATOR

### CLASSICAL

**HEINRICH SCHLUSNUS-ORCHESTER DER STAATSOOPER BERLIN-GERHARD STEEGER, DIR. (12")**  
London-Deutsche Grammophon 68131

**Richard Strauss: Traum Durch die Dämmerung** 85--87--83--NS  
It's hard to conceive of a more superb rendition of this beautiful Med.

**Richard Strauss: Liebeshymnus** 85--87--83--NS  
Strauss in his best post-Wagnerian mood. This baritone's sound and musicianship are unrivalled.

**FRANZ VOLKER-STAATSKAPELLE BERLIN-GERHARD STEEGER, DIR. (12")**  
London-Deutsche Grammophon 87603

**Smetana: Dalibor, Parts I & II** 63--64--62--NS  
Two excerpts from the Czech composer's little known opera are sung beautifully in German by the accomplished tenor. These are probably the first recorded samples of this work to reach these shores, but their appeal will be limited to connoisseurs with a penchant for completeness.

**HEINRICH SCHLUSNUS-ORCHESTER DER STAATSOOPER, BERLIN (12")**

**Marschner: Hans Heiling—"An Jenem Tag"** 74--75--72--NS  
London-Deutsche Grammophon 67191  
This robust aria, by one of Germany's neglected geniuses, was composed around 1833. The great baritone infuses it with plenty of drama.

**Nessler: Der Trompeter von Sackingen** 78--79--77--NS  
A popular light-opera aria, "Behut Dich Gott," acquires dignity and stature in Schlusnus' powerful rendition.

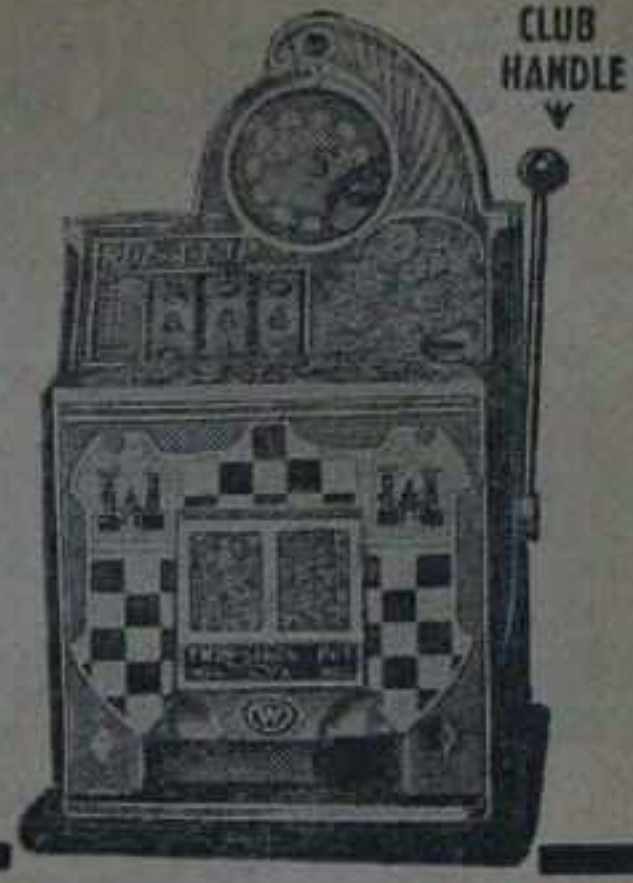
**PONY BOY (Parts I & II) Uncle Stu (Stuart Wayne)-Al Rickey—Mayfair 121 (1-10" unbreakable)** 77--78--77--NS

A cowboy story theme, and the use of some familiar, rhythmic songs such as "Pony Boy," "Deep in the Heart of Texas," plus "Home on the Range," should spell sales for this one. Actually the story is pretty slim, and oft-repeated with variations. This one's about a little boy that wants to be in the rodeo like the big cowboys. Of course, he makes it, this time with the aid of Buffalo Bill. Nothing too exciting, but the breezy, bouncy, modern scoring could keep 'em hopping and humming, and the horse picture on the cover spells sales.

**THE CONCERTGEBOUW ORK OF AMSTERDAM-CHARLES MUNCH, DIR. (12")**  
London T.5120

**Saint-Saens: Dance Macabre, Op. 40, Parts I & II** 85--84--86--NS  
A vigorous, dramatic rendering of the concert favorite, excellently recorded. A brilliant, powerful job of highly popular work, record should be a big seller.

(Continued on page 110)



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**Record Reviews**

(Continued from page 110)

**RATINGS (100 Point Maximum)**

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**CLASSICAL**  
KIDDIE LAND  
BALLROOM—The Lady in Blue (June Winters)—Al Rickey—Mayfair 120 (1-10" unbreakable) 78--80--77--NS

All sorts of dances, from the minutet to the polka, are introduced to the tots here. Format is a cute take-off on Martin Block's "Make Believe Ballroom," and all the numbers are scored in a modern style. Words have been added to each song, explaining the dance, and giving some of its background. It's for kids over six. The Lady in Blue's warm, engaging manner holds things together nicely.

GEORGINE VON MILINKOVIC-OPERNHAUS BERLIN ORK-HEINRICH HOLLREISER, DIR. (12")  
London-Deutsche Grammophon 68294

Wagner: Rienzi  
Selections from this Wagner opera are rarely, if ever, heard. A fine disk, despite the high price.  
75--70--80--NS

Kienzl: Der Evangelist  
Once again the voice of Miss Milinkovic stands out in a fine disk of Wagnerian flavor.  
73--68--78--NS

THE LONDON PHILHARMONIC ORK-CARL SCHURICHT, DIR. (12")  
London T 5119

Beethoven: Coriolan Overture, Op. 62, Parts I & II  
A rather prosaic reading of the overture—but as with most London recordings, excellently reproduced.  
66--64--68--NS

RAPHAEL ARIE-**THE LONDON SYMPHONY ORK-JOSEF KRIPS, DIR. (12")**  
London T 5125

Moussorgsky: The Death of Boris, Parts I & II  
This recording has to compete with renditions by such as Chaliapin, Pizsa and Kipnis. It can well stand comparison, as Arie sings with transfigured emotional power. The orchestra and chorus enhance the tragic grandeur of Arie's splendid singing with majestic performances of their own, all unified by Krips' serene conducting. Add to this a matchless job of recording, and you have a record that opera collectors will have to have.  
83--81--85--NS

HEINRICH SCHLUSNUS-ORCHESTER DER STAATSOPER BERLIN, GERHARD STEEGER, DIR. (12")  
London-Deutsche Grammophon 68242

Richard Strauss: Winterweih  
Schlusnus' great natural sound is enhanced by superb, big hall recording. A fine Wagnerian-type song is interpreted with sensitivity and authority.  
78--80--76--NS

