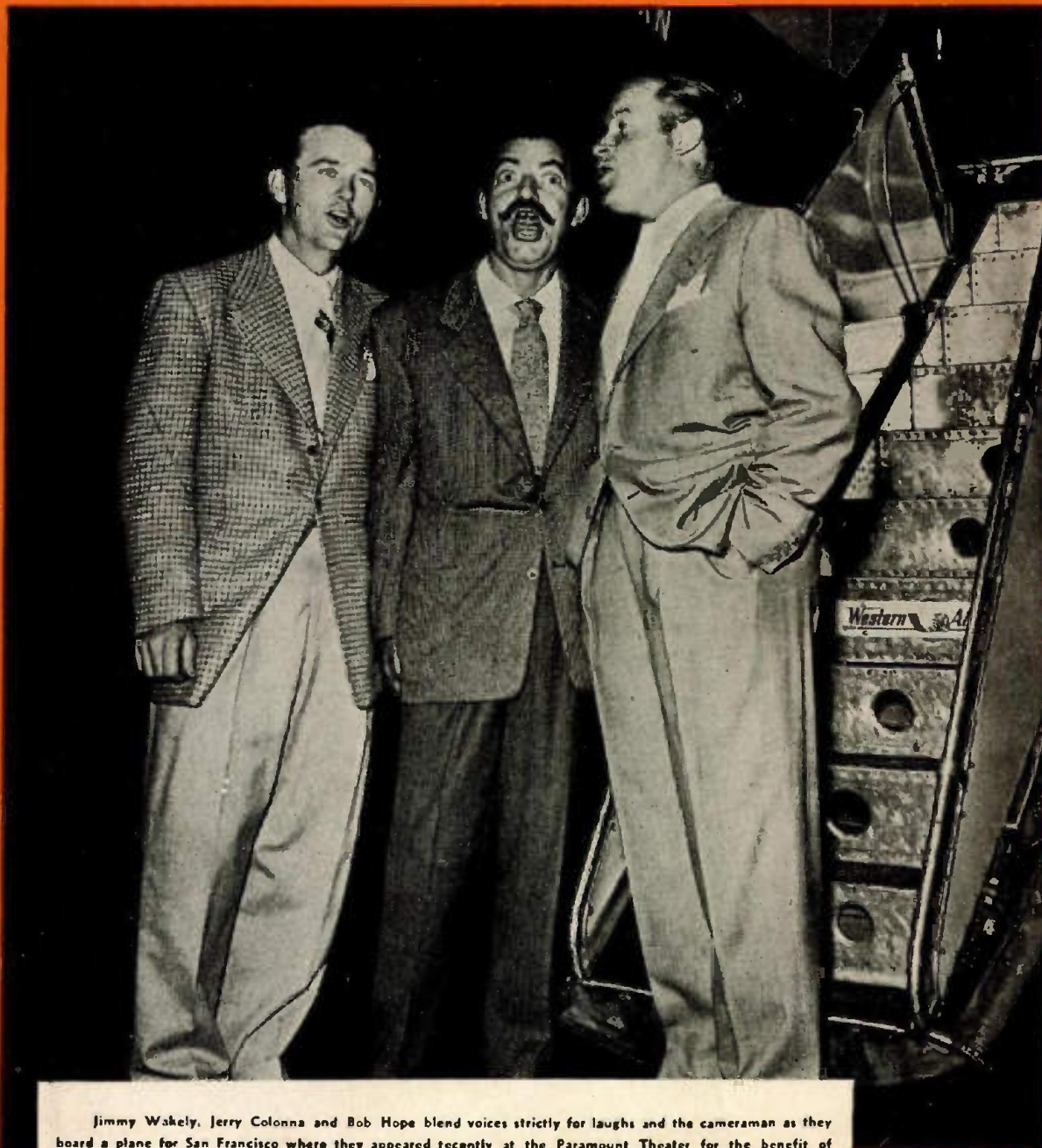


# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 19, 1950



Jimmy Wakely, Jerry Colonna and Bob Hope blend voices strictly for laughs and the cameraman as they board a plane for San Francisco where they appeared recently at the Paramount Theater for the benefit of cerebral palsy victims. This is the latest among many similar appearances Wakely has made with Hope, previously having hopped to Alaska to entertain the armed forces. Prior to the San Francisco take-off, Wakely cut two masters for Capitol, "Mona Lisa" and "Steppin' Out," which Capitol calls two Wakely winners.

"The Most Imitated  
Band in the Land"

Walter Winchell  
Says:

"Tex Beneke crew is  
the only band legally  
entitled to render  
Glenn Miller's delightful  
arrangements"

# Tex Beneke

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**Music In The Miller Mood**  
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Hotel STAYLER  
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Personal Management  
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# THERE'S GOLD IN OPERA ROW

## New Radio Net Ready To Bow In 300 Cities

Skeds Daytime Only

HOLLYWOOD, Aug. 12.—Larry Finley has formed a new (48-State) AM radio net specializing in daytime programming, to be known as the Progressive Broadcasting System (PBS). Kick-off date is skedd on or about November 1. PBS will headquarter its operations in Hollywood, thus becoming the first Coast-based national web. Finley is listed as the net's prexy, with other officers to be announced within 30 days. Articles of incorporation have not been filed, altho Finley said that the firm will be incorporated for approximately \$1,500,000. PBS, according to Finley, is being financed thru private stock sale. He was unwilling to disclose the financial backers at this time, stating they were persons associated with other webs. He told *The Billboard* that these persons were big names in the industry whose present pacts will expire prior to PBS's kick-off.

Web will feed 10 hours of program. (See 5th Radio Net Ready on page 6)

## Refusal by R&H KO's 300G Legit Angel Syndicate

NEW YORK, Aug. 12.—Legit this week was about to lose \$300,000 financing because producers Richard Rodgers and Oscar Hammerstein would not go along with the scheme by which the money would be made available. Representing a syndicate of legit investors, attorney Sydney Pine had agreed to offer the money to a select number of producers, includ-

(See Refusal by H & R on page 47)

# AFRA in Two Anti-Red Moves

## Asks U. S. Use Radio To Fight Communism

Offers Members' Service

CHICAGO, Aug. 12.—The national board of the American Federation of Radio Artists (AFRA) yesterday (Friday) took its second step against Communism when it unanimously adopted an anti-Red resolution, and urged a national radio campaign, under federal government auspices, designed to educate Americans on the dangers of Communism and offered the services of its members, without fees, for such an educational program.

Earlier in the day the AFRA board (See ASKS U. S. USE on page 5)

## B'way Pubs Turn Song Revenooers But Hillbillies Got All the Gold

By Jerry Wexler

NEW YORK, Aug. 12.—Broadway's pop publishers, alert to the gold in them Tennessee hills, have been converging on Nashville in droves during the last few months with an eye to acquiring hillbilly hits but old country hands take a dim view of their chances of getting a real foothold in the rural music field.

The reason is simple: The top hillbilly performers write almost all the country hits, by virtue of writing or of cut-in, and virtually every one of them is signed to a writer contract

with a bona fide bucolic pubbery. Red Foley, Eddy Arnold, Hank Williams, Ernest Tubb, George Morgan, Tim Spencer, Jimmy Dickens, Leon Payne, Floyd Tillman, Red Kirk, Jimmy Wakely and almost any other country gargler you can shake a steel guitar at is spoken for, bound by pact to such established specialists in country publishing as Hill & Range, Acuff-Rose, Southern, Ameri-

(See B'way Pubs in '50 on page 13)

## 25c Slot Binoculars Right at Your Seat A Hit in Legiters

NEW YORK, Aug. 12.—Coin-operated binoculars, attached to theater seats as a convenience to playgoers, is proving a profitable venture for the Vidoscope Corporation of America, which rounded out its first six months in business this week with most major theaters here already packed for the new service.

Branching out beyond the legit market, Vidoscope has placed glasses in Madison Square Garden, the New York City Center and the Metropolitan Opera House, and is looking to race tracks and municipal auditoriums as its next area of expansion. Firm expects to have 4,000 units in operation by the end of September in this city alone. Some 2,500 are already snaring quarters from theater patrons.

Theater management gets a set percentage of gross income, either directly or thru the contract concessionaire.

While Vidoscope, with offices at 12 (See Coin-Operated on page 97)

## Martin & Lewis Expect 50G for 3-Wk. MCA Date

NEW YORK, Aug. 12.—Dean Martin and Jerry Lewis will start their first series of theater dates for Music Corporation of America (MCA) for what is expected will bring them about \$50,000 for a little more than three weeks' work.

The boys originally were to start their MCA dates at the Brooklyn Paramount, September 1. The deal fell thru when objections were made against their working any place but Manhattan if they took a New York job at all.

All deals, it is understood thru reliable sources, call for a 50-50 break from the first dollar, with no reversion. The lads will start with a two-dayer, September 9-10, at the State, Hartford, Conn. Last February the State had Arthur Godfrey for two days and did \$22,000, Godfrey walking out with \$11,000. Ops feel that M&L should be able to do as well.

After Hartford, the boys will do a TV show, then go in for a week, September 21, at the Paramount. (See 3-Week Take 50G on page 44)

## Tele To Woo Sponsors Via Classic Stuff

Four Nets in Swim

NEW YORK, Aug. 12.—Opera telecasts this fall will doff the top hat-frock coat technique, roll up the lace sleeves and go to work pitching sponsors' products. The networks, on the basis of last season's experimental presentations by CBS and NBC, are convinced from avid viewer reaction that a bosomy contralto may have as much potential sales appeal as slick chick pop warblers. The result is that commercial TV opera is looming as a probability on virtually all TV webs.

CBS already has started peddling the Henry Souvaine-Lawrence Tibbett operation from a kine print of last year's presentation of *Carmen*. Altho the web is willing to air at least six as sustainers this fall, it is count-

(See TV Goes for Opera on page 8)

## Uni Pix May Free Contract Players For Video Work

NEW YORK, Aug. 12.—Universal-International this week was reported set to release its regular contract players for television work. Even tho the studio has only three such contracts. Shelley Winters, Donald O'Connor and the team of Abbott and Costello—the move, if made, will be important because it will mark the first Hollywood studio bow to TV. Hollywood offices of the studio would not confirm the step.

Several top agencies, according to informed sources, have been offered the services of the Universal talent. Since top-hour TV dramatic stanzas are now willing to pay the studios up to \$3,000 for one-shot assignments by its chattels, video can readily take studios with unemployed acting talent off the hook. In fact, film outfits who pay their contract players less than \$3,000 a week—and most do with some talent—can clear a profit on the deal by loaning them out to TV.

Universal has previously made its talent available for video film commercials. Now talk is that Columbia Pictures will take the same step. This would mean that Broderick Crawford, Barbara Hale, etc., will be on the TV commercial market.

## HYMN FOR HIM

PITTSBURGH, Aug. 12.—Al Morgan, TV, record and hitery star, broke in some new territory Sunday (8) when he did a guest spot at the First Presbyterian Church of West View.

Morgan, who features a hymn on his TV show over the DuMont network each Monday, was invited by Rev. Lawrence Kurtz to lead a hymnal at the church during his engagement at West View Park. The church had the biggest attendance it has ever had on a non-holiday Sunday. The offering was earmarked for the building fund and the goal was \$500. After the collection was counted, the church was about \$100 short. Morgan walked over and said, "Here is my offering." His two \$50 bills put the collection over the top.

## Pitts Local's Ruling Could Be Forerunner

Others May Follow Suit

CHICAGO, Aug. 12.—The American Federation of Radio Artists (AFRA) Friday (11) took its first official action to fight Communists and Communism within its ranks. The action was approval by AFRA's national board of an amendment to the constitution of the Pittsburgh local, empowering that local to require its members to sign non-Communist affidavits—or forfeit membership. Under AFRA's national constitution, (See PITTS LOCAL'S on page 5)

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# War Is Mfrs.' Boon and Bane

## Crisis Helps Set Makers Out of Stew

### Gov't Facts To Be Hype

NEW YORK, Aug. 12.—Despite the ever-increasing component parts shortage due in part to the Korean war and defense buying by government agencies, the sellers' market also attending the international crisis has pulled a good number of radio-TV manufacturers out of financial hot water. According to a Dun and Bradstreet executive, the financial position of many small TV manufacturers was growing steadily worse until a month ago. Even now, it (See *Despite Shortage on page 42*)

## Richards Case Drags Wearily; No End in Sight

HOLLYWOOD, Aug. 12.—G. A. Richards case, now going into its ninth week of rehearing by the Federal Communications Commission, will still not have the Los Angeles phase completed when the hearings adjourn for the East. James Cunningham, FCC examiner presiding, favored the Commission's general counsel Benedict Cottone's proposal that both sides complete all testimony possible in Los Angeles, yet leave the record open for testimony by former WJR (Detroit) exec Leo Fitzpatrick and CBS Exec Veepee Joseph Reams to be taken either in Detroit or Washington. Cunningham said it would be wasted time and effort to bring two Eastern witnesses to the Coast when the proceedings themselves will eventually adjourn to an Eastern location. Possibility exists that the WJR and WGAR phases of the case will be heard in Washington. Local hearings will probably continue until mid-October.

Fulton objected to hearing Fitzpatrick and Reams in the East when the examiner has ordered Richards's legal staff to produce Detroit's Dr. H. D. Steinbach on the L. A. stand. Fulton claimed it was unfair to be concerned with the convenience of government witnesses while not taking into consideration Richards' doctor who is busy in Detroit. Cunningham replied that he is ready to enforce the subpoena issued for the appearance of Richards as a witness, but had allowed the station owner's counsel the opportunity of producing his Detroit doctor to show cause why Richards' health would be impaired. Cleo Roberts, former KMPC news director, remained on the stand through the week, repeating previously heard testimony.

## Bill Due at This Session for F. D. R. Memorial Theater

WASHINGTON, Aug. 12.—The Franklin D. Roosevelt Memorial Theater, proposed by Rep. Arthur Klein, of New York, will cost \$5,000,000, Klein said this week in announcing that he will introduce a bill for the appropriation in the present session of Congress.

The theater would be built in Washington under the direction of the Secretary of Interior. Segregation of any kind would be prohibited.

## Sentiment Grows For Mfrs.' Tax; Boon to Showbiz

WASHINGTON, Aug. 12.—Sentiment is once again rising in the nation's capital for a substitution of a general manufacturers' tax to replace all present excises except those on liquor and tobacco. The proposal, strongly backed by the National Association of Manufacturers (NAM), is getting little consideration in connection with the pending "quickie" tax increase bill, but is likely to develop into a major issue when full-fledged tax legislation comes up early in the next session of Congress.

Adoption of the proposal would be of direct advantage to showbiz which pays a large share of the current excise tab. Completely abolished would be the special taxes on admissions, disks, phonos and radios, cabarets, and other specific retailer and manufacturer levies.

In their place would be imposed a tax of 2 per cent or 3 per cent on every manufactured and processed article with the exception of food products. Admissions to all types of entertainment and nitery checks would wind up with no excises, while the present levies on sets and disks would decline to the much lower 2-3 per cent rate.

In the absence of the war emergency, the NAM proposal would be given little chance of even getting to the talking stage on Capitol Hill, since both major political parties have planks in their platforms opposing a federal sales tax—which is about what the general manufacturer levy would amount to.

With war expenditures mounting rapidly, however, the idea is receiving attention among legislators. It is estimated that a general tax would bring in around \$10,000,000,000 annually as compared with about \$4,000,000,000 now coming in from the score of products and services subject to excises. The \$3,500,000,000 from liquor and tobacco excises would be untouched.

## Philco Takes All of McNeill

NEW YORK, Aug. 12.—Philco this week picked up the entire forthcoming 60-minute Don McNeill video show on ABC. Program is going into the 9 to 10 p.m. slot Wednesday, starting September 6.

Philco originally was only to have picked up 30 minutes of the show. Sample kine has been cut and has received highly enthusiastic reaction. Hutchins is the agency.

## Disk Leaders Report Britain, Continentals as Safe for LP

NEW YORK, Aug. 12.—A substantial number of Europe's longhair diskeries are set to go LP October 1, according to Vox President George Mendelssohn, who returned last week from a two-month visit to the Continent. The factories are already geared, and most of the initial LP masters are being supplied by United States companies.

Mendelssohn pointed out that the LP players will not be ready for market for some months, and at least one company, Vox's Polydor affiliate in France, will employ a 78- (See *Vox Prexy Sees on page 14*)

## Steel, Credit Curb, Truman Orders Due

### Other Contracts Slated

WASHINGTON, Aug. 12.—Allocation of steel and credit curbs on radio-TV sets are expected to be ordered by President Truman immediately upon enactment of the controls bill which neared final congressional approval this week. Priorities for other metals are also slated, but price and wage control and rationing are further in the future, with the administration hoping they won't be necessary.

Admissions and radio-TV time charges are to be exempt from any price control. In passing the controls bill this week, the House voted overwhelmingly for the exemptions, despite the plea of Rep. Emanuel (See *Truman May Call on page 42*)

## Stadium Season In N. Y. Drops as Cincy Makes Hay

NEW YORK, Aug. 12.—The seven-week season of Stadium Concerts, Inc., which ended Saturday (5), attracted a total of 247,000 persons to the 31 concerts. The 1950 season was originally scheduled to run eight weeks but was curtailed owing to continuous rain and bad weather, which forced cancellations and cut seriously into the gate.

Season's attendance record was made July 6, when the annual all-Gershwin program, starring pianist Oscar Levant and conducted by Alexander Smallens, drew 23,000. Second largest attendance was on the final night, August 5, when 19,000 turned out to hear an all-Rodgers and Hammerstein concert under the baton of Salvatore Dell'Isola and featuring Annamary Dickey, Gladys Swarthout, Thomas Hayward and Robert Weede.

CINCINNATI, Aug. 12.—The summer opera season at the Cincinnati Zoo, which closed a five-week run August 5, was the most successful financially and artistically in the 29-year history of opera in the Queen City, according to a report this week from Robert L. Sidell, managing director of the Cincinnati Summer (See *Cincy Zoo Opera on page 48*)

## TV Holds Spot as Wave of Future At IATSE Meet

DETROIT, Aug. 12.—Television appeared to overshadow other fields as the biennial convention of the International Alliance of Theatrical Stage Employees (IATSE) moved into its preliminary stages this week. Motion pictures have long been the major field for this union, despite its origin as a theatrical craft group. But inter-union jurisdictional issues and the possibility of becoming solidly entrenched in video are expected to be prominent subjects of discussion in the lobbies and meetings here.

With film men acutely conscious of the threat of video to the motion picture business as it now exists, some positive planning is likely to (See *TV Holds Spotlight on page 48*)

## Legit Tix Off 4% in 2 Years, But Hits Pull

### TV Inroads Felt

NEW YORK, Aug. 12.—The Broadway theater has lost 4 per cent of its audience in the past two years. In 1947-'48, there were 9,975,000 people who saw legit, but in 1949-'50 only 9,373,000 bought ducats, according to a tabulation made by the New York Playbill Corporation. The total dip was 602,000 in the two years.

The figures only lend substance to the claim made by many producers that legit isn't doing very much to broaden its audience base. Several committees have been started to do something about the situation, but inevitably have wound up doing nothing. The fact that musicals have been charging \$7.20 for Saturday nights seems important as a factor in keeping (See *Legit Tix Off 4% on page 47*)

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# AFRA MOVES TO FIGHT COMMIES

## Asks U. S. Use Radio To Fight Communism

### Offers Members' Service

(Continued from page 3)

had moved in another anti-Red direction when it granted the Pittsburgh AFRA local permission to invoke a non-Communist affidavit policy (see adjoining story).