Richard Strauss: Morgen  
Probably the most popular, oft-recorded Strauss song, this is available by outstanding artists including Anderson, but any lieder collector will want to own this brilliant rendition too.  
87--96--85--NS

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**CLASSICAL**  
WALTER LUDWIG-ORCHESTER DER STAATSOOPER MUNCHEN, FERDINAND LEINTNER, DIR. (12")  
London-Deutsche Grammophon 68295

Mozart: Entführung aus dem Serail  
An especially difficult aria from the delightful, but rarely performed Mozart opera, is dispatched with exceptional skill, sound and style by a fine lyric tenor.  
84--86--83--NS

Tchaikowsky: Eugen Onegin—"Wohin Seid Ihr Entschwunden"  
Lanski's beautiful aria from the Russian opera is virtually soared thru by the inspired German tenor. This one's a real gem.  
88--90--86--NS

GEORG HANN-OPERNHAUS BERLIN ORK-ARTHUR ROTHER, DIR. (12")  
London-Deutsche Grammophon 67942

Richard Wagner: Lohengrin  
Despite the competition from the better-known version by Alexander Kipnis, this will be worth buying. Hann is a fine basso, singing "Mein Herr und Gott."  
80--80--80--NS

Richard Wagner: Der Fliegende Holländer  
Hann sings "Mogst du Mein Kind" with virility and clarity. No domestic disks for competition.  
80--80--80--NS

FRIEDRICH GULDA (12")  
London T.5123

Chopin: Berceuse, Op. 57  
A chromatic, sometimes florid, and always moody little opus is played cleanly and sensitively. The sound of the piano in this recording is excellent.  
77--80--75--NS

Chopin: Etudes, Op. 25, Nos. 1 & 2  
The first of these lovely pieces is known as the "Aeolian Harp" Etude, which describes it well. The second is reminiscent of the "Fantasie Impromptu." Both are played and recorded very well.  
82--84--80--NS

CARL DOLMETSCH-JOSEPH SAXBY (10")  
London R 10166

Divisions on a Ground Bass  
This little piece for recorder and harpsichord was penned by Daniel Purcell, brother of the great Henry. It's a gay, lively, modal work that comes off charmingly in its original instrumentation.  
73--76--70--NS

Three Elizabethan Pieces  
More little pieces from England's Golden Age of music and literature. The early wood flute has an almost supernatural quality, and Dolmetsch is a real virtuoso. Delightful music, but unfamiliar to non-connoisseurs.  
74--76--72--NS

CARL DOLMETSCH-JOSEPH SAXBY  
London R.10165

Le Rossignol En Amour  
A delightful recorder-harpichord duet on a song by Couperin. Quaint, but of limited appeal.  
60--60--60--NS

Three Bird Pieces  
As above  
60--60--60--NS

(Continued on page 112)

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**PUCK PATER**

(Continued from page 88)

New York interest in its Beacon game. Unit combines the action of shuffleboard with high scoring of novelty game. . . . Charlie Gillard, Nation-Wide Novelty, reports his State Street plant is ready for the anticipated rush after Labor Day but at the same time is not missing any openings like the recent favorable Wisconsin ruling.

**Los Angeles:**

Stan Turner, of Southland Distributing Company, is now handling

Trojan Shuffleboards and electric scorers. . . . C. T. (Happy Jack) Girdner has bowed out of the Royal Shuffleboard picture and has returned to his coin machine operation in Watsonville. However, it is rumored he may soon return with a new board.

**Detroit:**

William Palmer, of the Brilliant Music Company, is on vacation in Northern Canada. . . . Jack Brilliant reports that shuffleboards are moving in this area during the warm weather, indicating a revival of interest in the field locally.

**Record Reviews**

(Continued from page 109)

**RATINGS**  
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

**RATINGS**

OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

**RATINGS**

OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**CLASSICAL**

**STADTISCHES ORCHESTER**  
BERLIN-CARL SCHURICHT, DIR. (12")  
London-Deutsche Grammophon 68269

**Mark Lothar: Schneider**  
Wibbel, Parts I & II 78--78--78--NS

This is probably a new work by the contemporary German composer. It's in fine pop concert style and will appeal to those buyers. Schuricht's name will also help. The spirited music is well recorded. Whether or not it is great music, tho, is a moot point.

**SUZANNE DANCO (12")**  
London T.5121

**Amarilli** 63--62--64--NS  
A sweet, pure soprano renders an Italian song with sympathy and character.

**Deh Piu A Me Non V'Ascondete** 63--62--64--NS  
As above.

**L'ORCHESTRE DE LA SUISSE ROMANDEHANS KNAPPERTSBUSCH, DIR. (12")**  
London 2 5124

**Wagner: Die Meistersinger von Nurnberg, Parts I & II** 71--70--72--NS

A fine performance of the "Meistersinger" overture. Devotees of Wagner will want this version of the much-recorded work for its excellent technical fidelity. Recorded in English Decca's Swiss studios.

**D. ANDERS (German Opera House Ork, Berlin)**  
Capitol Telefunken 57-51100

**Joh. Strauss: Komm in Die Gondel** 78--79--77--NS

The famous "Gondola Song" from a "Night in Venice," most familiar in the Richard Tauber waxing. Anders' fine tenor has clear modern recording in its favor, but Tauber's style is still unsurpassed.

**Joh. Strauss: Treu Sein, Das Liegt Mir Nicht** 78--79--77--NS

Another aria from the same light opera gets appropriate light, but fiery treatment by the tenor. Very appealing music by the waltz king.

**INTERNATIONAL**

**SIX FAT DUTCHMEN**  
Victor 25-1130

**Cradle Polka** 73--72--72--74  
Brassy instrumental polka figures to cop some play in Teutonic neighborhoods. Good tuba solo.

**Barn Dance Schottische** 76--75--74--78

**RELIGIOUS**

**THE SINGING CRUSADERS**  
(MGM 10476)

**You Talk About Trouble** 65--65--65--NS  
Fine performance of rather ordinary material.

**Now Born Again** 74--76--72--NS  
Excellent job with a morning spiritual.

**THE CHUCK WAGON GANG**  
(Columbia 20809)

**Dream Boat** 72--74--70--NS  
Effective sacred singing.

**I'll Fly Away** 72--74--70--NS  
Ditto.

**RELIGIOUS**

**THE HERRINGTON SISTERS**  
(Mercury 6202)

**I Know That My Redeemer Lives** 74--75--73--NS  
Fine sacred music side featuring the wide harmonies of sister team.

**Life's Railway to Heaven** 68--68--68--NS  
Fine job with material inferior to the topside's.

**CHILDREN**

**PETER DONALD**  
Golden D6 (6-inch)

**Donald Duck's Singing Lesson** 75--70--80--NS

The original Donald Duck voice makes the usual funny sounds, and a German dialect teacher may tickle too. Quality of the sound could be better.

**MICHAEL STEWART**  
(Mitchell Miller Ork)

**Pluto, the Pup** 71--68--74--NS  
Altho well-sung, appearance and Disney's name value will account for sales, rather than what's on the record.

**THE SANDPIPERS-RALPH NYLAND**  
Golden D5 (6-inch)

**Mickey Mouse and His Friends** 74--68--80--NS

Lack of clarity mars this miniature dishing, but name power of M. Mouse will probably account for many sales.

**PETER DONALD** (Mitchell Miller Ork)

**Pluto and His Phonograph** 74--70--78--

Like others in this Disney series, original voice of cartoon characters are used. Trouble is, you can't tell what they're saying most of the time. Story is cute, however.

**SPIRITUAL**

**THE NORFOLK FOUR**  
(Abbey 70)

**I'll Tell It Wherever I Go** 67--64--70--NS  
Sweet, plaintive quality marks this relaxed, uncomplicated quartet rendition of a slow spiritual.

**When the Train Comes Along** 67--64--70--NS  
Tempo picks up to a light bounce; deft, light touch remains.

**THE LANDLIGHTERS**  
(Apollo 212)

**I've Got a Home in That Rock** 75--75--75--75  
Fine spiritual group turns in a spirited job with a good song.

**You've Got To Learn How To Pray** 75--75--75--75  
The group is equally impressive in the handling of another first-rate piece of material.

**RICHMOND'S HARMONIZING FOUR**  
(Decca 48108)

**Every Time I Feel the Spirit** 72--73--72--71  
Very fine spiritual is handled vigorously by the veteran group.

**Who'll Be a Witness for My Lord** 75--75--75--75  
(My Soul Is a Witness)  
Stronger material on this side makes it superior to the topside.

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### SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RII SYSTEM)

(Continued from page 25)

Song	Publisher	Heard in N. Y.										Add. Sur. Tot.		
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV			
Candy Kisses	Hill & Range	1	12	0	5	1	5	0	5	0	13	0	3	114
Dreamy Old New England Moon	Leeds	1	4	1	2	0	5	1	3	1	5	0	1	64
Everywhere You Go	Lombardo	2	2	0	4	1	8	2	3	1	2	0	3	74
Fiddle Dee Dee (It's a Great Feeling)	Harms, Inc.	2	13	0	7	1	7	1	7	5	8	0	5	139
Four Winds and the Seven Seas	Lombardo	1	9	0	7	1	11	1	8	1	13	0	6	156
How It Lies	E. H. Morris	1	5	0	2	1	5	0	3	1	8	0	2	67
Hucklebuck	United	2	9	1	2	1	3	1	2	1	7	1	2	75
(Just One Way To Say) I Love You (Miss Liberty)	Berlin	6	12	0	7	5	7	1	8	1	7	0	4	143
I'll Keep the Lovelight Burning	Laurel	4	3	0	4	1	1	0	3	3	10	0	3	78
It's a Great Feeling (It's a Great Feeling)	Remick	8	3	0	4	4	2	1	3	7	1	0	1	66
Let's Take an Old-Fashioned Walk (Miss Liberty)	Berlin	2	7	1	9	4	5	2	9	3	5	0	7	152
Lover's Gold	Oxford	1	6	1	6	0	5	0	6	0	11	0	3	108
Maybe It's Because	Breeman-Vocco-Conn	5	9	0	2	5	7	0	3	4	9	0	2	92
My One and Only Highland Fling (Barkleys of Broadway)	Harry Warren	4	6	1	3	1	3	3	3	2	9	0	2	87
Now! Now! Now Is the Time	Freemart	2	6	0	3	0	1	1	3	1	4	0	3	64
Riders in the Sky	E. H. Morris	0	4	1	5	1	2	3	3	0	3	1	3	78
Room Full of Roses	Hill & Range	2	8	0	7	2	3	0	7	0	0	0	6	106
Some Enchanted Evening (South Pacific)	Williamson	8	9	1	5	8	6	3	4	2	5	1	4	126
Someday (You'll Want Me To Want You)	Duchess	3	12	0	1	1	8	3	1	2	1	0	1	69
There's Yes, Yes in Your Eyes	Witmark	5	4	0	6	5	12	3	6	6	6	0	6	145
Through a Long and Sleepless Night (Come to the Stable)	Miller	5	8	0	2	5	7	0	3	9	1	0	1	75
Twenty-Four Hours of Sunshine	Advanced	3	10	0	3	3	13	1	4	3	4	0	1	102
Wedding Day	Famous	2	5	0	3	1	8	1	5	0	2	0	2	76
Where Are You?	Famous	0	15	0	2	1	10	0	4	2	13	0	1	111
Who Do You Know in Heaven?	Robbins	6	9	0	4	2	11	1	4	7	13	0	3	128
Younger Than Springtime (South Pacific)	Williamson	9	11	0	6	7	12	3	7	10	7	0	8	167

### RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Position	Weeks to date	Last Week	This Week	Song	Artist	Label	L.I.C.
14	29	13		BALI HA'I	P. Lee-D. Barbour Ork.	Cap 57-543	ASCAP
7	8	14		THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork.	V (78) 20-3459; (45) 47-2923	ASCAP
11	16	15		A WONDERFUL GUY	M. Whiting-F. DeVol Ork.	Cap 57-542	ASCAP
10	17	18		SOME ENCHANTED EVENING	F. Sinatra	Col 38446	ASCAP
13	14	17		AGAIN	A. Mooney Ork.	MGM 10398	ASCAP
4	—	18		YOU'RE BREAKING MY HEART	B. Clark	Col (78) 38546; (LP) 1-296	BMI
16	13	19		AGAIN	M. Torme-P. Rugolo Ork.	Cap 15428	ASCAP
1	—	19		I LOVE YOU	J. Stafford-P. Weston Ork.—The Starlighters	Cap 57-665	ASCAP
2	24	21		HOMEWORK	J. Stafford-P. Weston Ork.	Cap 57-665	ASCAP
1	—	22		BABY, IT'S COLD OUTSIDE	Homer & Jethro-J. Carter	V (78) 21-0078; (45) 48-0075	ASCAP
1	—	22		ROOM FULL OF ROSES	Starlighters-P. Weston Ork.	Cap 57-617	BMI
4	21	24		DID YOU SEE JACKIE ROBINSON HIT THE BALL?	B. Johnson	D 24675	
15	23	25		FOREVER AND EVER	D. Shore-H. Zimmerman Ork.	Col (78) 38410; (LP) 1-134	ASCAP
6	18	26		THE FOUR WINDS AND THE SEVEN SEAS	M. Torme-F. DeVol Ork.	Cap 57-671	ASCAP
5	22	26		A WONDERFUL GUY	F. Warren-H. Rene Ork.	V 20-3403	ASCAP
5	26	26		THE FOUR WINDS AND THE SEVEN SEAS	V. Damone-G. Osher Ork.	Mercury 5271	ASCAP
20	12	29		AGAIN	V. Damone-G. Osher Ork.	Mercury 5261	ASCAP
6	—	29		I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins Ork.—The Stardusters	D#24576	ASCAP