A significant factor in the board's passing of the resolution is that it was adopted unanimously. This, many delegates believed, would insure, in turn, adoption of a similar or comparable resolution by the convention as a whole. The board's step may also tend to eliminate some of the anticipated heated discussion when the issue reaches the convention floor sometime tonight (Saturday).

It was reported that, while the board was eager to make some concerted effort to combat Communism, it felt that a national policy involving the signing of affidavits was not practical. Such a measure, applied thruout all AFRA locals, raised the possibility, according to some spokesmen, of the union standing accused of Gestapo-like policies. Prior to adopting its resolution, the board had met almost constantly for 16 hours.

AFRA spokesmen declared the resolution to be the first positive action taken by any theatrical union.

## AFRA's Anti-Communist Move

CHICAGO, Aug. 12.—With the approval voted by the national board last night (Friday), the Pittsburgh Local of the American Federation of Radio Artists (AFRA), now has been empowered to invoke an anti-Communist affidavit policy.

Theoretically, the change in the Pittsburgh Local's constitution would preclude any Communist from remaining a member of the Local, altho there is some argument that, under Taft-Hartley provisions, a dues-paying union member cannot be barred if an employer requests his services. It is also pointed out, however, that this is not likely to happen—few, if any employers, would, today, go on record as requesting the services of a person openly supporting Communism.

The text of the amendment to the Pittsburgh AFRA constitution follows:

"No person shall remain a member of this Local who is a Communist or who is affiliated with the Communist party, or any other party or group which advocates or fosters the overthrow of the United States Government by force, or by any other illegal or unconstitutional means.

"Every member of this Local shall be required to make an affidavit that he is not a member of the Communist party, or affiliated with such party and that he is not a member of or supports any organization that advocates or fosters the overthrow of the United States Government by force or any illegal or unconstitutional methods. No person shall remain a member of this Local who fails or refuses to make such an affidavit unless, in the opinion of this Local board, such failure or refusal is due to justifiable means."

Subsequent to approving the Pittsburgh change, AFRA's board unanimously adopted and urged the convention to adopt a resolution reading, in part, as follows:

"Communism is the enemy of democratic America; the American Communist party is an agency of an enemy power.

"To know the truth about the Communist party, the methods employed to destroy freedom . . . the tactics it follows in attempting to disrupt America and American labor unions is to win half the battle we now face.

"We propose that these truths be brought home by a campaign of radio enlightenment, to be undertaken immediately by an authorized government agency.

"To this end AFRA pledges its complete co-operation, including the waiving of fees to members who participate in such broadcasts."

## Pitts Local's Ruling Could Be Forerunner

### Others May Follow Suit

(Continued from page 3)

no local can amend its own constitution without approval of the national body. So far as is known, this is the first move of its kind by any show business union.

The importance of the AFRA's board decision is two-fold. The primary reason is that it may be the forerunner of some such general policy for the union nationally. The second is that even should AFRA itself not follow suit on a national basis it may lead other locals to exact similar legislation.

AFRA's board acted after an all-night session. The board considered the Pittsburgh change back in June, but had been called upon for an individual ballot at its convention meeting. Since the convention is tentatively scheduled to consider a number of anti-Red resolutions, the board's action will almost certainly have a considerable influence on the delegates' thinking.

Altho the exact vote was not disclosed, it was learned that the margin was exceedingly close, a preliminary ballot having been listed at 20 in favor and 17 against. Those opposing the Pittsburgh policy had argued that AFRA was not empowered to police its members thinking or politics; those in favor argued essentially, that AFRA had a responsibility to the nation and to its members to fight the subversive and pro-Russian policies and tactics of the Commies.

# TVA Negotiations Reopening

## Union Will Bypass Film, SAG Issues

### Talk Live Pact Only

CHICAGO, Aug. 12.—The Television Authority (TVA) will reopen negotiations with the video networks Wednesday (18), it was learned here today during the course of the annual radio actors' union (AFRA) convention. TVA's contract talks with the networks, originally opened last May, were broken off after the Screen Actors' Guild (SAG) had advised them to negotiate only for live television scales and conditions, or else face an unfair labor charge with the National Labor Relations Board (NLRB).

### Settlement Unlikely

Meanwhile, reports that a settlement in the SAG-TVA dispute were imminent were characterized as unlikely here. The two groups are currently embroiled in a dispute involving the NLRB over their conflicting views on tele jurisdiction. TVA wants one over-all contract, covering both film and live video; SAG insists that it be granted TV film jurisdiction, applying not only to those producers it has dealt with in the past but those film firms which have come (See TVA Reopens on page 43)

## Brief and Important

### WKY-TV Signs for Okla. U Home Grid Games

Video station WKY-TV, Oklahoma City, last week signed a contract to televise the University of Oklahoma home football schedule this fall. The deal had been pending for several weeks, but station manager P. A. Sugg finally won over the board of regents, via a discussion pitch on the relationship of TV to the university's academic and athletic programs. The five-game home schedule telecasts will be sponsored by the Oklahoma Ford Dealers.

### CBS Clears 35 Outlets for Murrow 7:45 Strip

CBS last week cleared 35 stations for Procter & Gamble's sponsorship of Ed Murrow in the 7:45-8 strip. Benton & Bowles is the agency.

### Ford Theater Sets Production Crew

The production crew on the Ford Theater last week was set. Garth Montgomery, head of the TV department of Kenyon & Eckhardt, the client's agency, takes over as executive producer of the show; Franklin Schaffner, ex-"Studio One" megger, will direct; Robert Payson will be production manager and Lois Jacoby act as script editor.

### WKZO-TV Gets Okay To Re-Broadcast NBC-TV Shows

Station WKZO-TV, Kalamazoo, Mich., may pick up and re-broadcast any NBC-TV programs (sponsored or sustaining) from Detroit or Toledo, under the terms of a recently concluded agreement between the web and the Fetzer Broadcasting Company. The Kalamazoo TV outlet is available only for sponsored shows for which the client has already placed an order on WJIM-TV, Lansing, Mich., and WLAJ-TV, Grand Rapids, Mich.

### Wharfield Moving to Nielsen Sales Staff

Albert M. Wharfield, formerly vicepee in charge of agency relations for C. E. Hooper, Inc., will move into the radio-TV sales staff of A. C. Nielsen Company, New York, next month (1) as a vicepee. Wharfield, associated with Hooper for more than 10 years, has served Nielsen on a loan basis since March. Under his new status, he'll concentrate on network TV and continue promotion on the National Nielsen Television Index.

## Magnavox May Nix Drama Seg

NEW YORK, Aug. 12.—Indications this week were that Magnavox would cancel its alternate week dramatic show on CBS-TV skedded to alternate with Ford Theater in the 9-10 spot Friday nights next season. No reason has been given for the cancellation.

The program was to be produced by CBS-TV, with talent furnished by the Music Corporation of America. CBS-TV has several prospects interested in the time.

## Bobbed 'Conflict' Shifts to CBS-TV

NEW YORK, Aug. 12.—The Bymart business this week shifted from ABC-TV to CBS-TV. The sponsor for its product, Tintair, cut the expected hour-long Conflict drama to a half-hour show and will program it alternate weeks on CBS-TV in the 9:30-10 slot Wednesday nights.

The contract will be only for 13 weeks as Buick is expected to take over the 9-10 p.m. time on CBS-TV beginning early in 1951. Bymart then probably will be moved to another time. Ceell & Presbrey is the agency.

This One



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## Authors' League NTC Set To Talk Rates on TV Scripts

NEW YORK, Aug. 12.—The National Television Committee (NTC) of the Authors' League this week set its final plans for going into negotiations for video scripts with TV broadcasters by early October. John Larkin, West Coast national rep of the NTC, was here this week clearing

## Kine Co-Op Net Mullied at KNBH For NBC Affils

HOLLYWOOD, Aug. 12.—Plans to launch a kinescoped co-op network of video shows are currently being explored by Tom McFadden, manager of KNBH, local NBC-TV outlet. Kine web would feature tailor-made shows, produced in Hollywood and geared to local level co-op sale. Shows would be peddled to all NBC affiliates. To attract local sponsorship, shows would be low-budgeted, inexpensive packages, to be peddled for 35 per cent of Class A local time.

Concept of the plan is to build volume operation whereby programming developed over KNBH (or packaged independently by KNBH but not aired locally) would be supplied on a rotating basis to other stations. Thus, KNBH could realize a profit from expensive local packages as well as utilize local production facilities to make revenue-bearing kine shows. A similar operation would be set up in New York thru WNBT.

First locally conceived show to be syndicated thus will be *Adventures of Cyclone Malone*, moppet show which begins airing over WNBK, Cleveland, August 14. The *Pinky Lee Show*, comedy lay-out bank-rolled by RCA Victor in Los Angeles, San Francisco and Seattle, is also considered ripe for syndication in other markets. In all cases, packagers and talent would come in for a cut of kine profits.

McFadden planned out of Hollywood Friday (11) for a quick meeting with web tele toppers in New York.

## Playtex Buys 2 CBS-TV 1/2 Hours For Beauty Tips

NEW YORK, Aug. 12.—International Latex for its Playtex girdles this week bought two daytime half-hours a week on CBS-TV. The sponsors will bankroll *Look Your Best*, a program of beauty hints featuring Richard Willis, in the 3:30-4 slot Mondays and Fridays on the web. The Wednesday program will be sustaining.

Sponsorship is expected to begin September 18 on a 25-station network, if CBS-TV can clear the stations. Foote, Cone & Belding is the agency.

## Burns and Allen Sale Simmering

NEW YORK, Aug. 12.—CBS-TV this week was waiting for the sale of its hot Burns and Allen video package. Several agencies which have seen the kine have already offered to take options on the property, but the web will only consider an outright sale.

Sale is expected to be closed early next week.

up final points on contract proposals.

While details of the demands are not available, it is known that the NTC will ask for at least the same kind of minimums now unofficially in effect for radio scripts. This would mean that a half-hour video sustainer might bring \$150; and a commercial, \$250; an hour TV sustainer \$325; and a commercial, \$500. This price would be for adaptations, which are used more than originals. The minimums for originals would run at least a \$100 higher.

NTC also will ask that scripters retain all secondary rights. These are much more valuable to video writers than they are for radio scripters. Their half-hour dramatic stanzas can readily be used as one-act plays and be peddled to the various little theater groups thruout the country. Hour TV shows can be peddled to the film companies or be turned into full-length plays. Skits can be used for Broadway revues. TV scripters may be willing to take a little less dough in the hope of recouping some of it thru secondary rights.

While the NTC has not settled the question of the jurisdiction of video scripters within the Authors' League, opinion is that the Television Writers' Group (TWG) will wind up with such jurisdiction, after making a few concessions to the Radio Writers Guild (RWG) and the Screen Writers Guild (SWG). The powerful Dramatists' Guild is behind the TWG drive for power because it feels that TV will be the breeding ground of the playwrights of the future.

## Martin Gosch Bows As Talent Supplier Of TV Personalities

NEW YORK, Aug. 12.—Packager Martin Gosch this week moved into the TV talent field with both feet by signing video entertainers to seven-year pacts which in effect are modified film contract players' agreements. Based on the customary film-lending thesping agreements, the contracts provide that Gosch pays the talent a guaranteed salary, if and when they are sold, Gosch gets about 50 per cent of any earnings over the stipend he pays to them. Already signed are comic Stanley Prager, choreographer Joan Mann, who created the dance patterns for the legit show *Tickets, Please*, and musical director George Bassman, formerly with Metro-Goldwyn-Mayer. Others, in both the production and talent ends, are to be signed.

Gosch intends to showcase his personalities on TV, then book them into various other indoor fields—vaude, disks legit, films, night clubs, etc. They will debut on his upcoming ABC video show, *The Sugar Bowl*, this fall. The contracts are firm for 26 weeks with options at the 26 and 52-week marks, and annually thereafter for the life of the contract.

Gosch is also building an organization to see that any talent signed will be merchandised to the best advantage. Miss Mann will supervise the dancing and Bassman the musical showcasting. Also to be added are vocal coaches, a TV director and other specialists who will handle specific jobs. Before entertainers are signed they will be given auditions, camera testing and a general going over by this general staff to see that they have the talent to make the grade.

## 5th Radio Network Ready To Bow Daytime Only

(Continued from page 3)

ing per day over leased telephone lines to its affiliates. According to Finley, PBS has 285 applications for affiliation and expects to have 300 outlets in its fold when operations start. Bulk of the shows will originate at its Hollywood headquarters. PBS also will maintain studios in Chicago and New York. At this point, no studio sites have been selected in either of the three broadcasting centers. As to personnel, Finley said some of the persons to be associated with the operation are now employed at other nets, hence their names cannot be revealed at this time.

To lure affiliates, PBS will not sell to national advertisers but make its shows available on an open-end basis so as to allow its outlets benefit of selling to local sponsors. Shows will be provided on a low-cost basis, with rates figured on individual station's power, coverage and rate card. Mini-

## Sinatra Okays CBS DeeJay Job

NEW YORK, Aug. 12.—Frank Sinatra has agreed to do an hour disk jockey show this fall over CBS on Saturday afternoons as part of his pact with the web. The show may not be presented until the football season is wound up because little time would be available when the quarter-backs take over.

Sinatra last season was almost set to do a disk jockey series for MBS, before he signed to croon for *Lucky Strike*. The sponsor, however, would not free him for the chore. He recently signed to do an hour TV series for CBS on Saturday nights.

um cost per show per station will be \$4. Another significant feature in the PBS plan is the elimination of network option time. Furthermore, stations will not be required to take all the programs and will be allowed to tape and delay any of the segs. Finley said that PBS will back up its affiliates with a sales assistance program complete with men in the field to aid outlets' sales. All sports broadcasts, including recreated baseball, will be offered as a bonus to subscribers, a competitive move against Liberty net.

Once PBS has successfully embarked on its daytime local sponsorship operations, Finley intends to concentrate on a nighttime national advertiser basis whereby bankrollers will be able to select specific towns or areas for its afterdark shows. This, according to Finley, will allow sponsors to air their commercials in non-tele towns, thereby avoiding competition with video or duplication for advertisers now on tele.

Daytime program sked as outlined by Finley includes morning newscasts aired simultaneously from Hollywood, Chicago and New York, followed by a block of four soap operas from 9 to 10 a.m.; a 30-minute fern show by Estelle Taylor, a home economics seg, an audience participation show featuring Hal Sawyer, and a variety musical show with Mel Torme. Net stations will feed fill-ins from noon to 2 p.m., followed by a celeb interview seg from Hollywood restaurants, a 30-minute seg emceed by Maurice Hart, a half-hour quiz show, a half-hour Western seg featuring Cottonseed Clark, Dan Clark in a 15-minute book review series, Charlotte Rogers in a 15-minute Hollywood gossip strip, a 15-minute giveaway series, Lou Nova in a sports program, and winding up at 5 o'clock with recreated baseball.

## KNBH in Deal With LA Rams On Grid Sked

### 575G Guarantee Involved

HOLLYWOOD, Aug. 12.—Contracts are expected to be inked this week-end by KNBH, local NBC-TV outlet, for telecasting of the complete sked of the Los Angeles Rams football club, thus marking the return of pro football after a tele blackout of several seasons. The KNBH-Rams deal, worked out between station topper Tom McFadden and the Rams owner, Dan Reeves, will insure the ball club of a gate guarantee and will enable Admiral Radio Corporation to pick up the tab on a low-cost basis. Herbert H. Horn Company, local Admiral distributor, will figure prominently in the KNBH-Rams tie-up, even to assuming risks involved in the gate guarantee deal. A total of 15 games will be telecast, broken into six film frays and nine live video casts. One of the live games will be aired from San Francisco via coaxial cable, which is skedded to open September 15.

Rams' protection clauses include a gate guarantee under which the club is assured a minimum season gate of \$575,000, after taxes. (Rams have pre-sold \$120,000 worth of season tickets so far this year.) Should the season's gate fall below the preset mark, loss is to be made up jointly by KNBH and Admiral. Admiral is obliged to make good the first chunk of gate losses, with KNBH coming into the pay-off at a still-to-be-determined level.

In return for risks involved, KNBH will peddle the complete package to Admiral for approximately \$30,000 or \$2,000 per game. This will include time, talent, remote charges and other fixed costs. In addition, KNBH will pay the Rams an undisclosed fee for telecasting rights. To insure gate hikes, a three-way promotional tie-up between Admiral, KNBH and the Rams will be launched immediately after contracts are inked.

KNBH figures only to break even on the sale to Admiral, since pick-up charges and cost of rights will total at least \$30,000. Station will gain, however, in snagging a programing plum plus peddling prime time ad-jacencies before and after the games. The Rams boss, Dan Reeves, is negotiating with visiting ball clubs to cut out-of-town footballers in on the tele revenue.

## WLW-T & Affils 'Inevitable' NBC

CINCINNATI, Aug. 12.—Queried today as to whether WLW-T and its affiliate TV stations, WLW-D, Dayton, O., and WLW-C, Columbus, O., would go along with NBC when the latter goes network with its daytime tele shows, Robert E. Dunville, prepared an elaborate statement to answer that question. It's this—it's inevitable!

"Television will follow the same pattern as AM," Dunville said. "We have added more daytime TV time, effective September 4, and naturally we'll be in line for daytime TV shows." Of course, we're not going to discard our bread-and-butter daytime shows like *Morning Murice* and the *50 Club*, but we'll follow in line with whatever NBC might have that fits our purpose and can make money for us."

"As I said before, TV will follow the same pattern as AM, and I wasn't being facetious when I said it's inevitable."

# 'OLD' NBC'S 3-RING DAZZLE

## Folsom's Whip Lashes Execs To Fast Tempo

### There's New Wind A-Blowin'

NEW YORK, Aug. 12.—Veteran radio observers, recalling the days not so long ago when NBC had a reputation for sitting on its big fat facilities, blinked again this week at the latest in a series of three-ring circus moves which have been occurring with increasing frequency since Frank Folsom took over as prexy of Radio Corporation of America (RCA), a little over a year and a half ago.

Folsom, acknowledged to be one of the industry's top merchandisers, came into the RCA parent company, and consequently the NBC picture (he had been exec veepee of RCA in charge of RCA Victor division), with little knowledge of show business or radio-TV as such, but with a grtm determination to make the web jump. This determination stemmed not only from a natural and inherent inability to do anything but a top job, but from a not-too-gentle ribbing Folsom had taken while piloting the RCA Victor division from NBC brass, notably Frank Mullen, at the time No. 2 man to then NBC President Niles Trammell. Mullen threw the "poor relation" routine at Folsom often enough to cause Mr. F. to tell Mullen off on more than one occasion and in no un-

### Stores Back-Track From TV to Radio

NEW YORK, Aug. 12.—A reversal of the department stores-into-TV trend occurred this week here and in Cleveland. In New York Macy's took on a trial campaign of radio spots on its AM outlet, WOR. A total of 18 were used on all types of shows, including Dorothy and Dick, Martha Deane, sports, Barbara Welles, news, etc. They plugged mainly such goods as irons, lamps and hats. The campaign will continue next week as well, with results believed encouraging. Macy's recently dropped a TV show on WOR-TV.