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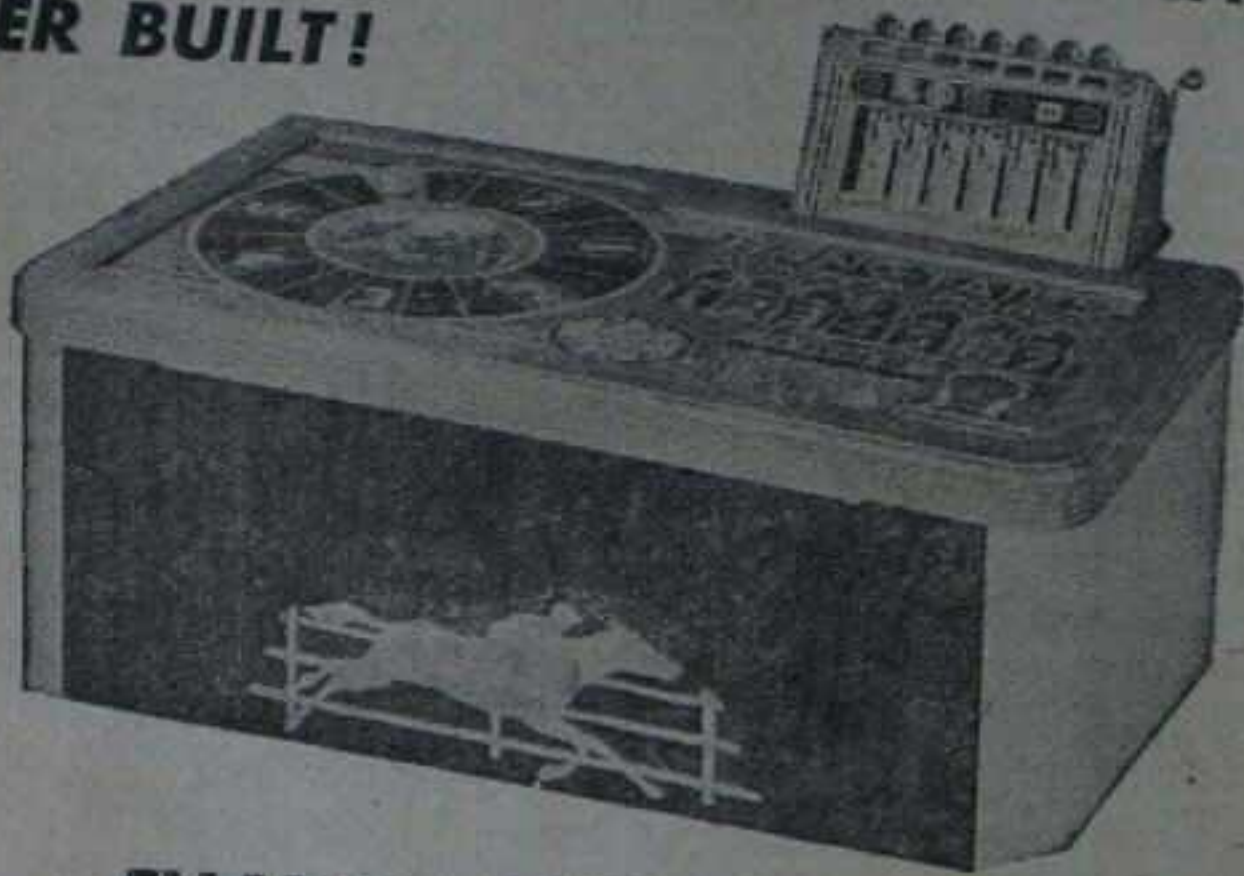


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SEE EVANS' CONSTELLATION AD ON PAGE 94

**Eye Trend Toward Penny Chutes; Pin and Counter Units Get Play**

(Continued from page 86)

the effect of cutting down nickel counter game grosses; finally, prewar "clunkers" in the pin table field are being reconditioned with penny chutes—and operators report that the old-timers are pulling coins at that low price altho they would not stand a chance at a nickel.

**One Firm's Experience**

Budde backs up his arguments for penny counter games by pointing to his own firm's experience with Skill Gun. Most of the orders for the counter gun, Budde reports, come in with requests for penny chutes, altho ABT makes nickel chutes available. When the gun was introduced earlier this year, Budde says, orders were almost evenly divided between nickel and penny requests. Now, 95 per cent of the Skill Guns are shipped with penny chutes.

Another yardstick with which ABT measures the extent of penny games is based on the number of requests the firm has had for penny slide chutes to be placed on prewar pin tables. ABT spokesmen say many of these orders are accompanied by explanatory letters from operators who say that they are getting play with penny-operated, older games.

**Arcade Swing Noted**

Exhibit Supply Company likewise reported this week that it has felt the swing to penny play. When its lines were first introduced for spring buying in the arcade division, several operators visiting the plant made the suggestion that new arcade units should be built to operate at either a penny or nickel. As the season wore along and repeat orders began to come in, there was an increased demand for arcade pieces with penny chutes.

Meantime, there are reports of

tests made with penny bells by O. D. Jennings & Company and Groetchen Tool which indicate that penny bell equipment can be handled separately on location as well as placed in batteries with bells having nickel or high denomination chutes.

While bell manufacturers have occasionally filled orders for penny bells since the end of the war, Jennings is pushing models with penny chutes for the first time in the past decade. In its new fall line, soon to be introduced in a series of showings, Jennings has Chief Consoles equipped with penny and penny-nickel chutes. The consoles are also available with chutes which accept coins of high value.

John Neise, Jennings sales manager, said this week that his company is satisfied with location tests of the penny unit and that the unit with penny-nickel combination has served to stimulate nickel play.

Groetchen introduced its Columbia Double Jackpot Bell earlier in the year and reported steady results on this equipment with penny chutes. One of the features of the model is its adaptability—it can be converted to penny, nickel, dime or quarter play without removing the machine from location.

The company has likewise had good results with its new counter Imp bell, both the cigarette reels and fruit. This model was placed on the market with either penny, combination penny-nickel or dime chutes, and the greatest number of orders, Groetchen officials said this week, have been for Imps with penny chutes.

**Hub City Board To License Pins**

(Continued from page 86)

This provision, he claimed, "handcuffs the more than 9,000 law enforcement officers and legalizes practically all types of coin-operated machines."

Fingold said that it had been reported to him that shipments of machines by big operators in other States were being made. He contended that machines were being "rigged" to comply with the new law.

While there are now some 10,500 amusement machines on location in the State, the majority of them five-balls, it was expected that approximately 22,000 machines would be on location after August 27.

Replying to the attacks on the law, coin machine operators have pointed out that the new statute merely allows free play and that all their coin-operated devices will be operated that way. Attacks seem to center on the possibility that large numbers of bells will be brought into the State, according to operators. They point out that it has not been their experience that free play on bells is fascinating enough to hold players, and contend that five-balls are the only machines that will hold locations and bring in the coin.

Five-ball distributors and operators in the area are expanding their facilities in preparation for heavily increased activity after August 27.

**Peanut Support Cut**

WASHINGTON, Aug. 13.—Agriculture Department has trimmed the Government's support price for the 1949 peanut crop, indicating a decline in the price of peanuts hitting the market next year.

The cuts ordered by Agriculture are modest but mark the first decline in several years. Support price for the Virginias is reduced \$8 a ton to \$199; runners are cut the same amount to \$187 while Spanish and Velencias are reduced \$6 a ton to \$209 east of the Mississippi and to \$204 in the West.

**Eateries Top Juke Spots in Chicago**

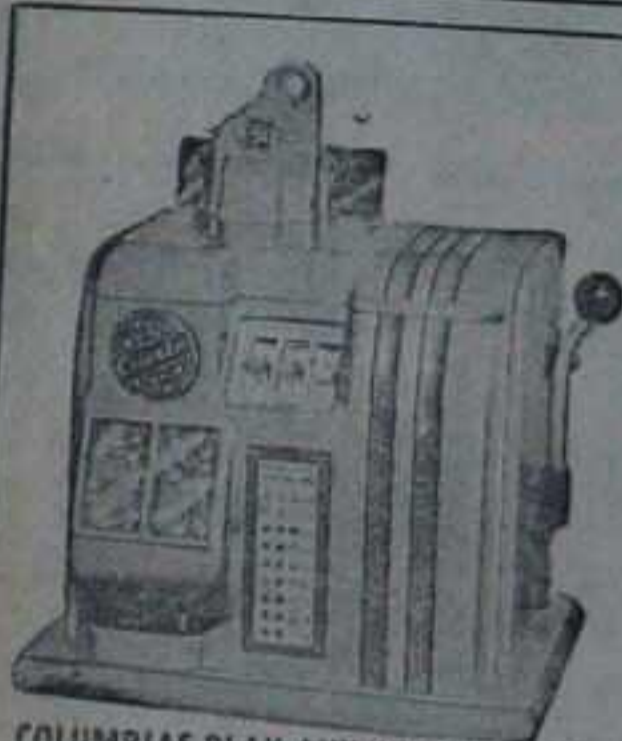
(Continued from page 93)

top of the play potential scale with a 50-50 ratio of fair to exceptional stops. Next come restaurants, with averages of 6 out of 10 on the above average play level; ice cream parlors, always considered good locations, are slightly better with a 7 out of 10 being top spots. Hamburger eateries, leading the location list, can be counted for a 9 out of 10 ratio being top-plus locations. Candy stores, near high schools preferably, sometimes show up well on the weekly gross charts, especially during school sessions. Some operators rate such stops on a par with good restaurant locations, in some cases returning a gross of \$25-\$30 in a week.

**Profit Spots**

In citing his hamburger-type locations as profit-making spots, Angeleri states that it is not only the 24-hour a day business hours of such locations that are responsible for higher returns. "People almost always find the juke box at their elbows in the restricted space on the customer side of the counter . . . this invites more play and greater repeat play. And because tips are not the rule in hamburger spots, people often use this change to play the machine. Too, the informal atmosphere in such spots is conducive to a desire for music."

According to Raymond, while some tavern locations return grosses of \$3-\$4 and \$5 lows, with a few top spots soaring up to \$80 per week, the average hamburger location can be relied upon to bring in steady weekly grosses of \$30 and more. In other words, there is no great fluctuation problem in hamburger stops, and the gamble on profitable operation is therefore almost absent, compared to the great difference found in tavern stops.



**COLUMBIAS**

- TWIN JACKPOT 1-5-10-25c
- GOLD AWARD REAR PAY CIG. REELS 1-5-10-25c
- DELUXE CLUB BELL 1-5-10-25c
- TWIN FALLS CONSOLE 5-10-25-50c
- EAGLE — 25-50c

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New Game of Skill. Small Investment, Excellent Returns  
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# Turning Back the Clock

## 15 Years Ago This Week

CHICAGO, Aug. 18, 1934.—The Metropolitan Jobbers Association of New York published a guide book on used equipment to be used as a standard in setting the value of used equipment. Member jobbers agreed not to advertise their equipment under prices listed in the price guide. The publication had a short life. . . . British coinmen reported that the bankers' holiday resulted in heavy coin play on all types of equipment. . . . Exhibit Supply revealed that it had improved production efficiency by using a production wheel on game manufacture. It was actually a rotating wheel which moved partly assembled games from one worker to another at a given signal.

Code talk was still a major item in August, 1934. The National Automatic Merchandising Association had asked for and received an extension in the deadline for the merchandising code. The main trouble on codes seemed to be that there were too many of them. General Johnson, a code official, had suggested that the number of codes be limited. . . . New York was being tabbed as the coin chute city because so many of the new type venders were already on location there. The Horn and Hardart Automats were also a treat for visitors.

Brunswick - Balke - Collender received a lot of publicity for its display at Chicago's Century of Progress World's Fair. At the time the firm was noted for its manufacture of bar equipment and a coin-operated bowling game as well as regulation bowling equipment. . . . Leading games of the week were Bowlette, an automatic bowling game by Bowlette Manufacturing, New York; Golden-Gate by Exhibit Supply, Chicago, and Bally's Champion. . . . Meanwhile, Watling Manufacturing, Chicago, was advertising an August special, firm's newest full size bell for \$60. Regular price was \$75.

The Billboard had just started a series on Who Started Pin Games? The idea was to get veteran coinmen to tell why they thought a certain individual was the first to make commercial pin games. . . . George Ponsor, who in August, 1934, was a big distributor in Newark, N. J., opened branch offices in Brooklyn and Manhattan. . . . International Mutoscope introduced its electric traveling crane which it advertised as the only digger with an automatic candy vending unit. . . . Gottlieb's Push-Over was selling for \$34.50.