Simultaneously, Halle Bros., a leading Cleveland store, bought the 11 p.m. news across the board on WGAR, a 10-minute program handled by Jack Dooley, station's night editor. It was the first major department store move in radio in Cleveland since Sears Roebuck bankrolled football airings on the same outlet in 1948.

certain terms. When the opportunity arrived, Folsom was doubly determined to show the old regime how a network should be run.

Strangely enough, another major contributing factor to what has turned out to be the new aggressive NBC, was CBS and particularly one William Paley. Paley had pulled off the Amos 'n' Andy and the Jack Benny capers just before Folsom took over, and the new NBC boss came in, raring to get even.

Latest results of Folsom's long-

range whip-cracking are:

(1) A new 90-minute (6:30 to 8 p.m.) Sunday night AM show, designed to make this time on NBC the most powerful single time period in radio. It is certainly no coincidence that Jack Benny, on CBS, will be opposite the middle portion of this slot. This one is Bud Barry's baby and will use every name star on NBC, plus top artists in concert and other allied fields. Three bankrollers will pick up the 30G talent tab, rotating their plugs, with first one sponsor taking the first half hour, following week taking second half hour, third week third half hour, etc.

(2) An all-out nighttime approach to daytime AM. The web feels that soap operas may have seen their best AM days, and is building, as a possible substitute, dramas starring top film names. Claudette Colbert will star in one 15-minute strip, playing the lead in a drama based on problems listeners send in. Each day's drama will tackle a new problem. Set to lead another quarter-hour strip, with a full-week story line, is Charles Boyer. Both the Colbert and Boyer shows have been sample-cut and are ready to go. Similar shows are being pitched at Loretta Young and Robert Cummings.

(3) As part of the same nighttime approach to daytime AM, Break the Bank is going into the 11 to 11:30 a.m. spot with Bristol-Myers set for three editions and Armour and Kellogg considering the other two.

(4) This fall more big name AM shows are being hustled. These include the following shows presently in the audition stage: Harold Lloyd starring in Dear Boots, script based on William Hazlett Upson's Satevepost "Earthworm Tractor" yarns; Claud-

## Chevy Program Runs Into Snags, May Be Dropped

NEW YORK, Aug. 12.—Chevrolet this week was reported dropping not only its Chevrolet Tele-Theater program on NBC-TV, but the 8 p.m. Monday time as well. Bankroller reportedly was unhappy not only about the show, but also about the time slot. A competitor, Chrysler, would have been bucking Chevy from ABC with the Treasury Agent show, while Lever Bros., on CBS, would be airing a dramatic show similar to that which Chevrolet has been bankrolling.

The agency, Campbell-Ewald, is said to be shopping around.

ette Colbert to play the lead in Betty MacDonald's *Egg and I*; Cary and Mrs. Grant doing a *Mr. and Mrs. Blandings* series; Peggy Ann Garner starring in *Meet Me in St. Louis*, based on the Sally Benson book and film, and Hedda Hopper, heading a variety half hour.

(5) All these are natural follow-ups to NB's decision to junk the usual arid summer skeds. This year, the web has built summer shows for such names as Joel McCrea, Boyer, Ilona Massey, Brian Donlevy, Penny Singleton and Jack Lait.

### And on TV!

On the television side, NBC's innovations during the past year reflect (See "Old" NBC's 3-Ring on page 10)

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# TV GOES FOR OPERA DOUGH

## Test Last Year Shows Classic Music \$ Pull

All May Carry Stanzas

(Continued from page 3)

ing on making the productions pay off this time with commercial as well as artistic successes. The plan is to seek multiple sponsorship to carry the burden of the expensive productions. Several bankrollers already are engaged in conversations.

The biggest potential deal of all developed this week when the Wilbur Stark-Jerry Layton package firm acquired exclusive rights to the entire opera organization of Alfred Salmaggi, veteran impresario who has been producing pop-priced operas here for a quarter of a century. The entire Salmaggi troupe and repertoire of over 50 works are involved, and will be aired in either a 60-minute or two-hour format. It would be the only opera series to air weekly. The plan is to sell the productions in comparatively small, inexpensive segments. This approach, plus Salmaggi's lengthy experience in low-budget operations, gives promise of tele's initial bid for smaller spending sponsors in the grand opera field. With NBC, CBS and ABC already setting operas, this would appear heading for DuMont.

### Texaco Eyes Met

Texaco, which for the past couple of years has bankrolled the opening night from the Metropolitan Opera over ABC, may add to that schedule this year. Talks were held this week whereby the old firm would pick up at least three Met performances. Costs on these are believed the highest of any web's opera airings.

NBC gained heavy critical plaudits for last year's all-English presentations. The same team, Dr. Peter Herman Adler, as musical-artistic director, and Charles Polacheck, handling the video direction, will turn out a minimum of eight one-hour operas this fall. NBC brass also are considering ways and means of gaining sponsorship for the set.

Besides the standard opera fare, both NBC and CBS are considering some departures this fall. NBC is seeking to have an original work done for its series by Gian-Carlo Menotti, while CBS is negotiating for rights to a single production of Menotti's current Broadway hit, *The Consul*.

## Brief and Important

### Prudential Eyes "Corliss Archer" for ABC-TV

Indications are that Prudential Life Insurance is on the verge of buying "Corliss Archer" on ABC-TV. CBS-TV had the property, but it never got beyond the kine stage. The time has not been selected. Carlock, McClintock, Calkins & Holden is the agency.

### Ford's Three-Hour Film Program May Widen Scope

Ford is considering extending its three-hour film program now on WOR-TV, New York, and WFIL-TV, Philadelphia, to other major cities such as Pittsburgh and Washington, if time can be had. Local dealer organizations in each city would take over sponsorship. J. Walter Thompson is the agency.

### KLAC-TV in Deal To Telecast Palladium Bands, Acts

KLAC-TV outbid rival outlets to tie up the Hollywood Palladium Ballroom for a weekly video series beginning August 22. Layout will be emceed by station's disk jockey, Don Otis, and will feature Palladium's combined bands with straight vaude acts. Bands playing the Palladium will work for tele scale. KLAC-TV will pay for talent, with a small assist from the Palladium management. Commercially, the package is to be peddled for \$2,000. Show will mark Palladium's return to tele exploitation. Previously, KTTV had a tie-up with the terpsery for a short spell.

### NBC To Make "8-H" Radio Studio Largest for TV

As part of its new TV building expansion program, NBC will reconvert its "8-H" radio studio in Radio City into one of the world's largest video studios. The "8-H" project will take several months, but the web's newly converted "3-A" and "3-B" TV studios will be in operation by Labor Day and work on the Center Theater and Hudson Theater will be completed by late September. Studio "8-H" is the world's largest radio hall now.

### Ronzoni To Sponsor "They Live in B'klyn" on WPIX

Beginning September 14, Ronzoni Macaroni will sponsor "They Live in Brooklyn" on WPIX, New York. The comedy-drama video series, which is aired every Thursday night from 7:30 to 8 p.m., is produced, written and packaged by legit playwright Nicholas Cosentino. Bob McCahon will direct the show.

### Piedmont Net of 10 Va. Outlets To Start September 25

The new Piedmont Network of 10 Virginia stations will launch its official programming September 25, according to Graeme Zimmer, vicepres of WXGI, Richmond, Va. The web has optioned time strips on all stations from 10 to 10:30 a.m. and 2 to 3 p.m. daily.

### Young To Quit WPIX Flack Manager Post

Frank Young, public relations manager of WPIX, New York, is checking out of the station sometime this month. His assistant, Clint Bolton, left last Monday (7). The two-man press staff won The Billboard's 11th annual publicity poll for having the best TV press department in New York last year. L. A. Hellingworth, a New York public relations man, is expected to move into Young's post.

### Ziv To Distribute Grant-Realm Films

Frederic Ziv last week took over distribution of 26 half-hour Grant-Realm films under a five-year deal. Formerly sponsored by Lucky Strike in 1948, the series is to be retitled "Story Theater" and sold locally. Twenty-six more films will be made.

### Goodrich Buys Daly With "Celebrity" Vacash Cost

B. F. Goodrich last week decided to program "John Daly and the News" on CBS-TV in the 10-10:15 p.m. slot Sunday nights, beginning August 27 for five weeks. The sponsor made the move because it has taken a 13-week hiatus for the "Celebrity Time" show, and CBS-TV allows only eight weeks off. Thus, Goodrich already paying for the extra five weeks, by footing program costs, has acquired another show. "Celebrity Time" returns to CBS-TV August 1 in the 10-10:30 spot.

## NAB Optimistic; Believes Station Run-Outs Halted

WASHINGTON, Aug. 12.—Following the two-day emergency session of the board this week, National Association of Broadcasters' (NAB) officials expressed the view that the resignation wave is coming to a halt and that the organization will proceed on a stable basis from now on.

It was pointed out that broadcasters recognize that the war emergency requires more than a coordinated effort thru a trade association. It was emphasized, too, that a substantial number of the 100-odd NAB back-outs during recent months was the result of station and permit forfeitures.

During the session, the board heard reassurances from government spokesmen that broadcasting restrictions in the event of full-scale war will be no more severe than during the last war; voted to take all steps necessary to insure security; authorized an independent Broadcast Advertising Bureau (BAB); asked its BAB committee to give "full consideration" to FM; authorized publication of a special defense bulletin; okayed TV sales promotion services in sufficient services if sufficient demand develops.

## M&L Set for 2 NBC-TV Shows

HOLLYWOOD, Aug. 12.—Martin and Lewis have been definitely committed to two tele guest spots on NBC-TV, but other video appearances will depend on the comedy team's film work. Duo will work the NBC-TV Sunday night comedy show on September 17 and October 15, trekking to New York for the guesster.

Boys are still under contract to NBC for both radio and tele until next March, and paid a weekly fee regardless of radio or tele appearances. Music Corporation of America (MCA) which recently took over the M & L managerial reins when the funsters broke with Abbey Greshler, are presently re-examining all contracts signed by the boys during Greshler's tenure. Included are two pic deals, one with Hal Wallis and another with York Productions, production firm headed by Greshler and Fred Finklehoffe. Tele deal with NBC is considered an interim pact pending renegotiation of a new contract next year.

## Petrillo Berates TV Execs Re Film Scale Stalemate

NEW YORK, Aug. 12.—The impasse between the industry-wide TV film committee and the American Federation of Musicians (AFM) was enlivened this week by a number of pointed remarks made by representatives of both factions. James C. Petrillo, AFM chief who has been silent on the matter since his announcement of the royalty plan to the AFM convention at Houston in June of this year, suddenly became articulate. He stated: "The idea of meeting with the industry committee has been dropped. . . I am disappointed in big businessmen. . . how low can you get?" The AFM chief, of course, referred to the industry committee's proposals on TV film

scale, the industry being reluctant to agree to the 5 per cent royalty fund proposal and to the Hollywood film scale demanded by the AFM. Petrillo, in his contracts with individual packagers, has been obtaining these terms. (See Petrillo Blames on page 12)

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# Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

## Rhythm Rodeo

Reviewed Sunday (30), 8-8:30 p.m. EDT. Sustaining via the DuMont network, originating in Chicago. Producer-director, Barry McKinley. Cast: Art Jarrett, Paula Wray, the Starnoters.

Art Jarrett, who made many a feminine heart flutter with his tremendous tenor a few years back, is the star of this new DuMont offering. Ostensibly a Western-style musical show, it is an unfortunate vehicle for Jarrett's plunge into the medium. From start to end the preem was ragged, the musical numbers not selected with any consistency and Jarrett was ill at ease before the cameras.

Jarrett was abetted by an instrumental quartet called the Starnoters and a fem singer named Paula Wray. The musicians proved adept and flashed a bit of bop to show they could do it. Miss Wray was attractive and did okay with her numbers.

Jarrett settled down after a shaky opening tune and warbled in good style. However, he will have to learn to untrack from saying "well, well, well" after every number and otherwise groping for words. Dialog in general was nondescript at best. The show supposedly was in sagebrush mood, but some of the numbers were in an entirely different spirit, as *Diamonds Are a Girl's Best Friend*. Whole show was spotty in approach and execution, but one may charitably hope that experience will iron out some of these kinks. *Sam Chase.*

## Johnny Stag Show

Reviewed Friday (4), 9:30-10 p.m. EDT. Sustaining via WNEW, New York. Producer-director, Dick Pack. Emcee, Johnny Stag.

In the face of all the recent and expensive hoopla deals for big name disk jockeys as freak radio attractions, WNEW has come thru with the first worthwhile twist on the idea, via a request program for hospitalized vets, with paraplegic Johnny Stag as d.j.-emcee.

Presented in co-operation with the Veterans Hospital Radio Guild, the alrer deftly sells its message "don't forget: Visit a vet," but never becomes mawkish in the process. The show itself is the outgrowth of a special broadcast ex-Holloran patient Stag aired on an intra-hospital network last year.

The vet's pleasant mike manner and refreshingly un-smooth delivery should click big with regular listeners as well as ex-GI patients. Request-wise, the latter showed good musical taste on the preem show. Records played included Frank Sinatra's *My Blue Heaven*, Glenn Miller's *Moonlight Serenade*, Tommy Dorsey's *Marte*, Lena Horn's *Stormy Weather* and Artie Shaw's *Stardust*.

*June Bundy.*

## Sam Goldwyn, Disk Jockey

Reviewed Tuesday, 7-7:30 p.m. EDT. Sustaining via WNBC, New York, for four weeks. Formula: Take one well-known name, mix well with a few platters and the result is a program with no commercial possibilities since it is not to be a regular, and whose major accomplishment will be to break space with newspapers looking for feature copy.

If one can visualize Sam Goldwyn as a disk jockey, a wayward imagination may be intrigued enough to listen to the program. Goldwyn exhibited a new look, a mike personality minus his Goldwynisms, which was down-to-earth, humble and a bit innocuous. He began by practically apologizing for his chore and went on to spin a few mildly interesting stories about films and film music.

The various excerpts from top film scores—*Spellbound*, *Gone With the Wind*, *For Whom the Bells Toll*—are lushly orchestrated, but whipped cream should be taken in dabs and movie music for 15 minutes proved a heaping helping. As an example of Hollywood culture, as Goldwyn claimed, the music leaves much to be desired. Tho melodically strong, its lack of variety even within the same score makes for a sameness that becomes satiating.

Music lovers will be interested in this show, but since WQXR, New York, has been offering the same kind of program for quite a while, they are not being introduced to anything new, except Goldwyn.

*Leon Morse.*

## The Singing Marshal

Reviewed Sunday (5), 8-8:30 p.m. EDT. Sustaining via MBS, Producer, Mary Afflick; script, Kay Christopher; organist, Preston Sellers; guitar, Freddy Runquist. Cast: Curley Bradley, Leo Curley, Forrest Lewis, Fred Smith, George Kluge, Everett Clarke and Stanley Scheval.

MBS's new sagebrush offering, *The Singing Marshal*, is on the weak side primarily because of a script that lacks even superficial characterization and a plot that has been retold in infinite variations. The web evidently had an idea when it starred its old Tom Mix team, Curley Bradley and Leo Curley, in this series. But radio still pays off on results not ideas.

"As the marshal of Central City and "champion of rangeland justice," the crooning six-gun totter got involved with some Eastern bad guys on the hunt for some nuggets hidden away in a mine. They set fires to cover up their activities and bashed an old prospector on the head before the singing marshal caught up with them.

The character of the old Negro cook, used for comic relief, will undoubtedly be offensive to those people who feel that the country has progressed, even if radio hasn't. Just as important, however, is the fact that the character is extraneous. The burden of comedy should be carried by the marshal's pard, good old Red River, who does nothing but ask leading questions at the right moment.

*The Singing Marshal* is not up to his vocal chores. His version of *Cool, Cool Water* was on the dull side. It might be sensible, too, to have him sing during the show, not after the plot has wound up. *Leon Morse.*

# WLS TALENT RESULT CHART

## WLS TALENT BRINGS RESULTS!



### THE ATCHER STORY

"Top Hand of the Cowhands"—that's what BOB ATCHER is known as throughout the Midwest. This outstanding WLS star is collecting laurels from all over WLS Land—both city and country. He's the M.C. on part of the commercially successful WLS National Barn Dance... appeared as the star in the recent "I Am An American Day" celebration in Chicago... has made many recordings which have topped the 3 million mark in sales... is constantly bringing smiles to the faces of many satisfied WLS advertisers... is referred to in a recent Chicago Tribune article as "the slickest kilocycle cowboy in these h'ar parts"... has never lost a sponsor because of failure to produce sales results!

### STUMPUS COLLECTS

In three months of this year STUMPUS, featuring the famed WLS BUCCANEERS, pulled 207,000 pieces of mail from listeners! This daily participation show proves the tremendous degree of acceptance enjoyed by the BUC-CANEERS throughout the Midwest. Listeners and more listeners—all receptive to commercial messages. There are still a few availabilities left in STUMPUS for alert advertisers.



### NATIONAL PUBLICITY

Typical of the popularity of WLS talent is the article appearing in the August issue of RADIO MIRROR... featuring DOLPH HEWITT, a WLS star entertainer. Nationally circulated, RADIO MIRROR says, "...delighted RCA Victor executives refer to him (DOLPH HEWITT) as the newest hillbilly sensation..." DOLPH is good... DOLPH is listened to... DOLPH is commercial. Another result-getting WLS star.



### THE AUDIENCE KNOWS

The audience knows because they listen regularly to all our WLS stars. Results prove it... BMB confirms it:

- DAYTIME WLS AUDIENCE . . . . . 2,404,840 radio families in (10-100% coverage) 345 Midwest counties.
- NIGHTTIME WLS AUDIENCE . . . . . 2,691,440 radio families in (10-100% coverage) 582 Midwest counties.

source: BMB, 1949; once a week or more listening.

Listeners... talent... results...  
It all adds up to WLS sales impact.



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# "Old" NBC's 3-Ring Dazzle; Folsom Whips Up Fast Tempo

(Continued from page 7)

just as directly the web's willingness to depart from the usual when a hot idea strikes. First of these moves was the building of Saturday Night Revue, which was regarded as TV's biggest and perhaps most foolhardy gamble. But it has paid off with a vengeance.

The coming season, NBC's new Sunday and Wednesday shows underline a new, yet amazingly simple, concept: the way to keep comics from running dry is to alternate them. Also, the CBS last year was regarded as having cornered the funny man market, NBC will be jumping with such names as Fred Allen, Eddie Cantor, Ed Wynn, Jimmy Durante, Danny Thomas, Groucho Marx, and, perhaps, Spike Jones and Ray Bolger, with whom talks are now going on.

Promotionwise, the web has proved just as hep. Development this summer of the "saturation sales" radio technique, which it sold General Mills, was the slickest stunt in years to overcome the usual hot-weather slump. Plymouth was virtually set to pick up the same idea, bank-rolling a number of web sustainers on a pick-and-choose basis, but was forced out due to the steel strike which hit at the time. But Ford, apparently better situated, utilized the theme on several webs. NBC will revert to the same technique next summer.

A recent stunt which shows as much as anything how the "new" NBC functions is that in which about 100 selected top advertiser and agency execs were sent RCA Victor 45 r.p.m. players. Now every time NBC comes up with a new radio show it wants to sell, the show's audition is attractively packaged on 45 r.p.m. records and sent to these execs' homes.