## 10 Years Ago This Week

CHICAGO, Aug. 12, 1939.—Rock-Ola Manufacturing, in production on Luxury Lightup phonographs, reported that July, 1939, was its largest volume month. . . . A. H. F. Kruse,

arcade operator at Seaside, Ore., was already in the coin field 40 years. He got his start with an arcade in Tacoma, Wash., and featured daguerroscope, tin horn phonos and old time bells. . . . Mills Novelty was celebrating the six months of production on its vest pocket bell. Vince Shay was its sales manager. Later the Mills trade name was changed to Mills Industries and Shay became Bell-O-Matic Corporation president. . . . Sam Mendelson joined the George Ponsor Company, New York.

Game's proving most popular with operators in August, 1939, were Chicago Coin's Sports; Bally's Grand National; Exhibit Supply's Airliner, and D. Gottlieb's Pyramid. All were in the \$89.50 to \$94.50 class. Meanwhile, Groetchen Tool Company was having a lot of success with a new coin-operated metal typer machine. . . . Top tunes of the week were Sunrise Serenade, Moon Love, Stairway to the Stars, and The Beer Barrel Polka, according to The Billboard's Record Buying Guide. . . . Don Anderson, Western Products, Inc., played host to Australian coinman Jack Rooklyn.

The Rudolph Wurlitzer Company gave a dinner for 200 Pennsylvania operators in the Benjamin Franklin Hotel, Philadelphia. Among Wurlitzer executives participating were Mike Hammergren, Bill Boles, Johnny Schwartz, Bob Connor, Harry King and Walter Reed. . . . Joe Calcutt, The Vending Machine Company, Fayetteville, N. C., was appointed distributor of the Mills Throne of Music (juke box). . . . Marriages in the trade during the week of August 12 included the Sanford Goldie-Isabel Stein nuptials. Goldie was with Hercules, Newark, N. J. . . . Willie Blatt, Supreme, Brooklyn, announced plans to expand his jobbing trade. . . . National Vending Machine Sales, Cleveland, moved to larger quarters at 2910 Euclid Avenue in the same city. Executives at the time were Lou Canto, Mort Gross, B. D. and A. Spira and M. J. Auerback.

## Start Delivery Of Mills Regal Cabinet Bells

CHICAGO, Aug. 13.—Bell-o-Matic Corporation has begun initial deliveries on the Mills Regal Cabinet Bell, Vice-President Grant Shay announced Wednesday (10). Bell-o-Matic is world distributor of Mills bell products.

New unit is available with coin heads of various denominations and has a wooden case with a mahogany finish. Feature of the new model is that the wooden case fits over any of Mills bells and operator can specify which mechanism he desires.

Other Mills bell equipment in production include the Jewel, Blue Bell and the Duplex, an all mechanical twin head console featuring the bell family mechanism.

## Coin Machine Prop

WASHINGTON, Aug. 13.—Horace Biederman is turning prop man for Washington's theaters, or at least it seems that way, Biederman, who is secretary-treasurer of the Washington Coin Machine Association as well as president of Biederman Amusements, donated a pin table for Eddie Dowling's Time of Your Life (The Billboard, August 13).

Now with C. Robert Burner, of Libery Music Company, he's loaned a Rock-Ola phonograph for Catholic University's production of Small Beer in Springtime.

## Hartford, Conn.:

(Continued from page 103)

Armande, manager of the Main Street branch of the Record Shops, checked in at Old Saybrook, Conn. . . . Jimmy Calassano, owner, Superior Music Company, Hartford juke box operators, visited Ralph Colucci's office and reported he was planning a vacation.

Steve Strohman, of Johnson Record Company, Springfield, Mass., was in town, visiting Albert Lafauska, Hartford branch manager, Capi-

tol Records Distributing Company. Two of Lafauska's employees are on vacation, Helen Doherty going to Virginia, and Jane Mullane leaving for the Middle West. . . . Yale & Towne Manufacturing Company, Stamford, Conn., manufacturers of locks used in coin machines, report net earnings of \$338,652 for the first six months of the year. Sales, according to the company, totaled \$29,334,759. For the same period a year ago, the company reported earnings of \$1,120,779 and sales of \$34,143,403.



## Mills Token Bell!

A swell new Bell idea. Dispenses Jackpot coin token automatically when 3 bars appear in alignment. Prevents dissension of Jackpot accounting. Startling display innovation in a new type Jackpot which can be removed with key. New style black background reel strips with colored fruit symbols outlined in white. Black reward card to match. Colors: Aqua-green, jade, gold and black. Finished in Hammerloid, a durable, hard lustrous paint.

**BELL-O-MATIC CORPORATION**  
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

## MILLS' NEW LATEST BELLS

### MILLS' NEW 1949 Q. T.

#### A Quality Bell

With Double Visible Jackpot Automatic Payout

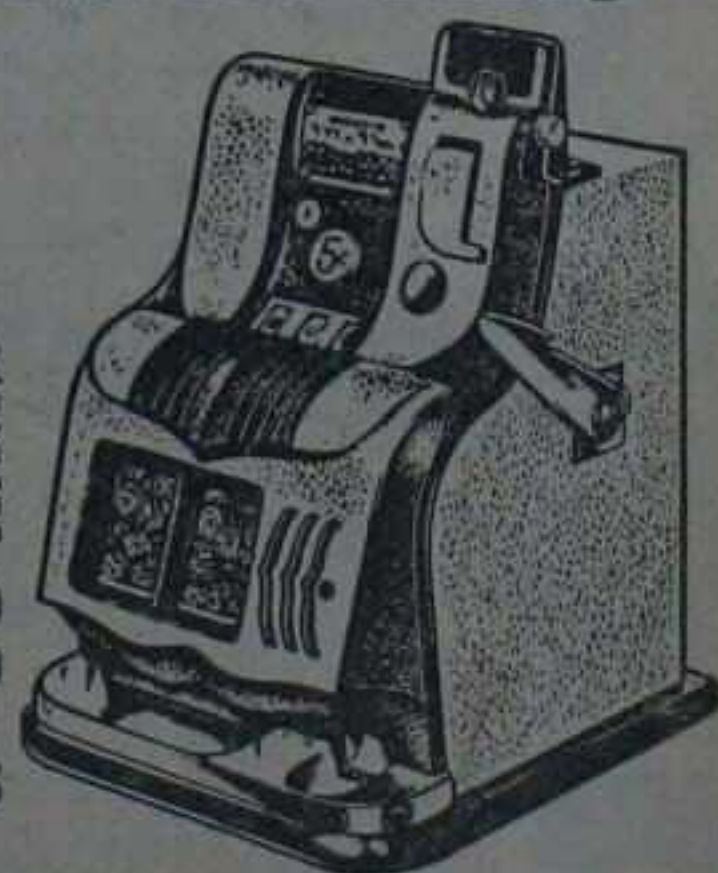
#### A Pony-Size Bell

weighing only 35 pounds

For years the Q. T. with Automatic Payout has been appreciated by operators everywhere. The new Q. T. shines out bright and cheerful in any type of location. The new Q. T. is an entirely new design, with rounded symmetrical front and streamlined execution that makes it the newest Bell of all. Painted Blue and Gold in chip-proof finish. It is made to give unlimited service.