Basically, the NBC revolution has been one of approach, and this in turn has stemmed from the people

who have been introduced into the operation. The top brass, the medium brass and the lower echelons all have formed teams with a cohesion and spirit which NBC lacked even in its palmiest days. The current administration has shown not only an awareness of the significant factors influencing the industry today, but a team method of operation which has pulled it back from the verge of a kayo. Most important, under the current set-up, no chairs get warm at NBC.

Thus, under Folsom's aegis, Joe McConnell and Niles Trammell have proved a remarkable duo in jointly moving in on top-level strategy.

Bud Barry, as AM program boss, got his training in the free-for-all operation that has been the Blue and ABC. A dynamo with a strong sales background, Barry has provided the commercial touch to the creative ideas evolved by his staffers and has ignited the spark which has made them go. Les Harris, assistant national program chief, and Mitch Penson, program sales head, both are perfect foils for Barry's inspirational guidance.

On the TV side, Pat Weaver has consistently furthered NBC's front-running position both in terms of shows and sales. Incidentally, Weaver and Barry have proved the same sort of a team on their level as McConnell and Trammell are on the upper plane.

Two other top brass who have contributed well-rounded savvy and down-to-earth practice are Executive Veepee Charlie Denny, who moved over from the top job with the Federal Communications Commission, and Veepee Ed Madden, whose previous job as head of the American Newspaper Advertising Network gave him an off-angle view of the broadcast business which has proved most valuable on several occasions.

## Agency Tills Ring 15 Mils As Accent Shifts to AM-TV

NEW YORK, Aug. 12.—Cecil & Presbrey this week can look forward to \$15,000,000 in billings for 1950. Primarily responsible for the agency's increase of \$11,000,000 in billings within four years has been its accent on television and radio.

This fall, Cecil & Presbrey will have six video shows, more than twice as much as some big time agencies with double its billings. They include the half hour Conflict on CBS-TV alternate weeks for Tintair, a new hair dyeing process; a new

half-hour presentation for Nescafe on NBC-TV Sunday nights, and four other 30-minute segs on CBS-TV for Sylvania Electric, Ammi-Dent, Nestle's and Auto-Lite.

Tho David Lyon, agency veepee, has consistently sparked the drive into TV and thereby brought new business into the house, the biggest single block of billings entered the outfit when Tom Maloney moved over from Cunningham & Walsh to become exec veepee. He brought with him Auto-Lite, Sylvania Electric, Texas Gas, Texas Easter, Graflex, U. S. Camera, and coast guard. Among other lucrative accounts which entered the fold recently are Nestle's, Block Drug (Ammi-Dent), Inhiston, Tintair and the Philip Morris daytime radio business. On the other hand, Speidel went to other pastures this year.

Philip Morris daytime radio has clicked so well that the cigarette sponsor has added a five-minute daytime strip ABC starring Walter Kierman. The coast guard also ventures into a half-hour daytime show this fall on NBC, Saturday afternoons, before the football games.

The steadily expanding TV department, headed by George Foley, has taken on two new men in the past month and is about to take on Bob Patterson, former WCBS-TV program director, as new assistant to Foley. The agency encourages the buying of low-cost outside packages for its clients, a philosophy which has paid off substantially as the billings testify.

## Brief and Important

### WFAA-TV, Dallas, Adds Rodeo to Regular Sked

The first regularly scheduled television rodeo has started on WFAA-TV, Dallas, with an hour and 10 minutes scheduled every Saturday night at 8:30. The producer of rodeo is Jimmy Roy. Professional cowboys and cowgirls of the Rodeo Cowboys' Association participate. The show includes wild horse racing, bareback bronc riding, steer wrestling and calf roping.

### Marshall Terry Quits Crosley Post

Marshall N. Terry, vice-president in charge of merchandising for Crosley Broadcasting Corporation, Cincinnati, has resigned effective August 15 to devote full time to outside business interests. Terry joined the Crosley organization in 1944 as director of promotional activities and three years later was elected an officer of the corporation. In August, 1948, he was named vice-president in charge of television activities, handling the administrative responsibilities of WLW-T, WLW-C and WLW-D. In October, 1949, he returned to duties in the merchandising field for WLW and WLW-T. R. E. Dunville, Crosley president, said no replacement is contemplated for Terry, altho several organizational changes occasioned by his resignation will be made later.

### KRLD-TV, Dallas, Pacts SMU for Grid Games

KRLD-TV, Dallas, has signed a contract with Southern Methodist University (SMU) to film all their football games this fall, for screening on the Tuesday night following the game. H. N. (Rusty) Russell, SMU head football coach, will be narrator for the films. The Southwest Conference, of which SMU is a member, has retained its rule against live television on any games other than sellouts. The package acquired by KRLD-TV includes SMU games with Georgia Tech, Missouri, Ohio State, Oklahoma A&M, Texas, Texas A&M, Baylor, Rice, Arkansas and Texas Christian.

### "Scare" Ads, Keyed to Korea Crisis, Banned by WPTZ

WPTZ, Philco's TV station in Philadelphia, has banned all "scare" advertising and buy-it-while-it-lasts copy on the station. Alexander W. Dannenbaum Jr., commercial manager, said that all copy is being checked to make certain that no misleading advertising connotations are used in connection with the Korean crisis.

### WPIX Move to Empire State Building in the Works

The bid of WPIX, New York, to move its TV transmitter from The Daily News Building to the Empire State Building is being processed by Federal Communications Commission (FCC).

### Rep. O'Konski Wins More Power for His Station

Rep. Alvin O'Konski (R., Wis.) emerged successfully from the AM power scramble (The Billboard, August 12) last week when FCC okayed unlimited time and a doubling of the present 500-watt output for his Merrill, Wis., daytimer, WLIN.

### Probe of Absent FM Tuners in TV Sets Marks Time

Congressional committees are awaiting formal complaints before deciding whether to investigate manufacturers' failure to install FM tuners on all TV sets. After hearing that the new FM industry committee called for such a probe upon its formation last week, committee staffers said nothing much could be done this session. FCC, also to be asked to look into the situation, probably lacks jurisdiction, a spokesman said.

### Detroit Brewer Signs Complete Hockey Sked on WWJ-TV

WWJ-TV, Detroit, last week signed the Stroh Brewing Company as sponsor for 35 at-home Detroit Red Wings hockey games for the coming season. Order is a repeat from last year, and brings practically a complete hockey season to the local fans, equaling baseball coverage here.

### Two Sponsors Sign for WXYZ-TV's "Cowboy Colt"

"Cowboy Colt," daily Western show on WXYZ-TV, Detroit, goes commercial August 21, with the Twin Pines Dairy buying the show Monday, Wednesday and Friday, and Jumping Jack Shoes (Bristol Shoe Company) buying the other two days. Sales were placed thru the Luckoff, Wayburn and Frankel and the Storm Advertising agencies respectively. The program is a quarter hour stint by J. D. Beemer, son of Brace Beemer, who is the ABC's "Lone Ranger," originating at WXYZ.

### Weintraub Snags Blatz Beer AM-TV Account

The William H. Weintraub Agency, New York, last week, snagged Blatz Beer as a radio-TV account. The brew was formerly handled by Kastor, Farrell, Chesley & Clifford, Inc., New York.

### Crown Hires Maddi, Signs Beverly Alber

Crown Records, Coast indie, hired batoner Larry Maddi as its musical director, and signed songstress Beverly Alber to a disking pact. Maddi's ork has been appearing at the Los Angeles Town House (hotel) for the past six months. Initial release will include "Esenada Way" backed by "Favor, My Darling," featuring the chirp backed by Maddi's ork.

### Weintraub Sells "Ellery Queen" to Kaiser for Year

William H. Weintraub Agency, New York, last week negotiated a 52-week contract for Kaiser-Frazier to sponsor the "Ellery Queen" video show on DuMont this fall. The mystery series is skedded to tee off under the auto company sponsorship Sunday, October 1, from 9 to 9:30 p.m.

### WOR Signs New Labor Pact With IBEW

WOR, New York, last week (8) signed a new contract with the International Brotherhood of Electrical Workers (IBEW). Negotiations on the pact had been pending since last November, and substantial agreement was reportedly reached some time ago on all but a few issues. Under the new contract, WOR engineers will receive a sizable boost in pay, retroactive to last fall.

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## Decca Tries Spin At 45 Players To Match Disk Sked

NEW YORK, Aug. 12.—Decca Records, currently shaping its disk releasing sked for its recently announced 45 r.p.m. line, has also taken a plunge into the 45 player business. The diskery expects to market its first 45 r.p.m. players about mid-September.

According to plans the diskery, which for many years has maintained a sizeable record accessories and player department, will market three types of 45 equipment. All are similar in detail to the RCA Victor players. Decca will market a \$12.95 attachment, a \$27.95 self-contained unit, and a \$54.95 radio-45 player combination.

Decca plans to use all of the Victor merchandising gimmicks in selling the players. Included will be the record bonus plan, which includes handing out an album of free platters with each player, and the coupon bonus plan, which features a book of six coupons, each of which allows for a free doughnut platter once a month with each player sold.

A Decca spokesman characterized the firm's player pitch with a statement that "we'll meet all the demands of competition."

## Cap Maps Push Of Kiddie Wax

HOLLYWOOD, Aug. 12.—Capitol, during its fall sales drive, will throw special emphasis on newly released low priced kidisk packages. Diskery will release a series of eight special-sleeved dollar disks, featuring some of its top kid properties. Eight will include three fast-selling Warner Bros. cartoon characters: Bugs Bunny, Daffy Duck and Tweety Pie, thus marking the first time these were made available in the low-priced bracket. Heretofore, they were available only in \$3-\$3.75 albums.

Move comes on the heels of Cap's discontinuing its 25-cent Tiny Tunes seven-inch kidisks. Diskery feels neither it nor the dealers were profiting by the two-bit platters, nor was it possible for the label to deliver its possible kid stuff for so small a return. Alan Livingston, Cap's kidisk brain trust and artist-repertoire album veepee, told *The Billboard* that general economic conditions prompted stronger move into low-priced kidisks to supplement its regular album releases.

## Monroe Seeking Time-Off TV Deal

NEW YORK, Aug. 12.—When Vaughn Monroe begins his weekly TV series for Camels on CBS October 10, he may set a booking precedent for all future ork video shows. The bandleader's present contract on the series call for the usual 13 weeks, plus options, but his booking agent, Willard Alexander, is trying to negotiate a deal with the William Esty Agency whereby Monroe will play the show on a 13-week-on-week-off basis.

Under the present set-up, Monroe's fall one-nighter schedule will be limited to four nights a week at accessible Eastern locations. The Alexander system would enable him to fulfill cross-country dates during the lay-off periods.

Monroe's TV show, which will air on Tuesdays from 9 to 9:30 p.m., will employ a combination variety-revue format and by-pass "big name" guests. The ork leader, who recently wound up 112 one-nighters, will continue to broadcast his Saturday night radio show for Camels on CBS.

# Victor Sets New 45 Drive

An Editorial

## One Speed . . . But When?

During the earliest days of the introduction of the new speed platters (33 $\frac{1}{3}$  r.p.m. by Columbia and 45 r.p.m. by RCA Victor) *The Billboard* pointed out that what was happening was an inevitable evolution in the record industry. We believe that subsequent events have borne out our contention of those earliest days, that the public would ultimately decide the fate of either or both of the two new speed disks.

The time seems to have come when the evolution has been resolved to the point where all major companies and a vast number of smaller companies are making recordings in all three speeds. In some quarters this has been hailed as the end of the new speed story. Many distributors, dealers and some manufacturers, however, are expressing the opinion that this is far from the end. It is the belief of these traders that the record business cannot prosper, indeed, cannot survive indefinitely, in a three-speed atmosphere. The problems of purchasing, inventory control, merchandising, etc., are all obviously compounded and intensified to a great degree as long as the retailer has disks on three speeds to consider.

No Time for Paule

It is *The Billboard's* opinion, too, that the industry cannot thrive in a three-speed atmosphere. However, just as *The Billboard* cautioned against wild and thoughtless operation in the pioneer days of the new speeds, just so now we caution against any undue panic, or alarmist decisions in connection with an eventual settling down to one speed. Evolution is never simple, and the record evolution is less simple than similar periods of change in industries more accustomed to change.

Whether the industry can ever settle down to a one-speed operation again, and if so, when, is complicated by many economic factors. One of the more gigantic and obvious of such factors is the situation in which any record company decisions are pretty much at the mercy of the instrument manufacturers. With the single exception of RCA Victor, which, of course, produces both players and records, no other record company has any direct control over what type of record-playing instruments are placed on the market. At the present time, virtually all instrument manufacturers are producing and selling three-speed instruments. Only when the majority of big instrument makers, probably following the lead of one or more record makers, goes back to producing instruments designed to play records at a single speed can any such movement toward a single speed take on real momentum.

Obsolescence Always a Factor

A second factor is one ever-present in any industrial evolutionary situation; the factor of obsolescence of present equipment on the consumer level. While there may be between 3,000,000 and 4,000,000 players and sets of all kinds which can play 33 and/or 45-r.p.m. platters, there are still about 15,000,000 78-r.p.m. players. Until an economically large enough segment of the present 78-only owners are won over to the new speeds, it is not going to make too much sense for disk manufacturers to cease production of disks at the old speed.

(See ONE SPEED on page 98)

## Piracy Charge On Sam's Song

CHICAGO, Aug. 12.—A letter informing Sam Weiss, Inc., New York pubbery, of infringement and demanding an accounting of royalties on the current *Sam's Song* was dispatched here Tuesday (8) by attorney Mort Schaeffer. Schaeffer is representing Elmer Albrecht, who wrote *Elmer's Tune* and now claims that the current topper is an infringement on a tune on which he obtained a copyright in 1944 under the title *How Was I To Know?*

The Albrecht tune, according to Schaeffer, was presented originally to orkster Dick Jurgens in 1942, after Jurgens had made *Elmer's Tune* a Columbia best seller. The original title and words were *Not Enough*. The tune was scored by Jurgens' penners and put into the ork's library. In 1944 Jurgens urged Albrecht to change the lyrics and Roger Lewis revamped the words, putting on the new title. Albrecht alleges that the 24-measure chorus of *Sam's Song* duplicates the melody of *How Was I To Know?* except for a three-bar phrase in one measure.

He has affidavits from Jurgens and Harry Cool, singer who worked with Jurgens from 1940 to 1945, stating that Lou Quading, writer of the music for *Sam's Song*, was pianist with the Jurgens band at that time.

## Columbia 45 Disks Go Like Hot Plates

HOLLYWOOD, Aug. 12.—Advance orders on Columbia Records' 45 platters being tested in seven areas, are substantial, according to Edward Wallerstein, diskery's president. Cities in which the disks are being tested are Kansas City, Albany, Baltimore, Washington, Dallas, Houston and Milwaukee.

Records selected as the basis of the test are *Goodnight Irene*, recorded by Frank Sinatra, and *Some-time*, etched by the Mariners.

Wallerstein left Hollywood this week-end for San Francisco, where he will meet with regional distributors Monday (14).

## 10% Travel Tax Stays on Bands

NEW YORK, Aug. 12.—The 10 per cent traveling tax, now imposed by the American Federation of Musicians (AFM) on all traveling bands and members, will be eliminated for musical acts that have recently been taken into AFM. The tax on bands will continue in force. In a previous story it was implied that the tax would be lifted from all AFM'ers. (See 10% Travel Tax on page 44)

## Biggest Push Yet To Plug Donut Disks

55 Labels in Fold Now

NEW YORK, Aug. 12.—RCA Victor, on the eve of industry-wide acceptance of its 45 r.p.m. system, is set to embark on the greatest 45 drive to date. This will be the fall campaign, and will be kicked off at a series of distributor meetings August 14 thru 23.

The drive, which is predicated on the idea of establishing the 45 system as the foundation rock of the disk industry, encompasses a heavy advertising and promotion schedule in national magazines, newspapers, radio, television and point-of-sale merchandising.

Further, the RCA Victor philosophy is in its nature industry-wide rather than restricted to one diskery, and the pitch, as given to the distributors, will stress the necessity of having the entire industry buckle down to the (See *Victor Sets New 45* on page 16)

## Lawrence Near Ink With Glaser

NEW YORK, Aug. 12.—Elliot Lawrence is just about set to ink a booking agreement with Joe Glaser's Associated Booking Corporation (ABC). Lawrence has been under contract to General Artists Corporation (GAC) for the four-year history of his band.

The young keyboard playing maestro has asked for and will probably get his release from the GAC pact next week. Lawrence has developed into a strong property for the collegiate set in the past couple of years. His ork, developed as a house band at Philadelphia Station WCAU, hit the market in 1946 with one of the heaviest barrages of promotion in the postwar history of band business. Only Ralph Flanagan's hoop-la has since matched the vigor of the Lawrence push.

Lawrence recently switched his recording affiliation from Columbia to Decca. His first release on the Decca label will be an album of eight standard tunes which will be marketed on all three speeds.

## Algonquin Files 2d Mills Plea

NEW YORK, Aug. 12.—Algonquin Music, Bobby Mellin's Broadcast Music, Inc. (BMI), pubbery, this week filed a supplemental complaint in United States District Court here against Mills Music, charging infringement of the Mellin copyright on *Mama Blues*.

The action had been dismissed last July 12 by Federal Judge Gregory Noonan on technical grounds (*The Billboard*, July 22), but the plaintiff was granted leave to file a supplemental complaint.

Mellin, represented by Attorney Arthur Fishbein, claims that the Mills tune, *I Found My Mama*, penned by country tunesmith Floyd (Salty) Holmes, plagiarizes on *Mama Blues*, by the same composer. The suit names the Decca, Victor, Columbia and London diskeries as co-defendants with Mills.

# Decca All-Out in Classic Field

## Gold Label Is 1st Full-Scale Biz in 10 Yrs.

### World-Wide Catalog

NEW YORK, Aug. 12.—Decca Records prexy, Milton R. Rackmil, early next week will notify the diskery's distributors that Decca, commencing September 5, is re-entering the longhair field on a full scale for the first time in over a decade. Previously, the diskery's operations in the classical business consisted of acting as the American selling agent for English Decca's FFRR line prior to the birth of the London label, after an early plunge into longhair recording in the days of the diskery, which bred the Decca Red Label series.

The diskery, for years notably successful in the pop field, has skedd a long-term program for its classical line. This includes sizable quotients of domestic recording as well as making use of items drawn from "catalogs from all over the world," according to Rackmil's statement. The initial Decca longhair release will be issued exclusively on long-playing records, with only one item, the original cast recording of Gian Carlo Menotti's *The Consul*, due also to be issued on 78-r.p.m. platters.

Decca's move into the longhair field thus puts the classical business on a competitive level similar to the pop business. With the exception of MGM, which is currently preparing a limited classical line, each of the major diskers now are in the longhair field and, as in the pop field, an ever-increasing number of independent longhair diskers have plunged into the classical field following the development of LP in that medium.