- 5c Play . . . . . \$114.50
- 25c Play . . . . . 137.50
- Metal Base Stands for Q. T. Bells . . . . . 9.75

1/3 deposit with all orders



BLACK BEAUTY BLUE BELL TOKEN BELL BONUS BELL OVER AND UNDER  
5c - 10c - 25c - 50c Play . . . . . WRITE FOR PRICES  
MILLS' NEW VEST POCKET BELL, 5c Play, Operates on 3-4 Mystery Payout System \$65.00

New Box Stands. Single, Double and Triple Safes for All Bells.  
Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED

Write for Circular and Price List. 1/3 Deposit With All Orders.

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SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

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### New 3 Purpose Mystery

FAST! DIFFERENT!  
INNOCENT!

5c counter size. Enormous earnings. Operator's dream for closed territory. Ideal for a DEAL. Nothing like it to compete with County exclusive on quantity. FIRST ORDER LIMITED TO ONE SAMPLE, RETURNABLE WITHIN 15 DAYS FOR FULL REFUND. Sold direct and only to bona fide operators. No literature furnished. Only a week's test will convince. No replies to curiosity seekers. DON'T be SECOND in your territory.

\$99.50

1/3 dep., balance C. O. D.

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5818 WENTWORTH AVE.  
CHICAGO (21), ILL.

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## Cavalcade

converted from  
MANHATTAN



**\$74<sup>50</sup>**

for  
Complete  
Conversion

### FEATURING

- Two Bang Bumpers With Power Feather Touch Rebound Counters
- Flippers Located at Bottom of Board
- Two Special "When Lit" Side Roll-Overs
- Multi-Colored Back Glass
- New Live Rubber
- New Bumper Caps
- Plastic Coated Playing Field
- Cabinet Attractively Repainted
- New A.B.T. Ace Coin Chute
- Sanded Legs
- 2 1/2" Leg Levelers

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT

NASCO conversions are unsurpassed. They are proven HITS and MONEY-MAKERS because they are LOCATION TESTED and LOCATION ACCEPTED. Use any of these NASCO conversions. They put life into dead equipment—maintain the play—and PROVE THEMSELVES WITH PROFITS!

- ★ MADAME BUTTERFLY converted from SINGAPORE
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- ★ LARIAT converted from NEVADA
- ★ BAZAAR converted from MEXICO
- ★ CLEOPATRA converted from TROPICANA
- ★ BEACH CLUB converted from LUCKY STAR
- ★ CENTERFIELD converted from PLAY BOY

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## Genco's 5-Ball Camel Caravan In Production

CHICAGO, Aug. 13.—Genco Manufacturing & Sales Company has placed its new location tested five-ball game, Camel Caravan, in full production. Meyer Gensburg, firm executive, announced this week. Unit accents the use of kick-out pockets and gives players 12 possible ways of winning replays.

In Camel Caravan, player tries to drop balls in the seven kick-out holes which spell out caravan. Once this objective is completed, balls going thru feather lanes at either the bottom or the top of the playfield result in relays. Too, if balls drop into any of the caravan pockets after the entire name has been spelled out on the backglass, free plays are won. This action may be repeated as often as possible. Therefore if the player gets a ball in any of the caravan pockets 10 times after completing the lighted cycle, he would win 10 free plays.

Another source of replays is hitting the three scoring gimmicks which spell out camel. The hub of this combination is a kicker bumper near mid-playfield which bears the letter "M." When this is contacted after lighting up camel, free plays automatically register.

Bottom playing area is clear except for a special kick-out pocket, two kicker bumpers and a pair of flippers placed at the left and right side. The flippers are so situated that they block off balls rolling out of play. Thru skilful application of the flippers, player can add large blocks of points to his score. Maximum score on Camel Caravan is 3,500,000 points.

### GE Adds 3 New Sales Districts for Lamps

CLEVELAND, Aug. 13.—General Electric announced this week that three new districts will be established, effective September 1, in the sales organization of its lamp department. Fred F. Haroff, general manager of the department, reported the new districts, their locations and managers as follows:

Texas Gulf Sales District, Houston, George S. Trotter, manager; Puget Sound Sales District, Seattle, Lloyd R. Wilson, manager. Wilson, formerly manager of the North Pacific Service District, will be succeeded in that position by Walter J. Pitblado, who previously managed the Portland Service District. Alex C. Ham has been appointed Portland manager.

New additions bring to 34 the number of sales districts operated by the GE Lamp Department.

## finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION

- ### CONSOLES
- KEENEY BONUS SUPER BELL . . . \$189.50
  - KEENEY BONUS SUPER BELL, 5¢-25¢ . . . 295.00
  - KEENEY GOLD NUGGET, 5¢-25¢ . . . 295.00
  - KEENEY BONUS SUPER BELL, 5¢, 10¢, 25¢, Like New . . . 429.50
  - BALLY DE LUXE DRAW BELL . . . 195.00
  - BALLY RESERVE BELL . . . 295.00
  - BALLY TRIPLE BELL . . . 295.00

1/3 Deposit With Order, Balance C. O. D.  
**Scott-Crosse Co.**  
1423 Spring Garden Street  
Philadelphia, Pennsylvania  
Rittenhouse 6-7712

### YOU CAN'T GO WRONG with COVEN

- CITATIONS . . . \$369.50
- GOLD CUPS . . . 199.50
- JOCKEY CLUB . . . 99.50
- DELUXE DRAW BELLS (finest on the market) . . . 219.50
- KEENEY 5¢ SUPER BONUS . . . 199.50
- WILD LEMON . . . 199.50
- SCREWBALL . . . 99.50
- SPEEDWAY . . . 99.50
- WURLITZER MODEL #800 . . . 99.50
- WURLITZER MODEL #850 . . . 99.50
- WURLITZER MODEL #1015 . . . 349.50
- ROCK-OLA SUPER . . . 59.50
- AIREON SUPER DELUXE . . . 99.50

All equipment completely reconditioned and ready for location. 1/2 Deposit With Order.  
**Coven Distributing Co.**  
3181 ELSTON AVE. CHICAGO, ILL.  
Ind. 3-2210