The diskery's longhair disks will be issued on a new series, the Gold Label series. The featured artists will include many important contemporary musicians and composers as well as a group of American and European artists who are well known in the international longhair market. Among the performers who will appear in the Decca longhair catalog are clarinetist Reginald Kell, pianist Lili Kraus, violinist Szymon Goldberg, pianist-conductor Dmitri Mitropoulos, cellist Anthony Pini, composer-conductor-pianist Lukas Foss, tenor Richard Tauber, soprano Lotte Lehmann, violinist Joseph Fuchs, pianists Lillian Fuchs, Claudio Arrau and Leo Smit, cellist Leonard Rose, the Cimbley String Symphonietta and a number of others. The works to be released will cover all phases of the classic field—symphonic, chamber music, operatic, choral, vocal and instrumental. The diskery will accent (See Decca All-Out on page 16)

## Scalisi Heads Decca Machines

NEW YORK, Aug. 12.—John Scalisi this week was appointed topper of the music machine operators' department of Decca Records by Sidney Goldberg, veepee and general sales manager for the diskery. Scalisi replaces Robert Arkin, who resigned from this post with the diskery effective yesterday (11).

Scalisi has been with Decca for the past year, working out of the diskery's national sales department. Prior to that Scalisi was with Capitol Records for a number of years.

## Trust Fund Gets \$746,000 With Disk Sales Up 20 Pct.

NEW YORK, Aug. 12.—Diskery contributions to the music performance trust fund for disks manufactured during the last half of 1949 total \$746,000, according to trustee Samuel R. Rosenbaum's semi-annual report. On the basis of a 1-cent contribution per dollar's worth of rec-

ords, this would come to roughly 100,000,000 disks on which contributions were made. The \$746,000 figure compares with \$663,000 received for disks sold during the first half of 1949.

Of the \$746,000 received, \$700,000 has been allocated for expenditure on free public musical performances during the last half of 1950. Allocation is based on percentages fixed in the trust fund agreement among 654 geographical areas. For the first half of 1950, for which \$600,000 was allocated, the trustee approved 2,856 projects calling for 4,960 performances participated in by 47,469 musicians. Operating costs, other than payments to musicians, were \$54,000 for the first half of 1950, \$43,000 for the last half of 1949.

As of June 30 of this year, 712 record manufacturers and 94 electrical transcription manufacturers had signed trust agreements. Of these, 184 manufacturers reported no sales during the last half of 1949; in addition, the labor agreements of 93 diskeries and six transcription firms were canceled for failure to meet contribution commitments.

It is estimated that contributions for disks sold during the first half of 1950 are running about 20 per cent higher than for the same period last year, the several important diskeries have not yet reported.

## Anderson Given Big Radio Bally

NEW YORK, Aug. 12.—Mills Music, getting underway with a big drive on *Sleigh Ride* and other Leroy Anderson works, has landed a promotional plum. Arrangements have been set whereby Carmen Dragon's NBC program, *Starlight Concerts*, will devote its entire half-hour Tuesday (22) to a salute to Leroy Anderson.

Lyrics for a number of Anderson numbers have been written by Mitchell Parish. On the Tums-sponsored show, the following will be done with lyrics for the first time on the air: *Sleigh Ride*, *Serenata*, *Fiddle Faddle*. Dragon and ork will also do Anderson's *Jazz Pizzicato*, *Jazz Legato*, *Promenade for Orchestra*, *A Trumpeter's Lullaby*.

Sidney Mills, pubbery exec, late this week was holding staff meetings setting up other facets of the drive.

Mills has renewed Anderson's pact for 10 years.

## Alexander Asks BMI Pubs' Action Vs. Org

NEW YORK, Aug. 12.—Perry Alexander, ex-Broadcast Music, Inc. (BMI), affiliate pubber who has been pressing one lawsuit against BMI over the last few years, has been circularizing BMI pubbers to join him in a new action against the licensing organization. He has mailed out a broadside calling for pubbers to join him in an anti-trust action. The petition has space for signatures of pubbers who consent to join him in the action. To date, Alexander has obtained two signatures in addition to his own—both signatories are co-plaintiffs in his previous action against BMI.

## Petrillo Blames TV Execs For Film Scale Impasse

(Continued from page 8)

Petrillo, however, when queried further as to the possibility of meeting with the TV film committee, softened his first blast. He indicated that should the committee come forward with what he construes as a fair proposal, he would be willing to meet them. He added, however, that such proposals as they have made are "ridiculous," and "the more money they make, the less they want to spend."

The TV industry committee, which first noted with alarm Petrillo's strategy of signing independent TV film companies, has now adopted another philosophy. The committee feels that if the industry ranks can remain fairly well united, the AFM, at the end of a year, won't have too much money in its TV film royalty fund. This eventuality, it is believed, may soften Petrillo's adamant stand. The AFM chief, it was pointed out, held out to

the AFM convention the prospect of a very considerable trust fund accruing from TV film—with overtones that even more would accrue from films in general when the royalty principle was established for soundtrack, covering TV and theater film.

### TV Door Open

The industry committee, however, while professing to believe that a unified stand will strongly limit the AFM incursions into the field, does not close the door to a possible rapprochement. As one spokesman stated: "If Petrillo changes his attitude and says come on over and talk, we'll be glad to." He also pointed out another possibility—namely, that program techniques, as they develop, may necessitate the use of more TV film, in which case the TV-ers would be under more urgency to conclude a deal.

## AFM Chief Gets Army Citation

NEW YORK, Aug. 12.—Adjutant General's office, U. S. Army, has presented to James C. Petrillo, musicians' union chief, a certificate "in grateful appreciation" of years of cooperation by the American Federation of Musicians (AFM) in behalf of the army-air force recruiting radio programs. Certificate was presented by Col. Charles W. Christenberry in Petrillo's New York offices Monday (7). Document mentions aid given the 10-year-old Voice of the Army program, now broadcast over 1,600 stations weekly under its new title and format, *Stars on Parade*.

Long-established AFM policy is to grant waivers for recordings used for armed forces music enterprises.

## "Wine" Brews Leeds-King Suit

NEW YORK, Aug. 12.—Leeds Music this week filed suit in U. S. District Court charging that King Records violated the Copyright Act by recording without consent the tune, *Drinking Wine, Spo-Dee-O-Dee, Drinking Wine*. Action seeks an accounting of all monies derived from the alleged infringement, plus payment of royalties allegedly due.

The tune, states the complaint, was composed by Granville (Stick) McGhee prior to March, 1949, and was assigned to Progressive Music Company, which in turn assigned it to the plaintiff. It is claimed that later that year the tune was rewritten for Leeds by J. Mayo Williams, who was retained as "song doctor."

The original tune as written by McGhee was titled *Drinking Wine, Spo-Dee-O-Dee* and was unpublished, according to plaintiff.

## Artie Shaw OK's Alexander Deal

NEW YORK, Aug. 12.—Artie Shaw this week agreed to a new management deal with the Willard Alexander Agency. Shaw, who returned to the popular dance band business less than a year ago following a voluntary retirement for several years, has been booked until now thru General Artists Corporation (GAC).

Alexander and Shaw worked out an agreement whereby the clarinet-maestro will go to work in September in front of an all-star sextet. Thus, Shaw will give up the dance band format, which to date hasn't panned out too well for him on the road under the GAC aegis. He will continue to record for Decca where he holds a term contract.

## Remington Full Tilt With Vienna Dates

NEW YORK, Aug. 12.—Remington Records' operatic disk program, launched last week with the completion of its *Pagliacci* cuttings by artists of the La Scala, Milan company, is skedd to hit full speed September 10 when seven of the label's vocal artists converge on Vienna. The artists inked for the major portion of the series are Metropera singers Christina Carroll, Stella Roman, Thomas Hayward and Ivan Petroff. Others are Elizabeth Wysor, Jan Kiepara and Martha Eggerth.

Next week the diskery is cutting *Rigoletto* in Rome, followed by *La Traviata* the next week in Florence. Remington's European representative, Dr. Marcel Prawy, of Vienna, arrives here Sunday (13) to arrange the full recording program with diskery topper Donald Gabor.

## The Sad Ballad of Poor Rose Fearing Those Heaping \$\$

NEW YORK, Aug. 12.—Showman Billy Rose, as the result of the eminent success of his revived ballad, *I Wanna Be Loved*, has resumed his songwriting career. He has written a pair of songs with tunesmith Milton Ager, *Only a Moment Ago* and *Some Fine Day*. Rose has also resumed an old three-cornered songwriting team by working out half a dozen ditties with veterans Mort Dixon and Ray Henderson which include *The Me You See* and *There's a Little Corner in the Corner of My Heart*.

*Moment Ago* is the first song to come into Tin Pan Alley action. The song will be the next plug number for the Supreme firm of the Bregman, Vocco, Conn pubberry, and it currently is being set for disks with a Toni Arden-Percy Faith version done on Columbia and with Billy Eckstine, Bing Crosby, Margaret Whiting and Harry Geller platterings reportedly in the making.

Rose characterized his new interest in cleaving as "strictly for laughs and kicks. I'll probably cost me more than I'll make out of the songs." Pity the poor fellow!

## Phillips Label, Holland, Makes Internat'l Deals

NEW YORK, Aug. 12.—A new record empire may be in the making in Europe. Phillips Radio, world-wide radio and parts cartel based in The Netherlands, has launched its own Phillips label in that country, Germany, Italy and Austria, and is currently negotiating for further ties in other places. The outfit has already inked a deal with Deutsche Gramophone in Germany for the latter outfit to press and distribute the label there.

The label was virtually set with a similar deal with Polydor in France, but the French diskery nixed it as of last week.

Phillips, with its vast resources—its organization is powerful in virtually every country except the United States—is considered a possible eventual threat to the dominance of the British Electrical Musical Industries (EMI) disk block, which sponsors HMV, Columbia, Pathe and Parlophone thruout Europe and in many countries.

Phillips has at various times been reported in the market for certain American radio and disk firms.

## Aussie Outlet Signed by Cap

HOLLYWOOD, Aug. 12.—Capitol is further extending its grasp on the world disk market in establishing a deal adding Australia to its foreign outlets. Transaction has been closed, with contracts due to be signed this week with the Australian Record Company, whereby the down-under firm would press and distribute Cap's wares in that country. Under terms of the contract, Capitol will retain its label identity in Australia. Coast major has similarly guarded its label identity in all its previous foreign sales set-ups.

Under separate foreign pressing-distributing arrangements, Capitol, during the past three years, has gradually expanded into the world-wide wax market. Other countries already on Cap's world sales map include England, France, Germany, Sweden, Holland, Switzerland, Belgium, Italy and Mexico. Deal is being concluded by Sandor Forges, head of Cap's international department.

# Diskeries In Talent Scramble

## Broadway Pubs in '50 Gold Rush To Stake Claims in Them Hills; Country Hands Pay No Mind

(Continued from page 3)

can, or to pubbing subsidiaries of record companies such as King and Capitol. In a third case, they have their own pubberies, such as Gene Autry and Red Foley. Some of the publishers retain their writers with yearly advances and minimum guarantees against royalties. Some woo them away from rival pubbers with handsome bonuses.

### Reservation Staked

Publishers' interest in these country artists is twofold—as a source of the best country material, and as a sure guarantee of major country recordings. Competition has sharpened to the point where the pubber reserves his top songs for his top contracted artists. The very top warblers rarely "cover" a hit by a rival topper, insisting on "firsts" and exclusives. The leading country artists have nothing in their diskery contracts giving them the right to select their own songs or the songs of the publishers they are signed with, but in practice most of their waxings are confined to just such tunes.

The relationship of the country pubber to his artist-writers is usually a close one. Their tunes are exclusively his, in many cases he handles their management chores. He has built many of them to star status, finding them as raw talent, then getting them record and radio contracts and personal appearances. In some cases, he writes the tunes to which their names are later signed, or cuts them in on tunes written by lesser lights. One pubber has become a power in the field by signing top artists as writers, a method which takes a little know-how and a lot of cash.

### Solid Sellers

The good country hit tune has the quality of a standard—it sells in small but steady amounts for years after the first flush of popularity. A rural hit is a tune that sells 25,000 copies in the early period, selling a like amount again over a period of years. (This does not apply, of course, to the few country tunes that have won pop laurels in recent years—the rare *Bouquet of Roses*, *Chattanooga, Rag Mop*, etc.)

There is even a country "rack," not organized along the lines or scope of the Music Dealers' Service rack, but an altogether smaller affair. One such rack is run by the Chesbro jobbery of Idaho. These racks are placed well away from the legit music

## Louis L. Sebok, Disk Exec, Dies

NEW YORK, Aug. 12.—Louis L. Sebok, for 15 years in charge of Decca Records' International division, died Monday (?) at the Columbia Presbyterian Medical Center. He was 64 years old.

Sebok was one of the original members of the Decca organization, which this week celebrated its 16th anniversary. He joined the diskery early in 1935, and has since been in charge of the firm's international recording and sales department. Prior to Decca, Sebok worked for Columbia Records and for the disk division of Brunswick-Balke-Collender.

Surviving Sebok are his widow, Mrs. Louis Sebok; a daughter, Mrs. Lillian Nibur, and a son, Louis L. Sebok Jr. Funeral Services were held Wednesday (9).

store outlets. The country pubber decides the amount he submits for the rack (copies are 100 per cent returnable, of course); the operation is based on mutual trust. The pubber gives Chesbro, say, 5,000 copies of his current hit, and takes care not to "stick" the jobber with bad numbers.

### Claims Taken

It may be seen from the above that the country music business is not the fertile source of quick dollar bills that many Tin Pan Alley-ites have recently imagined it to be, nor is it easily invaded by pop pubbers. The rural tune retreated into a pop hit is a big money maker, but it is the rarity, not the rule. A veteran country publisher summed it up this way: "Yes, pop pubbers can come thru with one-shots or hit-and-runs. But to get in the field to stay, they have to control the writers, the performers, and the best ones we have sewed up."

## "Beloved" Tests Effect on DJ's Spins on Sheets

NEW YORK, Aug. 12.—A carefully gauged attempt to assay the effect of a concentrated record drive on sheet music and disk sales is being made by Al Brackman, Pickwick Music Corporation topper, in connection with that pubberry's tune, *Beloved Be Faithful*. Brackman is contacting 1,000 disk jockeys, suggesting that the latter spin the disk once a day on each program during the week of September 8-14. The pitch to the jocks is interesting, pointing out that there have been increasing instances where songs have spurred in sheet music sales solely thru performances on records, and without live radio plugs.

It is also pointed out to the deejays that it would be to the advantage of the indie station to show that a successful push on a song could be applied with equal effectiveness to a special campaign on spot announcements.

Effectiveness of deejays on a song has long been a matter of controversy, some affirming their effectiveness is beyond dispute and others claiming that jocks merely ride the bandwagon.

### Suitable for Test

*Beloved*, recorded by Russ Morgan on Decca, George Cates on Coral, and soon to be released by London with Eve Young and Snooky Lanson, is considered peculiarly suitable for the test. It's been out about eight weeks and, therefore, any increase in record sales or sheet music sales could not be attributed directly to "spontaneous public response," but rather to deejay plugging. Also, the live plugs on the tune will not be scheduled until the middle of September.

Brackman figures that if he gets between 20 and 30 per cent co-operation from the jockeys, he'll be able to draw some interesting conclusions as to the efficacy of records versus live plugs, etc.

Jocks have already received the first letter explaining the idea. Follow-ups go out August 15 and September 1.

## Jo, Dinah, TD, Doris, Others Bruited About

### Stafford's 5-Year Col Deal

NEW YORK, Aug. 12.—The most extensive bartering of top talent in the recent history of the record business continued to flourish at a sizzling pace this week when thrush Jo Stafford, fulfilling many previous rumors, signed a five-year disk pact with Columbia Records. Following the inking of the ex-Capitol disking canary reliable sources indicated that Dinah Shore would abandon the Columbia label in favor of the Victor diskery.

Reports also indicated that Tommy Dorsey, who last week announced that he was dissatisfied with the Victor label, was close to completing a deal with Decca Records, the last-minute talk indicated that the trombonist-maestro also has approached the Columbia diskery.

Still another group of other top names popped into the disk talent trading picture. Vic Damone, currently riding high with a group of best-selling items on Mercury, has been submitted to MGM, Victor and Columbia, tho it has been indicated that the singer will probably remain with Mercury. Frankie Laine's name also has been bruited about as being skedded to head for the Columbia stable, but his pact with Mercury doesn't expire for another year.

### Further Moves

Doris Day, who has from time to time expressed unhappiness with Columbia, also had been mentioned as a likely possibility to move, now that Miss Stafford is firmly entrenched in the Columbia stable. The talk concerning Miss Day has her headed for the Victor label. The virtual certainty of the Shore move to Victor and the possibility of Miss Day's move to that company has stirred talk that the diskery's pair of promising young (See *Disk Firms* in on page 14)

## 'Irene' Looms as Record Breaker

NEW YORK, Aug. 12.—*Goodnight, Irene*, the folk song originally issued as the "B" side of a Decca disk by the previously unknown Weavers group, is looming as the biggest hit of the era. The first tune published by Howie Richmand's Spencer Music, the Leadbelly-John Lomax song has already sold over 1,000,000 disks. The sales break-down to date shows: The Weavers-Gordon Jenkins, on Decca, 650,000; Red Foley-Ernest Tubb, Decca, 85,000; Frank Sinatra, Columbia, 175,000; Jo Stafford, Capitol, 68,000; Dennis Day, Victor, 47,000; combined indie sales, 100,000. Over 250,000 copies of sheet music have been shipped.

Sheet sales figures are especially intriguing when compared to other pace-setters of recent years. *Music! Music!*, published by Richmond's Cromwell firm, sold 325,000 in seven months. Again, which went 40,000 copies in 20 weeks, grossed 340,000 in 1949. *Peg o' My Heart*, a 111,000-copy seller in nine weeks, reached the total of 575,000 in 10 months. *Irene*, which sold 250,000 in its first 20 days of publication, is currently selling at the rate of 54,000 to 60,000 a week.

## British Okay for LP's on Way Now, Sez "Ted" Lewis

(Continued from page 4)

tually been developing its system for the last 12 months. Most of the London LP's marketed here have been English pressings. The diskery has no plans to introduce 45 r.p.m. in England, Lewis stated, but the doughnut disks are being manufactured there for the American market.

According to the London chief, slow speeds are not exactly new to England. A 24 r.p.m. system has been used there for years in making talking books for the blind.

Commenting on the local London operation, Lewis pronounced the diskery's "three for one" promotion as "going over very nicely" with total billings likely to hit a \$1,000,000 in the duration of the plan. The diskery has already run short of many numbers, and must wait for new shipments from England. Consequently, much of the shipping and billing will be done in September. Lewis emphasized that dealer orders under the plan will be back-ordered and honored whenever the disks arrive.

Altho the bulk of the "three for one" billing will be felt in August and September statements, Lewis revealed that the diskery's business for July was five times that of July, 1949. He attributed this mainly to the innovation of LP and London's emergence in the classical field. He noted also that the diskery recently produced two of the top pop disks in the American market, *The Third*

## Disk Firms in Talent Scramble

(Continued from page 13)

thrushes, Mindy Carson and Fran Warren, also are gearing for changes of label—the angle being that they might be submerged beneath the weight of a Shore-Day combine on the label.

Miss Stafford signed her five-year Columbia pact Thursday (10). It becomes effective December 17. Columbia Prexy Edward Wallerstein flew to the Coast to complete the deal with the thrush. It was learned that, unlike her Capitol contract, Miss Stafford's Columbia pact does not contain a clause linking her with Paul Weston, who is Columbia's Coast recording director. Her Cap pact allowed her an out when Weston left that label. Columbia reportedly promised the thrush a promotion campaign to outshine anything yet staged on behalf of a pop artist on the label.

Up to 50C a Year

Miss Stafford's guarantees were estimated to be somewhere between \$35,000 and \$50,000 per year for the five-year period. Her Cap earnings in the past two years reached \$100,000 each year. Her Columbia pact does not include radio or TV provisions. This marks her first waxy change since the thrush left the Pied Pipers seven years ago to go out on her own.

Miss Shore, reliable sources report, will join the Victor artists stable on January 1 when her current Columbia paper runs out. Her Victor deal will be substantially the same as her current Columbia deal, which calls for \$48,000 per year. She will sign with Victor for a five-year period. This will be strictly a disk deal. The thrush currently is dickering with the Victor affiliated NBC-TV for a separate video deal for the fall.

Dorsey, who has been talking with the Decca firm, this week is said to have flatly decided to leave the Victor company. The terms of the proposed Decca deal have not been revealed, but they are substantially easier than those which were provided for in his expired Victor pact.

*Man Theme and Music, Music, Music.*

The former disk, incidentally, is the all-time pace-setter for the English Decca combine. It has sold in the vicinity of 800,000 and is still selling. The previous best-seller was Pee Wee Hunt's 12th Street Rag, an American Capitol dishing issued there by Decca.

Currently, according to Lewis, the top disk there is Bing Crosby's Quick-silver, issued on his Brunswick label. The English disk business, however, is "mild" at the present time. During this year, a bigger percentage of the English business has been on English numbers. Among the American diskings that showed strength for the label there are Al Morgan's *Jealous Heart* and Theresa Brewer's *Music, Music*. Eve Young's *Silver Dollar*, which registered only mildly here, is big there now.

Lewis stated that there has been no rise in vinyl costs in England, and no actual shortages, except of paper, which has definitely gone up in price.

## Victor Shifts Prado to Pops

NEW YORK, Aug. 12. — Perez Prado, who has emerged as RCA Victor's top Latin-American seller in the past 10 years, has been switched from the international series to the diskery's pop label, and will soon be featured in a new addition to the *Here Comes the Dance Bands Again* album series. The new set will be called *Perez Prado Plays the Mambo*.

The Cuban pianist-arranger-maestro, who cuts in Mexico, is the discovery of Victor Latin-American chief Herman Diaz, who together with Frank Amari, international department domestic sales manager, has been pushing the mambo king in the local market for the past year. Prado finally caught hold a few months back with his original version of *Que Rico El Mambo*, which was presented to the gringo market as *Mambo Jambo*.

Prado is the first Latin band since Cugat's tenure with the label to rack sizable sales marks in the pop market, besides topping Latin-American sales.

## Vox Prexy Sees European Longhairs Flocking to LP

(Continued from page 4)

r. p. m. LP as a transitory measure. The latter system, developed by the German Deutsche Gramophon diskery, employs micro-grooving, but the disks can be played with conventional-type pick-ups and needles. The disks are pressed on shellac and can carry up to 12 minutes per 12-inch side. Simultaneously, Polydor will issue 33½, but all of the latter type will be pressed on vinyl, just as they are in this country. Among the French diskeries definitely going LP are Polydor, Columbia, Pathe and Discolphiles Francais, Mendelssohn stated. Polydor's first issue on both LP speeds will be the complete *Bach St. John Passion*. In Germany, Deutsche Gramophon will break with its own LP system in October, but will probably have 33½ by early 1951.

In France, Mendelssohn signed a three-year contract for the American rights to the Pathe catalog. This diskery is a member of the Electrical Musical Industries (EMI) block there, which also includes HMV, Columbia and Parlophone. Rights to the Pathe wax were formerly held here by American Columbia, and several

## Pic Contest of "Dad's Little Boy" To Bally Song

NEW YORK, Aug. 12.—A six-week contest to hypo sheet music sales will be launched October 1 by Joe Davis, publisher of *Daddy's Little Boy*. The promotion, to tee off on that date with a full page ad. in the bulldog edition of *The Daily News*, will be called the "Daddy's Little Boy Picture Contest." The paper hits a minimum guaranteed national circulation of 1,800,000.

Pictures of boys from three to seven years of age may be entered, with the prize a \$500 bond for the winner. The winning picture will also be reproduced on the title page of the song. Davis is first enlisting the sheet jobbers and dealers, since contestants must purchase a copy of the song in order to get an entry coupon. The latter will be imprinted with the dealer's name, and the dealer who enlisted the winner will also get a \$100 bond from Davis.

According to Davis, the contest will run until November 15, with the winner to be announced December 1. The winner will be determined by a jury of leading music traders.

Like the recent hit, *Daddy's Little Boy*, was started by a Dick Todd disking on Rainbow. Other cuttings have already been sliced, by the Mills Brothers on Decca, Eddy Howard on Mercury and Don Rodney on Coral. Victor and Capitol versions are also skedded.

## Kaye Draws Kale Way Down East

NEW YORK, Aug. 12. — Sammy Kaye has been hitting good grosses on his last three one-nighters. Maestro drew 2,825 for a gate of \$3,645 at the Casino, Hampton Beach, N. H., August 3. On August 4, at the Pier, Old Orchard Beach, Me., he drew 2,236 for a gross of \$3,359. August 5, at the Carousel Ballroom, Manchester, N. H., he attracted 2,796 for a total of \$3,563.

Balance of Kaye's tour this month will take in Pennsylvania, Ohio, Virginia and North Carolina dates.

## Mercury Shifts Plans for Disk Jock Promotion

CHICAGO, Aug. 12. — Mercury disks here has started a complete realignment of its disk jockey promotion, which it is starting to accelerate. Bob Broz, d. j. contactman and salesman with MS Distributing, local Merc handler, left the Mill Salsone org to join Mercury headquarters here, to be in complete charge of all pop platter pilot promotion.

Broz replaces Barbara Ruthe, who is acting as Art Talmadge's assistant, and Nat Shapiro, who left to form his own shackery. Broz will headquarter in Chi, but will travel extensively. He formerly was a platter spinner at WGN here. Talmadge feels that his experience in sales and at various radio stations will enable him to work more closely with jockeys across the country.

Mercury is currently working up a special d. j. label and, in addition to the 2,000 packages of free platters sent to d. j.'s each month, regional distributors will be sent disks to personally peddle to their top splers. A loose-leaf folder, containing the picture and bio of each Merc artist, with another sheet containing their Merc discography, with the current release in red ink, will also be sent out. When an artist has a new release sent out, a new discography page, containing that release, will be inserted in the package. Merc distributors are also being asked to appoint one of their salesmen as part-time d. j. contactmen to stimulate the local picture.

David Hall, Merc longhair catalog chief, is heading a d. j. drive in his seg. He has advised all 36 distrib points to furnish him with the names of their classical d. j.'s and reviewers. All these names will be sent a letter, inquiring whether they wish LP or 78-r. p. m. copies of new releases. Loose-leaf binders and material, similar to the pop info, will also be sent out. Hall is currently hiring an assistant to help in working the drive out.

In all longhair albums and sleeves sold by Mercury, a reply card will be enclosed, asking the buyers what suggestions they might offer in the way of new releases, material, etc.

## Al Morgan Butt Of \$5,000 Suit

CINCINNATI, Aug. 12.—In a suit filed in Common Pleas Court here Tuesday (8), Mrs. Maxine Hawley, Englewood, O., seeks \$5,000 damages from Al (*Jealous Heart*) Morgan, charging that the latter failed to live up to an agreement entered into in March, 1950.

In her petition, the plaintiff charges that in the agreement she turned over to Morgan 17 of her own musical compositions, with Morgan agreeing to record and promote the sale of any of the songs which "were suitable to his style," with two thirds of the profits going to Mrs. Hawley and one third to Morgan. It was also agreed that any of the songs found not suitable to Morgan's style would be returned to the plaintiff.

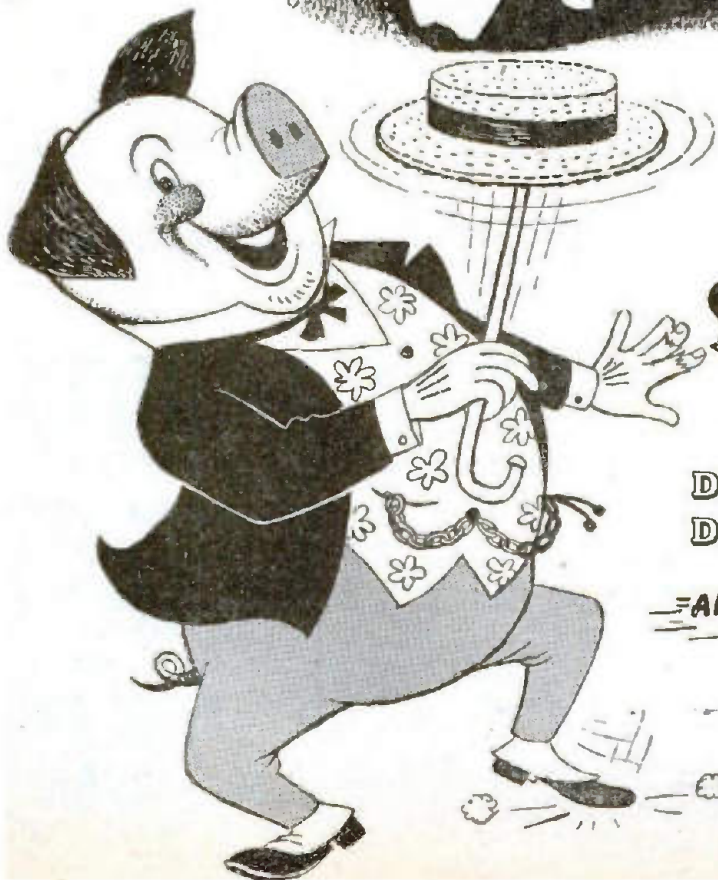
Mrs. Hawley alleges that in April Morgan informed her that he would record one of the songs, *There's No Use Caring*, for London Records, but failed to cut that number or any of her other compositions with that record firm. When Mrs. Hawley demanded return of the songs July 30, the petition states, Morgan's wife said the records and manuscripts "would be destroyed," and Morgan refused to return them. Mrs. Hawley is represented by the local law firm of Cohen and Baron.

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1519 Broadway N. Y. C.

# Victor Sets New 45 Drive; Biggest Push To Plug Donuts

(Continued from page 11)

problem of dissipating once and for all the inventory and other problems posed by the present three speeds.

The sales talk will be based on the proposition that, with Decca already in the 45 market, and with Columbia expected to follow shortly on more than its present test basis, and with a total of some 55 labels now in the 45 fold, the time has come to think about an all-out push on an industry-wide basis. RCA Victor, as the originator of the 45 system, would naturally spearhead the drive.

So much for the diskery's over-all thinking. The talks will recount the history of 45 to date, pointing up the difficulties of its introduction in the face of shrinking sales, unfavorable stock conditions of dealers and distributors, opposition on the part of adherents of rival speeds. From the success of 45 in the face of these obstacles, and from the known size of the potential disk market, it is deduced that the market for the 45 system is vastly greater than is now being tapped.

### Stress Competition

Distributors will orient their dealers to the fact that a new condition now exists with regard to 45—namely—competition. All the majors, plus a flock of indies, are in the field. Victor, therefore, will have a rougher row to hoe to maintain its lead. The sales push will, of course, make use of all the slogans devised by Victor during its initial 45 campaigns—such as superior reproduction, fool-proof changer, space saving, the "inevitability" of 45, etc.

There are, incidentally, no plans on a factory level to have the distributors hold dealer meetings—as has been the case in major drives in the past. Such orientation as Victor gives the distributors is intended for the latter and their salesmen. It will be up to the individual distributor to determine whether dealer sessions are advisable or necessary.

Here are the different facets of the campaign:

### Mag. Newspaper Sleeds

Schedules in national mags and newspapers will be the heaviest yet for the three-month period. The mag drive includes one spread and six pages in *Life*. Also included are a page in *Saturday Evening Post*, one in *Collier's*, two in *Fortune*, two in *Coronet*, two in *Esquire*, two in *Ebony*, three half pages in *Look*, and numerous ads in specialized publications such as *Armed Force*, *Extension*, etc.

The mag campaign kicks off October 2 with the *Life* spread, and continues into December. The ads will include the theme that everybody is going 45; that some 55 labels are pressing 45s. The ads will also play up the diskery's six-record bonus coupon offer and plug the 45J changer.

The newspaper campaign kicks off September 25 with a factory ad, placed in key markets. This will be followed by a 45J campaign with ads placed thru dealers. Diskery is providing the dealers with some 200 ad mats for this purpose.

Crux of the drive via radio will be the NBC *Take It or Leave It* radio show, which RCA Victor will sponsor over a network of 185 stations starting September 10, Sundays 10-10:30 p.m. RCA Victor merchandise will be used for prizes, and there will be ad lib commercials tying in Victor artists and records in addition to straight commercial plugs.

On TV, the campaign hinges around Kukla, Fran and Ollie, which returns to the air August 26 over 58 NBC stations.

Co-op merchandising at the dealer level is expected to be bigger than

ever. New window displays will play up the bonus offer, and there will be two smaller pieces highlighting 45 superiority. Shipments, to be made late in September or early October will include a streamer kit, easel card, etc. Literature will include the full line phonograph folder highlighting 45 equipment.

Other media to be used include car cards, billboards, TV film commercials, radio transcriptions, and special merchandising ideas. There will also be a special fall "45" issue of the RCA Victor *Good News*, timed to reach the dealer around the middle of September.

### Instruments

The 45 drive will strongly plug the entire 45 line of changers and players. In addition to models with which dealers are already familiar, there will be a new portable and a new children's version of the self-contained unit.

### Contest

Over-all plan will include a contest, the 45 Sweepstakes, wherein distributors' salesmen will compete for more than \$25,000 in prizes. Salesmen will compete only against salesmen in the same region. The contest will not be based on the 45J alone, but will also include the 45 table combination model 8Y51; the coming new portable, and the 45EY self-contained unit. Contest will be based strictly on shipments to dealers.

Victor will assure its distributors that it will do everything to constantly expand the 45 market, and distributors will be impressed with the fact that the dealers—in order to maintain the drive at a high level—must make use of direct mail, phono solicitations and demonstrations. According to tests made last year among dealers, the demonstration technique upped the rate of sales tremendously. (See Victor 45 Push on page 100)

# Decca All-Out In Classic Field

(Continued from page 12)

music of contemporary composers.

Decca's first release, skedged for September 5 shipment, includes six 12-inch LP disks and three 10-inch LPs. The release, in addition to the full-length original cast recording: the Menotti hit, which will cover two 12-inch LPs, also will include a three 12-inch LP package containing six Mozart sonatas for violin and piano as performed by Goldberg and Kraus; a single 12-inch LP containing Stravinsky's *Duo Concertantes*, coupled with Copland's *Sonata for Violin and Piano*, performed by Joseph Fuchs and Leo Smit; a 10-inch will spot Reginald Kell and the Cimbler Symphonietta playing Mozart's *Concerto for Clarinet and Orchestra in A Major*; another will couple two previously unrecorded Hindemith works, and the final disk in the release will show off pianist Claudio Arrau doing Schumann's *Carnival and Scenes Mignonnes Sur Quatro Notes*.

The Decca 12-inch LP longhair disks will retail at \$4.85 and the 10-inch line will sell for \$3.85, thus following the pattern established by the Columbia LP line. The diskery will issue monthly releases in its classical series. At the outset, the waxery will pursue a policy of hitting for the limited markets in the longhair field with a concentration on non-competitive chamber recordings and previously unrecorded and/or lightly recorded modern works. The Decca longhair repertoire is being handled by Sy Rady and the diskery's artist and repertoire topper, Dave Kapp.

# "Milkman" Ford To Deliver 6-Hour Goodman Program

NEW YORK, Aug. 12.—DeeJay Art Ford, curator of the midnight to six a.m. Milkman's Matinee slot at WNEW, has worked out an all-Benny Goodman six-hour disk program tentatively set for Sunday (27). Show will include guest "appearances" via tape of 20 music and show business luminaires, including Columbia Records a. and r. topper Mitch Miller, Tommy Dorsey, Sonny Dunham, Abe Burrows, Robert Q. Lewis; "Popsie," the ex-Goodman band boy whom the orkster set up in the photography business, and others. Guests pay tribute to Goodman and name their favorite Goodman disks, which are then spun.

The program will include disks from every phase of Goodman's career, dating back to his early Brunswick waxings of the '20s. A previously unissued sextet side will be played, and named Gilly, after Goodman's daughter.

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**THE RED LIPS WALTZ**  
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# MUSIC—AS WRITTEN

## Robert Music To Launch S&E Publishing Subsidiary

Robert Music, Bobby Mellin's ASCAP firm, will launch a subsidiary to be called S&E Publishing, with catalog material to include all copyrights of the late screen composer, Leo Erdody, as well as the works of pianist-composer Bert Shefter. Erdody's work encompasses over 60 picture scores, while Shefter will bring to the firm the music of 24 unreleased original recordings. Shefter's scores and disks will be reactivated this fall, according to Robert Music topper Al Kavella, who negotiated the deal.

## Joe Nedza To Direct New Grant Store Openings

Joe Nedza, record buyer for the W. T. Grant chain, has left that position to supervise the opening of new stores for the outfit. No replacement has been set, but Alfred B. Gwynne, senior stationery buyer for the firm since 1947, will now handle disks as well. The record department is a subsidiary of the stationery department.

## Capitol Snags "Beany" for Kidisk Waxing

Capitol will add "Beany" to its bulging stable of kidisk characters, under terms of a deal set by the diskery's album artist-repertoire veepee, Alan Livingston, and Bob Clamette, creator of the character. "Beany" has been riding the tele waves via KTLA and has proven one of the top rated kid shows on Hollywood video. In addition, the video series has been networked to tube outlets east of the Rockies. Initial release will be cut in late fall and will be released after the first of the year. Diskery will be responsible for writing and production of the waxed thesping. Clamette's move to wax is expected to help build "Beany" for kid item licensing, similar to that now being undertaken for Cap's "Bozo."

## Ellington's Son Floats Mercer Records Venture

Mercer Records, a jazz, rhythm and blues label, has been launched in New York by Mercer Ellington, orkster-composer and son of Duke Ellington. The diskery's first release will feature the Duke's new fem vocalist, Chubby Kemp, accompanied by Billy Strayhorn, Johnny Hodges, and other member of Duke's band. The diskery also plans LP diskings for a future date. National distribution will be handled by Bob Weinstock, who also handles New Jazz and Prestige records. All original material waxed by Mercer will be published by the Ellington family's Tempo Music pubbery.

## Decca To Reissue "Songs of Our Times"

Decca Records late this month will re-release its entire "Songs of Our Times" series on 10-inch records. The series will cover 26 LP's to include the packages, which cover all the top songs of the years 1917 thru 1943. All 26 disks will be issued on a single release.

## Jacqueline Francois Flying Here for Coca-Cola Show

Jacqueline Francois, French thrush whose Polydor diskings of "Bolero" is credited with rocketing the tune, known here as "All My Love," will fly to New York for the Coca-Cola air show September 15. She's also been booked for an engagement at the Blue Angel, starting later in the month. Music Corporation of America (MCA) is booking her here. Her disks are released in this country by Vox.