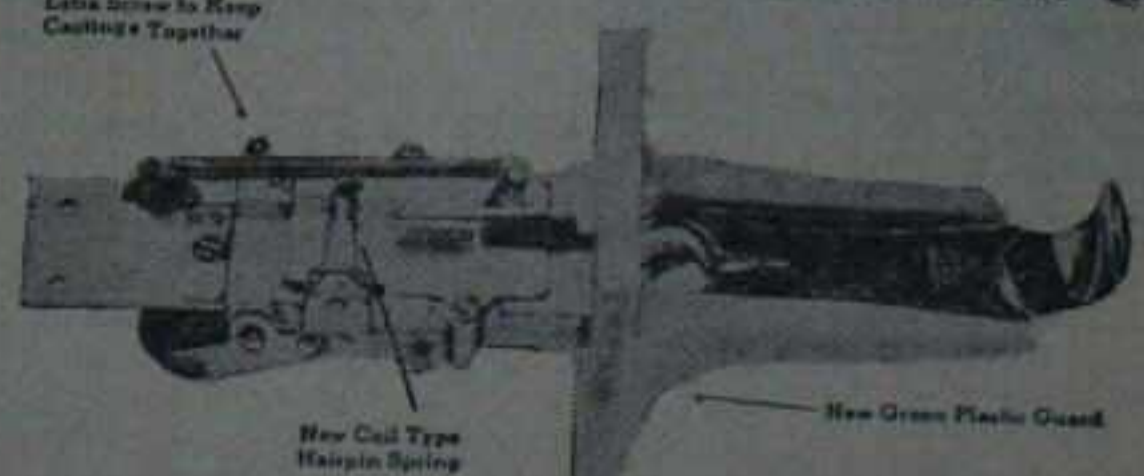
### EXPERIENCED MERRY-GO-ROUND FOREMAN WANTED

Must be sober and reliable.  
**FOR SALE**  
Octopus—late model, 18-car, with or without trailer. A-1 condition.  
**DELGARIAN AMUSEMENT COMPANY**  
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### DALE GUNS, \$125.00

Excellent condition—now on location. 1/3 deposit required.  
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### NEW IMPROVED TYPE FEATHER TOUCH COIN CHUTES



The best coin chute money can buy. A trial will convince you.

### SPECIAL SUMMER SALE PRICE

- Free Play or Regular Models, \$2.95 each
- 1¢-5¢-10¢-25¢ . . . . . 2¢ (penny on penny) type—\$3.50 each

Be sure to specify Free Play or Regular.  
Our vast increased production makes these prices possible. Stock up now.  
**HEATH DISTRIBUTING COMPANY**  
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**EXHIBIT'S  
NEW  
GREATER  
GAME**

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**WITH A  
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PRICE TAG!!**

Lower prices for Copper, Lead, Steel, Glass, Wood, Paint and other materials that build table games,—has made it possible to make this favorable announcement to OPERATORS of EXHIBIT PRODUCTS.



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**ELEVEN  
WINNING  
WAYS**

**1st BALL  
OFFERS  
2  
WINS**

**4th BALL  
OFFERS  
2  
WINS  
and  
RE-COUP  
SCORING**

'BOBBLE' BUMPERS  
DOUBLE FLIPPERS  
SEE YOUR DISTRIBUTOR

ASK YOUR 'EXHIBIT' DISTRIBUTOR

**THE EXHIBIT SUPPLY CO. · 4218-4230 W. LAKE ST. · CHICAGO 24, ILL.**

**BADGER'S Bargains**  
"Often a few dollars less — Seldom a penny more"

LOS ANGELES *see Bill Hoppel*  
MILWAUKEE *see Carl Hoppel*

GUARANTEED RECONDITIONED CONSOLES	
KEENEY BONUS 3-WAY, 5-10-25	\$495.00
BALLY TRIPLE BELLS, 5-10-25	350.00
NEW ARROW BELLS	Write
KEENEY TWINS, 5-25, F.P., P.O.	89.50
KEENEY SINGLE SUPER, F.P., P.O.	49.50
BALLY RESERVE BELL	279.50
KEENEY BONUS 1-WAY, 5c	195.00
JENNINGS SILVER MOON	39.50
KEENEY BONUS 2-WAY, 5-25	\$350.00
BALLY DRAW BELLS (R. B.)	149.50
BALLY DRAW BELLS (M. B.)	139.50
MILLS JUMBO, LATE F.P., P.O.	49.50
MILLS JUMBO, P.O.	39.50
BUCKLEY TRACK ODDS	195.00
BALLY HI HANDS	49.50
BALLY CLUB BELL, F.P., P.O.	49.50
BALLY SUN RAY	39.50
GUARANTEED RECONDITIONED PHONOGRAPHS	
NEW WURLITZER MODEL 1100	Write
WURLITZER MODEL 1015	\$325.00
A.M.I. MODEL A	495.00
WURLITZER MODEL 1100	\$45.00
SEEBURG MODEL 1-47	\$350.00
SEEBURG MODEL 1-46	295.00
ROCK-OLA MODEL 1422 (1946)	249.50
SEEBURG 1946 WIRELESS BOXES	29.50
RECONDITIONED EQUIPMENT	
BALLY BOWLERS, LIKE NEW	\$195.00
CHICAGO COIN BASKET BALL	169.50
STRIKES & SPARES	199.50
WESTERN POKERINO	59.50
BALLY ENTRIES	89.50
ENCO BING-A-ROLLS	\$159.50
BALLY HI ROLLS	89.50
BALLY CITATION	269.50
BALLY VICTORY SPECIALS	49.50
GOTTLIEB DAILY RACES	49.50

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**REDD'S REDDY FOR LOCATION**

PHONOGRAPHS		NEW CIGARETTE SPECIAL	
148 M.	\$495	Stewart-McGuire Brand New in Original Crates	\$125
148 S.	450	Now Delivering — New Shuffleboards	
147	385	TOP PRICES PAID FOR TRADES! WANTED!	
146 M.	335	Bally Citation and Eureka—Belgium Pool Tables—Wur. 700 and 750—Slot Machines	
146 S.	295		
R. O. 1422	250		
WUR. 1015	Write		
WUR. 1080	Write		
PACK, #7	145		

WE ARE EXCLUSIVE DISTRIBUTORS FOR WURLITZER AND BALLY IN THE NEW ENGLAND STATES.

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**REDD DISTRIBUTING CO., INC.**

298 LINCOLN ST., ALLSTON 34, MASS.



JOE ASH

**ACTIVE**  
COMPLETELY  
RECONDITIONED GAMES  
READY FOR LOCATION  
'NUFF SAID

CINDERELLA	\$69.50	SLIGHTLY USED
SALLY	89.50	Like New
SCREW BALL	94.50	Exhibit DALE GUN,
MARD IGRAS	79.50	ONE-TWO-
ONE-TWO-THREE	119.50	THREE

1/3 With Order—Balance C.O.D.

**ACTIVE AMUSEMENT MACHINES CO.**

666 N. BROAD ST.  
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 Page 120  
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