## Robbins To Issue Uke Lessons by May Breen

Robbins Music is readying a uke book by May Singhi Breen offering a complete instruction method for students, plus a collection of pop standards. Book, to sell for \$1, stresses melody instruction and contains, according to Miss Breen, 450 chords.

## Coda and SMC Lease Masters to Columbia and P. I.

With the dollar shortage nixing American disk exporting to many markets, Coda and SMC have leased masters to indie diskeries in Colombia and the Philippine Islands. Both labels, which specialize in Latin-American wax, are headed here by Gabriel Oller Jr. In the Philippines, the cuttings will appear on the Villar label. In Colombia, they'll be issued on Discos Tropical. Warbler Roberto Pereda, whose Spanish version of "La Vie En Rose" is the current best seller on SMC, has been inked to an exclusive contract by the diskery.

## Coral Expands to 35 Disk Outlets

Coral Records, the Decca firm's subsid label, last week expanded its distributing network to number 35 outlets. Coral last week added the West Coast Distributors, of Tampa, as the 35th outlet. Coral's topper, Michael Ross, is attempting to round out the label's jobber outlet picture with a group of secondary territory distributors now that the diskery has all the key record outlets covered.

## Irving Caesar Announces Pub Firm Reactivation

Cleffer Irving Caesar last week announced reactivation of his publishing firm, Irving Caesar Music. The first effort will be a revival of the standard "If I Forget You." Plans also call for drive on "Saskatchewan," the novelty which scored highly in 1937. Jack Wolf Fine will head the staff.

## Decca Gag Upsets Domestic Tranquility

A promotional gag by the Andrews Sisters on behalf of their new Decca disk has had swift and strong repercussions—of domestic variety. The gimmick is a post card, address and contents in handwriting, reading "There will never be another you, so can't we talk it over," and signed PML. Songpluggers, tunesmiths, disk execs and others in the music confraternity have been busy explaining to their skeptical wives that the PML stands for Patti, Maxine and Laverne and that the card is purely publicity.

## AFM Denies Three Suns 13G Claim Vs. Florida Bar

The American Federation of Musicians' (AFM) international executive board has denied the \$13,000 claim of the Three Suns, instrumental trio, against Jack Valentine's Bar of Music, Fort Lauderdale, Fla. The Suns last spring signed a four-week contract to play on a

revolving stage, but later told Valentine they were opposed to revolving all night. Valentine claimed the stage never induced seasickness, but the Suns nevertheless refused to show for the opening night. The Suns then entered a breach of contract suit.

## New York:

"If You Were My Girl," published by Duchess, recorded by Perry Como for Victor and transcribed for the Thesaurus, World and Associated libraries, is exclusively licensed by Broadcast Music, Inc. (BMI). It was incorrectly stated in this department that BMI's license was non-exclusive. . . . Irwin Pincus, son of George Pincus, general professional manager for Shapiro-Bernstein, has taken employment with the William Morris Agency. . . . Flack Buddy Basch has taken new quarters at 17 East 45th Street.

Edwards B. Marks Music has published a hard-cover book, "The Why and How of Popular Singing," by Miriam Spier, local teacher of such talents as Peggy Lee, Tony Bennett, Stuart Foster and Lisa Kirk. . . . Raphael Arie, Bulgarian-born basso who records for London, has been signed to make his American debut with the New York City Opera Company this season. . . . London Records will cut an "Elsie the Cow" Christmas package this month. The character is a London disk property by arrangement with the Borden Milk Company. . . . Sax-clarinist virtuoso Al Gallodoro is appearing every Tuesday night at the Hickory Log, footling three recital programs nightly. . . . Warbler Del Casino has signed a deal with Irving Berman's Arco diskery. First sides will be released in early September. . . . TV producer Vic Kissing will produce and direct the "Garden of Stars" program at Madison Square Garden, September 18. The all-star affair is for the benefit of the New York State Chapter of Disabled American Veterans.

Orkster Johnny Bond and thrush Rosemary Calvia. Capitol disk artists currently at the Yacht Club, Myrtle Beach, S. C., inaugurate their own decay show over WMR Monday (14). The team will appear 45 minutes a day, six days weekly, for the duration of their local engagement, which ends in mid-September.

## Chicago:

Premium disks has inked Terry Timmons, Cleveland gal bluesinger and Danny Overbea, local nitery singer, to cutting pacts. . . . Bill Harris has left his tram chair with Woody Herman to blow several months with Norman Ganz's overseas unit. Herman has cut to three tenors and a baritone and will play some alto with the section. . . . Harry Green, of the Flame, St. Paul, in to look over local attractions for his fall season at his jazz spot. . . . Evelyn Knight gave a party here, exclusively for record librarians; feeling they were the overlooked people in the promotion biz.

Mercury's Harry Geller, currently in New York for a month, has inked Mr. Goon Bones and Barty Lantz, the ex-Crystalette combo, and thrush Joyce Indig. . . . Claude Scheiner, guitarist with Art Van Damme, married Pat Conlin, secretary to Norm Paisley, Cap distrib chief, recently. . . . Sherman Hayes takes over the house band at the Oriental Theater here early in September, replacing Carl Sands. Sands, whose pact with the Morris office ran out sometime back, will seek an agency affiliation and probably will return to hotel location work. . . . Kay Davis, formerly with Duke Ellington, married Lt. Col. Ed Wimp here last week. . . . Al (Mouse) Burroughs, well-known Negro tubber who worked with many names, died here last week. . . . Joe Kayser, who vacationed during the past month, has returned to MCA in charge of several major band accounts and will also scout new talent for the agency. Henry Durst replaced him in one-nighters.

Bill "Bewitched" Snyder, who was reported set for the Paramount, New York, in October (The Billboard, July 12) has been shifted to a November date at the New York house and will open seven weeks at the Edgewater Beach Hotel September 7. Snyder booking keeps name band policy alive, after Beachwalk closes, with Wayne King probably following in mid-November. . . . Bob Berkey got his ork release from McConkey Artists' Corporation. . . . The Delavan Gardens, Lake Delavan, Wis., trying to up business by putting in name musical acts to augment the semi-name ork policy. The Harmonicats are currently in for a week to be followed by similar toppers. Ben Bodin's Pittsburgh crew is the regular band thru McConkey.

## Philadelphia:

Joe Frassetto follows his long run at the Click with a stretch at the 500 Cafe, Atlantic City, replacing Pete Miller, whose 88-er, Al Simola, goes with Vic Damone as accompanist. . . . Ben Greenblatt, local air 88-er, waxed "12th Street Rag" and "Smoke Gets in Your Eyes" for the local Quaker Records label. . . . The Commercialaires threesome at Ciro's, features three former batoneers in Vic Costa, Buddy Lapata and Vince James. . . . Johnny Austin pruned down his band to five pieces with a fem bass slapper in Louise Stewart and will bow the new combo at Chubby's, Collingswood, N. J. . . . Musical contractors met to register a squawk against the proposed wage hikes being tossed around by officials of the local American Federation of Musicians, the men of the street feeling that now is not the right time to up wages. . . . WCAU radio maestro, Dave Stevens, teams with air songbird Virginia Diehl to make for a Steinway-singing twosome taking off for the first time at Big Bill's nitery here. . . . Hazel Scott will launch a series of pop concerts at Town Hall here October 5, sponsored by the Haven Methodist Church. . . . Maestro Martin Kramer has taken over the Westel Institute of Music.

## On the Sound Track:

Doris Day bows as a dancer in "Tea for Two," and does so well with her trim tapping that the Columbia disk songstress has boosted her stature on the Warners lot. . . . Jerry Gray was inked for a Universal-International musical featurette, with cast including Frank Yancovic and Beryl Davis. Will Cowan produces-directs and cameras were slated to roll August 14. . . . Dimitri Tiomkin's "Love Like Ours," waxed by Mercury's Vic Damone, following Victor's Lisa Kirk version. . . . Monica Lewis, inked by Metro, is undergoing dramatic and ballet coaching and awaiting her initial film assignment. . . . Hans Sommers has started recording the score for Douglas Sirk's "The First Legion." This marks his Hollywood sound-track debut, altho he penned numerous scores for European pix.

*Sweeping the Country*

# Eddy

## CUDDLE BUGGIN' BABY

45 RPM No. 48-0342  
78 RPM No. 29-0642



**Exclusive Management**

with Two Great Hits!

# Arnold

**THE TENNESSEE PLOWBOY**

Exclusive

**ROCA VICTOR**  
RECORDING ARTIST

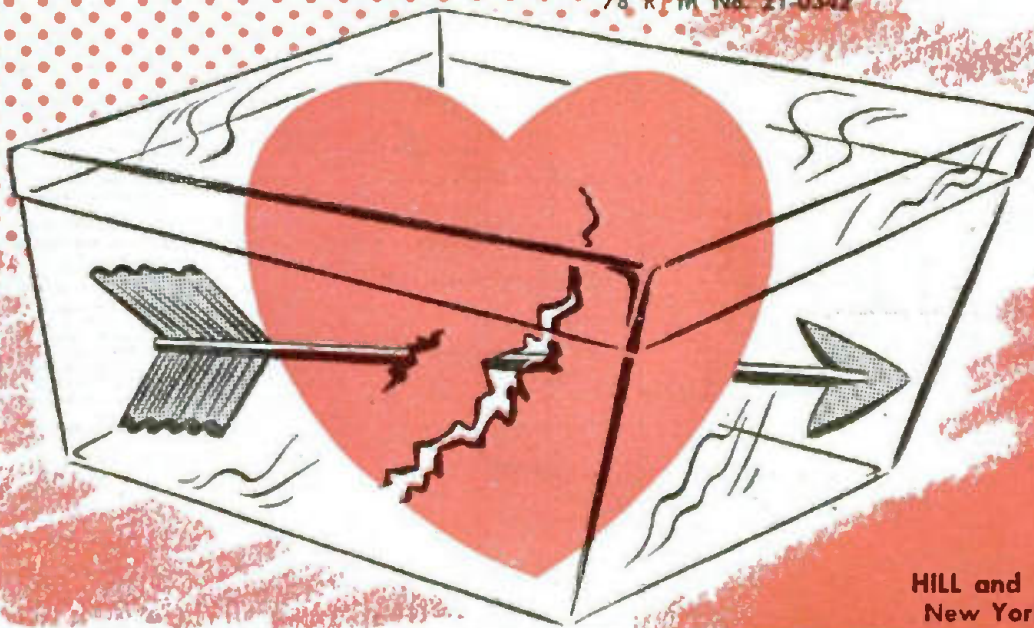
45 RPM . . . 78 RPM



**ENCLOSED,  
ONE BROKEN  
HEART**

45 RPM No. 48-0342

78 RPM No. 21-0342



Affiliated  
**HILL and RANGE SONGS Inc.**  
New York and Beverly Hills

**THOMAS A. PARKER • Box 417 • MADISON, TENN.**

# Richard Hayes and Kitty Kallen

with Orchestra Under The Direction Of Jimmy Carroll



Singing A Duet

# OUR LADY OF FATIMA

Mercury 5466



Only  
**Mercury**  
has the hits on  
NON BREAKABLE RECORDS

MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA, TORONTO, CANADA

## The Billboard MUSIC POPULARITY CHARTS PART I

### The Nation's Top Tunes

Based on reports received last three days of Week Ending August 11

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

## HONOR ROLL OF HITS

(Trade Mark Reg.)

- | This Week                      | By Jay Livingston and Ray Evans<br>Published by Famous (ASCAP)<br>From the Paramount film, "Captain Carey, U. S. A."<br>Records available: Dennis Day-M. Rane Ork, V 20-3753; M. James Ork, Col(78)38768,<br>13311-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork,<br>MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol<br>1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54437; M. Mullican, King<br>886; J. Wakely, Cap 1151.<br>Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-<br>Worth; Dick Jurgens, Associated. | Last Week |
|--------------------------------|--|-----------|
| <b>1. MONA LISA</b>            | <b>1</b>   | <b>1</b>  |
| <b>2. GOODNIGHT, IRENE</b>     | <b>2</b>   | <b>2</b>  |
| <b>3. SAM'S SONG</b>           | <b>4</b>   | <b>4</b>  |
| <b>4. PLAY A SIMPLE MELODY</b> | <b>6</b>   | <b>6</b>  |
| <b>5. TZENA, TZENA, TZENA</b>  | <b>5</b>   | <b>5</b>  |
| <b>6. I WANNA BE LOVED</b>     | <b>3</b>   | <b>3</b>  |
| <b>7. COUNT EVERY STAR</b>     | <b>9</b>   | <b>9</b>  |
| <b>8. BEWITCHED</b>            | <b>7</b>   | <b>7</b>  |
| <b>9. THIRD MAN THEME, THE</b> | <b>8</b>   | <b>8</b>  |
| <b>10. BONAPARTE'S RETREAT</b> | <b>10</b>  | <b>10</b> |

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

### WARNING

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# This week's New Releases ... on RCA Victor

Release 80-33

**Ships Coast to Coast, Week of August 20**

## POPULAR

**BRADFORD and ROMANO**  
Dinga-Linga-Ling  
Somebody's Got To Be Blue  
20-3890—(47-3890)\*

Here come the **DANCE BANDS** again!

**SAMMY KAYE**  
There's No Use  
Miss You 20-3891—(47-3891)\*

Here come the **DANCE BANDS** again!

**FREDDY MARTIN**  
Rumbalero  
Did-Dee Did-Dee, Do Right by You  
20-3892—(47-3892)\*

Here come the **DANCE BANDS** again!

**HUGO WINTERHALTER'S ORCHESTRA**  
and **CHORUS**  
Just an Echo in the Valley  
Memories of You  
20-3893—(47-3893)\*

Here come the **DANCE BANDS** again!

**SPADE COOLEY**  
Mountain Boys Have Fun With  
Mountain Girls  
Nine-Tenths of the Tennessee River  
20-3894—(47-3894)\*

## COUNTRY

**THE CARTER SISTERS and**  
**MOTHER MAYBELLE**  
Little Orphan Girl  
God Sent My Little Girl  
21-0372—(48-0372)\*

## WESTERN

**ROY ROGERS and DALE EVANS**  
Smiles Are Made Out of the Sunshine  
May the Good Lord Take a Likin'  
to Ya  
21-0373—(48-0373)\*

## RHYTHM-BLUES

**ILLINOIS JACQUET**  
Slow Down Baby  
Hot Rod 22-0097—(50-0097)\*

## POP-SPECIALTY

**HENRY MOCARSKY**  
Intermission Polka  
Holiday on Mars—Polka  
25-1170—(51-1170)\*

## NEW ALBUM

**THE TAVERN POLKA BAND**  
Polka Party P-294—(WP-294)\*

Here come the **DANCE BANDS** again!

**HUGO WINTERHALTER'S ORCHESTRA**  
and **CHORUS**  
Hugo Winterhalter Plays Isham  
Jones P-296—(WP-296)\*

\*45 R.P.M. catalog numbers

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



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

**7** . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of August 12). Obviously, sure things!

- \$ Bewitched**  
Larry Green and the Honeydreamers . . . . . 20-3726—(47-3726)\* **7**
- \$ Bonaparte's Retreat**  
Gene Krupa . . . . . 20-3766—(47-3766)\* **7**
- \$ Count Every Star**  
Hugo Winterhalter . . . . . 20-3697—(47-3221)\* **7**
- \$ Cuddle Buggin' Baby**
- \$ Enclosed One Broken Heart**  
Eddy Arnold . . . . . 21-0342—(48-0342)\* **7**
- \$ Hoop-Dee-Do**  
Perry Como . . . . . 20-3747—(47-3747)\* **7**
- \$ I Cross My Fingers**  
Perry Como . . . . . 20-3846—(47-3846)\* **7**
- \$ I'm Movin' On**  
Hank Snow . . . . . 21-0328—(48-0328)\* **7**
- \$ I Thought She Was a Local**  
Sammy Kaye . . . . . 20-3828—(47-3828)\*
- \$ La Vie En Rose**  
Tony Martin . . . . . 20-3819—(47-3819)\*  
Ralph Flanagan . . . . . 20-3889—(47-3889)\* **7**  
Melaehino Strings . . . . . 20-3739—(47-3739)\*
- \$ Sam's Song**  
Freddy Martin . . . . . 20-3798—(47-3798)\*
- \$ Tzena, Tzena, Tzena**  
Ralph Flanagan . . . . . 20-3847—(47-3847)\*



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

- ★ The Beer That I Left on the Bar**  
Why Fight the Feeling  
Vaughn Monroe 20-3880 (47-3880)\*  
Either or both of these sides could step out for the maestro. "Beer" has a "Whiffenpoof Song" flavor and is treated to the hit for similar atmospheric effect, while "Feeling" is a clever and catchy Frank Loesser ballad from the coming Fred Astaire-Betty Hutton flicker, "Let's Dance." Billboard Possibilities, August 12th.
- ★ I Love the Guy**  
Fran Warren 20-3848 (47-3848)\*  
No. 4 Disk Jockey Pick, Billboard, August 12.
- ★ I'm Bashful**  
Mindy Carson 20-3801 (47-3801)\*  
No. 4 Operators Pick, Billboard, August 12.
- ★ Phantom Stage Coach**  
Vaughn Monroe 20-3818 (47-3818)\*  
No. 4 Retailers Pick, Billboard, August 5 and August 12.
- ★ Take a Letter, Miss Smith**  
Tony Martin-Fran Warren 20-3874 (47-3874)\*  
No. 3 Operators Pick, Billboard, August 12th.

## TIPS

**POLLY BERGEN'S**

**OH, THEM DUDES  
I GOT TOOKIN'**

20-3886 (47-3886)\*

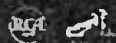
(This Record Now Shipping Coast to Coast)

The stars who make the hits  
are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



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

# MOVING UP FAST!

# AL MORGAN

Dynamo of Piano and Song!

NO. 766  
78 RPM

NO. 30187  
45 RPM  
75c plus tax

# "CAN ANYONE EXPLAIN?"

(NO! NO! NO!)

backed by  
"THERE'S NO SEASON ON LOVE"

# LONDON RECORDS

The Billboard

MUSIC POPULARITY CHARTS

PART II

## Sheet Music

Based on reports received last three days of Week Ending August 11

### 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 to date		This Week		Publisher	
10	1	Week	Week	10	1	Week	Week
7	2	1.	MONA LISA (F) (R)	10	1	1.	MONA LISA (F) (R)
6	4	2.	PLAY A SIMPLE MELODY (R)	7	2	2.	PLAY A SIMPLE MELODY (R)
5	8	3.	SAM'S SONG (R)	6	4	3.	SAM'S SONG (R)
12	9	4.	GOODNIGHT, IRENE (R)	5	8	4.	GOODNIGHT, IRENE (R)
13	5	5.	COUNT EVERY STAR (R)	12	9	5.	COUNT EVERY STAR (R)
17	6	6.	I WANNA BE LOVED (R)	13	5	6.	I WANNA BE LOVED (R)
21	2	7.	BEWITCHED (R)	17	6	7.	BEWITCHED (R)
3	10	8.	THIRD MAN THEME, THE (F) (R)	21	2	8.	THIRD MAN THEME, THE (F) (R)
18	7	9.	TZENA, TZENA, TZENA	3	10	9.	TZENA, TZENA, TZENA
24	13	10.	OLD PIANO ROLL BLUES, THE (R)	18	7	10.	OLD PIANO ROLL BLUES, THE (R)
2	—	11.	MY FOOLISH HEART (F) (R)	24	13	11.	MY FOOLISH HEART (F) (R)
17	—	12.	I CROSS MY FINGERS (R)	2	—	12.	I CROSS MY FINGERS (R)
3	—	13.	SENTIMENTAL ME (R)	17	—	13.	SENTIMENTAL ME (R)
4	14	14.	LA VIE EN ROSE (R)	3	—	14.	LA VIE EN ROSE (R)
		15.	I DIDN'T SLIP, I WASN'T PUSHED, I FELL (R)	4	14	15.	I DIDN'T SLIP, I WASN'T PUSHED, I FELL (R)

### ENGLAND'S TOP TWENTY

POSITION		Weeks to date		This Week		English		American	
9	1	Week	Week	9	1	Week	Week	9	1
18	2	1.	BEWITCHED	18	2	1.	BEWITCHED	18	2
15	4	2.	MY FOOLISH HEART	15	4	2.	MY FOOLISH HEART	15	4
10	7	3.	DEARIE	10	7	3.	DEARIE	10	7
14	5	4.	SILVER DOLLAR	14	5	4.	SILVER DOLLAR	14	5
15	4	5.	LET'S DO IT AGAIN	15	4	5.	LET'S DO IT AGAIN	15	4
10	7	6.	THAT OLD PIANO ROLL BLUES	10	7	6.	THAT OLD PIANO ROLL BLUES	10	7
14	6	7.	DADDY'S LITTLE GIRL	14	6	7.	DADDY'S LITTLE GIRL	14	6
5	10	8.	I REMEMBER THE CORNFIELDS	5	10	8.	I REMEMBER THE CORNFIELDS	5	10
30	13	9.	OH, YOU SWEET ONE	30	13	9.	OH, YOU SWEET ONE	30	13
5	12	10.	IF I LOVED YOU	5	12	10.	IF I LOVED YOU	5	12
3	17	11.	JEALOUS HEART	3	17	11.	JEALOUS HEART	3	17
13	15	12.	YOUR HEART AND MY HEART	13	15	12.	YOUR HEART AND MY HEART	13	15
14	11	13.	CANDY AND CAKE	14	11	13.	CANDY AND CAKE	14	11
1	—	14.	ME AND MY SHADOW	1	—	14.	ME AND MY SHADOW	1	—
18	14	15.	QUICKSILVER	18	14	15.	QUICKSILVER	18	14
1	—	16.	SENTIMENTAL ME	1	—	16.	SENTIMENTAL ME	1	—
9	16	17.	C'EST SI BON	9	16	17.	C'EST SI BON	9	16
1	—	18.	TWO ON A TANDEM	1	—	18.	TWO ON A TANDEM	1	—
7	18	19.	HAVE I TOLD YOU LATELY THAT I LOVE YOU?	7	18	19.	HAVE I TOLD YOU LATELY THAT I LOVE YOU?	7	18
		20.	LOAD OF HAY, A			20.	LOAD OF HAY, A		

### INTERESTING FIGURES



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Simple Arithmetic Proves that You Save \$3.00 on Subscription

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Cincinnati 22, Ohio

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Address .....  Bill me  
City ..... Zone ..... State .....  
Occupation or business .....

# THE TOP TUNES OF THE DAY

are on



78 RPM  
45 RPM

## TOP POP!

- "MONA LISA" Nat "King" Cole.....1010 F1010
- "NOLA" and "JEALOUS" Les Paul.....1014 F1014
- "BONAPARTE'S RETREAT" Kay Starr.....936 F936
- "AIN'T NOBODY'S BUSINESS BUT MY OWN" Kay Starr-Tennessee Ernie.....1124 F1124
- "NO OTHER LOVE" and "SOMETIME" Jo Stafford.....1053 F1053
- "SAM'S SONG" and "IVORY RAG" Joe "Fingers" Carr.....962 F962
- "MY MAN STANDS OUT" Julia Lee.....1111 F1111
- "YOU'RE MINE YOU" Margaret Whiting..1123 F1123
- "CLOSE YOUR PRETTY EYES" and "FOOL'S PARADISE" Margaret Whiting-Jimmy Wakely....1065 F1065
- "SHOW ME THE WAY TO GET OUT OF THIS WORLD" and "HAPPY MUSIC" Peggy Lee.....1105 F1105
- "I LOVE YOU BECAUSE" Jan Garber.....983 F983

## TOP WESTERNS!

- JIMMY WAKELY "Mona Lisa".....1151 F1151
- OLE RASMUSSEN "We're Gonna Go Fishin'".....1138 F1138
- TEX WILLIAMS "Happy Feet".....1087 F1087
- RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone".....952 F952
- BOB ATCHER "Guilty Conscience".....1147 F1147
- JOE ALLISON "Goodnight Irene".....1122 F1122
- JESS WILLARD "Trouble Then Satisfaction".....1137 F1137
- GENE O'QUIN "The Hard Way".....1148 F1148
- TEX RITTER "The Fiery Bear".....1141 F1141
- CLIFFIE STONE "Westphalia Waltz".....1109 F1109

NOW AVAILABLE!

CAPITOL'S FIRST CHILDREN'S ALBUM FOR FALL 1950

"BUGS BUNNY MEETS HIAWATHA"

Single non-breakable record in full color picture sleeve on 78 and on 45 rpm

Les Paul



The Wonderful New, New Sound

THAT "NOLA" \* MAN

\*Stronger than ever - Capitol No. 1014 and F1014

"DRY MY TEARS"

Coupled with "CRYIN'"

Coupled with

78 rpm 1088 • 45 rpm F1088

Ray Anthony



AMERICA'S TOP DANCE BAND

"CAN ANYONE EXPLAIN?"

Coupled with "SKYCOACH"

Coupled with

78 rpm 1131 • 45 rpm F1131

The Dinning Sisters



RE-ISSUED BY POPULAR DEMAND

"ONCE IN A WHILE"

Coupled with "BRAZIL"

Coupled with

With Jack Fascinato and His Orchestra

78 rpm 938 • 45 rpm F938

Organ Music



... ON 4 TOP TUNES!

BUDDY COLE'S

"LA VIE EN ROSE"

To be released August 28th

78 rpm 1171 • 45 rpm F1171

"MONA LISA" Coupled with "PEANUT VENDOR"

78 rpm 1104 • 45 rpm F1104

EDDIE GRANT'S

"GOODNIGHT IRENE"

78 rpm 1158 45 rpm F1158

Ole Rasmussen



THE WESTERN BAND WITH THE BEAT

"WE'RE GONNA GO FISHIN'"

(Next Saturday Night)"

Coupled with "IT MUST BE LOVE"

78 rpm 1138 • 45 rpm F1138

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Based on reports received last three days of Week Ending August 11



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Station/Label. Includes records like 'MONA LISA', 'GOODNIGHT, IRENE', 'SIMPLE MELODY', 'SAMP'S SONG', 'TZENA, TZENA, TZENA', 'COUNT EVERY STAR', 'MONA LISA', 'LA VIE EN ROSE', 'MONA LISA', 'I WANNA BE LOVED', 'SENTIMENTAL ME', 'CAN ANYONE EXPLAIN?', 'NOLA', 'MONA LISA', 'BEWITCHED'.

Vox Jox

PREEMS . . . Michael D'Angelo, formerly with WWHG, Hornell, N. Y., and WNAE, Warren, Pa., has joined WMGW, Meadville, Pa., to head the station's "1490 Club." . . . Skip Piper, ex-Californian, is now spinning 'em for KELP, El Paso, Tex. . . . Dan Potwin, now airing over KIMA, Yakima, Wash., is bucking a show he started two years ago on another local station. . . . Les Friedel, formerly with KTKT, Tucson, Ariz., has joined WCNH, Quincy, Fla. . . . Norm Keller, same station, is now doing an hour and a half afternoon program. . . . Don Lefebvre, WINA, Charlottesville, Va., is taking over a new 15-minute Latin disk show. . . . Art Green, WMIE, Miami, has started a TV show on WTVJ, making a total of nine hours of airtime daily for the jock. . . . Art Ford, WNEW and WPIX-TV, New York, will enter video production himself this fall, when he'll package a 15-minute panel program "Show Business in Revue," in conjunction with press agents Matty and Don Simmons. Ford will also act as moderator for the tele show. . . . Eleven-year-old Sally Boyer is piloting a daily pop platter show for KFSB, Joplin, Mo. . . . Johnny Holmes, same station, is moving to KWGS, Tulsa, Okla., next month, so he can attend Tulsa University and snag a college degree. . . . Marvin Elin, WCAO, Baltimore, launched a new ailer, "Evening Carousel" on WCBM, Mutual affiliate, the first of this month. . . . Jerry Roberts, is subbing for Paul Brenner, WAAT, Newark, N. J., while the latter is hospitalized at Beth Israel Hospital with a back ailment. . . . Bill Brophy, WHTT, Hartford, Conn., is handling "Music for the Mrs." across-the-board. . . . Tony Wakeman, is moving from WOL, Washington, to WTTG-TV. . . . Seven-year-old Judy Horton, is teaming up with Len Hall to spin 'em on WIP, Philadelphia. Judy is the daughter of d. j. Sherri Horton, WPEA. . . . Jim Grohman, ex-WNAR, Norristown, Pa., has joined WCAU, Philadelphia. He limits his platter playing to two disks per 15-minute session. . . . Toni Spaulding, WPEA, Philadelphia, teed off a new ailer for WEK, Cleveland, Monday (7). She'll also pen a radio column for the station's affiliated newspaper. . . . Johnny Deagan, ex-KYW, Philadelphia, has trekked to WHUM, Reading, Pa. . . . Fred Knight, is subbing for Doug Arthur, WIBG, Philadelphia, while the latter vacations. . . . Johnale Davis has joined WUSJ, Lockport, New York, as a d. j.-staff announcer.

SPONSOR TALK . . . Columbia Records is buying a daily 15-minute segment of Bob Larsen's show at WEMP, Milwaukee, for 13 weeks. . . . Associated Distributors is plugging Double Cola, via Jim Russell, Sanford, N. C. . . . Beverwyck Beer and Ale will string along with Perry Brown, WNDR, Syracuse, all summer. . . . Larry Wilson, WNOE, New Orleans, has landed a 13-week contract with Chesterfield thru Liggett & Meyers. . . . Tom Hennessy, WJBF, Augusta, Ga., reports Dentyne Gum as new sponsor. . . . Hadacol in for 26 weeks with William A. Ewing, WPII, Pittsburgh. . . . Ditto for George Echols, WMVG, Milledgeville, Ga. . . . Lever Bros. is picking up three-week tab to plug Jelke's Margarine on Emil Szymd's ailer, WIKY, Evansville, Ind. . . . Robin Bright, WIRE, Indianapolis, has snagged Folger's Coffee for 15-minute seg. . . . Wise Potato Chips is buying 13 weeks with Don Lefebvre, WINA, Charlottesville, Va. . . . Ted Jones, KLEE, Houston, is now plugging Crosley Shelvador via co-op deal with local distributor. . . . Bill Ingram, KSTP, Minneapolis, is featured on a clever direct mail piece, sent out by his sponsor, Nabisco Honey Graham Crackers. Promotion piece is made up with a stand-up cardboard cutout of Ingram holding giant size box of graham's with a copy touting his program, as "one of the highest-rated shows on KSTP's daytime air." . . . Howell's Root Beer is picking up tab on Bill Joseph's show, WJPD, Ishpeming, Mich. . . . Hadacol has signed a 52-week contract with Barry Kaye, WKAT, Miami Beach, Fla. . . . Jim Ennsin, KROP, Brawley, Calif., has snagged Colgate Dental Cream for a sponsor.

AD LIB CUTTINGS . . . Howie Leonard, WALE, Fall River, Mass., has "just returned from long vacation, during which time I got married." . . . Ray Ramsey, WHIR, Danville, Ky., asks "Who

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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

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

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(Beginning Friday, Aug. 4, 8 a.m., and ending Friday, Aug. 11, 8 a.m.)

Table with columns: Song Title, Artist, and Station/Label. Includes records like 'All My Love', 'Bewitched', 'Can Anyone Explain?', 'Count Every Star', 'Down the Lane', 'Dream a Little Dream of Me', 'Golden Sails on a Sea of Blue', 'Gone With the Wind', 'Hoop-Dee-Do', 'I Didn't Know What Time It Was', 'I Didn't Slip, I Wasn't Pushed, I Fell', 'I Don't Care if the Sun Don't Shine', 'I Love the Guy (I Love the Girl)', 'I Still Get a Thrill', 'I Wanna Be Loved', 'If I Had a Magic Carpet', 'La Vie En Rose', 'Let's Choo Choo Choo to Idaho', 'Little Bit Independent', 'Mambo, Jumbo', 'Mona Lisa', 'My Foolish Heart', 'Our Very Own', 'Play a Simple Melody', 'Rain', 'Sam's Song', 'Sentimental Me', 'Sometime', 'Spaghetti Rag', 'Tunnel of Love', 'Why Fight the Feeling', 'You Wonderful You'.

SONGS WITH MOST TV PERFORMANCES (RM TELE-LOG)

The Richard Humber (RM) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a Sunday show, instrumentally, it receives a credit of 5 points; when performed vocally on a Saturday or Sunday show 10 points, when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

Table with columns: Song Title, Artist, and Points. Includes records like 'Bewitched', 'La Vie En Rose', 'I Wanna Be Loved', 'Count Every Star', 'I Love the Guy', 'Why Fight the Feeling', 'Hoop-Dee-Do', 'I Cross My Fingers', 'My Foolish Heart', 'Play a Simple Melody', 'Trena, Trena, Trena', 'American Beauty Rose', 'Darn It, Baby, That's Love', 'If You Feel Like Singing', 'I Hadn't Anyone Till You', 'I'm Bawful', 'I Still Get a Thrill', 'Mona Lisa', 'Sam's Song', 'Third Man Theme', 'Vagabond Shoes', 'You Wonderful You', 'Stars and Stripes Forever', 'All My Love', 'A Razz-a-Ma-Tazz', 'At Sundown', 'Can Anyone Explain', 'Cloudy Morning', 'Cotton Candy and Toy Balloon', 'Dream a Little Dream of Me'.

in thunder is the ork on Jack Owen's Decca waxing of "Dream a Little Dream of Me!" Don't know who 'tis, but 'tis fine." . . . Eddie Hubbard, WIND, Chicago, has recorded a uke lesson disk for the Sharp platter. . . . Jerry Kirby, WKBB, Dubuque, Ia., reports, "It's vacation time and the promotion of bands seems unnecessary to local interest. We're staying with a steady variety of platters—serve a muddled mixture and hope—also waiting to see what happens to the 78-33 1/2-45 r.p.m. business. Most of the local record shops are wondering too—inviting them to stock to the ceiling on 45s. . . . Jack Clifton, WDAC, Akron, celebrates his first year at the station this month (15). As an anniversary present, he gets to air his show from his home, using completely equipped studio in the cellar. . . . Jack Mills, KSIB, Creston, Ia., tours Midwest fairs on his days off and during two-week vacation. He and frau Louise, billed as "the Flying Battorffs," have a trapeze act, it says here!



**MARKS SONGS +  
TOP ARTISTS  
Record SALES**

1.

(WHILE I'M)

**SMOKIN' MY LAST CIGARETTE**

**VAUGHN MONROE** ..... VICTOR 20-3811

2.

**GOD BLESS THE CHILD**

**FRANKIE LAINE** ..... MERCURY 5355

3.

**BLUES MY NAUGHTY SWEETIE**

GIVES TO ME

**BILL DARNEL** ..... CORAL 60295



**TIC-TOCK POLKA**  
1950's Gayest Polka

Frankie Yankovic . . . . .	Columbia
Hannon and Ryan . . . . .	Decca
Harmony Bells Orch. . . . .	Dana
Ernie Benedict . . . . .	Victor
Vagabond Polka Orch. . . . .	Decca
Trio Gandria . . . . .	Victor

**JAZZ ME BLUES**  
In the Forefront of the Dixieland Revival.  
These Are New Releases:

Tereso Brewer . . . . .	London
Jimmy Dorsey . . . . .	Columbia
Marie Benson . . . . .	Theme
Eddie Condon . . . . .	Decca
Brad Gowan . . . . .	Victor
Victor Silvester . . . . .	Columbia
Joe Venuti . . . . .	Decca
Adrian Rollini . . . . .	Mercury
New Orleans Rhythm Kings . . . . .	Brunswick
Irving Fazolo . . . . .	Mercury
Ed Farley . . . . .	Delvar
Sidney Bechet . . . . .	Blue Note
Leo and His Trio . . . . .	Aladdin
Graeme Bell . . . . .	Summit

**Not To Mention 37  
Famous Older Recordings**

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

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending August 11



BEST-SELLING POP SINGLES

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

Table with columns: POSITION, Weeks Last, This to date, Week/Week, Record Title, Artist, Label, and other details. Includes entries like 'GOODNIGHT, IRENE', 'MDNA LISA', 'SIMPLE MELODY', etc.

Dealer Doings

TRADE TALK . . . "Sell the 45's and the 45 players and your 45 business will be good."—The Disc, Waco, Tex. . . "London and Decca 33 record getting larger sales every week, and 78 is as good as before new speeds became available, but 45 sales are very poor."—Clifford L. Barnhart, Deposit, N. Y. . . "We wish they would settle down on one standard needle for the various speed changers. We also need a portable carrying case in which to carry LP records in their original folders."—R. D. Criger, Sidney Music Mart, Sidney, Mont. . . "No doubt that 33 1/2 and 45 are the best means of recording, but they're not moving here at all."—Sumner Radio, Los Angeles.

MERCHANDISING TIPS . . . A good way to keep customers coming back, according to Bill Bird, Jersey Tire Company, Plainfield, N. J., is to mail out literature on the latest records. Mailing list used is that of customers who have purchased radio-phono consoles or record players. . . When the pop record business slowed down during summer months, Weinberg Music Store, Lexington, Ky., concentrated sales efforts on the kiddie market by sponsoring a Saturday morning story hour on the local radio station. . . Radio Sales & Service, Orangeburg, S. C., sponsors a rhythm and blues deejay show every afternoon and reports that sales to students attending State and Claflin colleges in Orangeburg have risen. "If more advertising were done this way," says Mrs. Gus Browning, "many dealers would double their income." . . Prominent display of records by artists appearing in movies shown locally seems to be a good plan for increasing sales, according to Clifford L. Barnhart, Retail Record Sales, Deposit, N. Y.: "The tie-in with local movies increases business for these artists about 20 per cent." . . "I have three different spots on radio each day," reports Archie's Record Shop, Richmond, Va., "and the I find it somewhat expensive, I also find it pays off. I start with a morning gospel program, then the baseball warm-up period and followed by a late evening blues program."

WHITNER SHELLAC 78'S? . . . The future of 78 r.p.m. shellac records still gets varied comment from disk retailers. Typical, perhaps, are the following: Dana Richmond, Richmond Music Home, Parsons, Kans., reports that a five-disk-for-\$1-grab-bag sale helped "unload much old 78 r.p.m. stock. Mix Music Store, Montpelier, Vt., ran a "penny sale" to move 78 albums. The Tune Shop, Harrington, Tex., is "sold" on 45 r.p.m. disks for all singles and all pop albums—"three speeds of singles are too much for the dealer." But Robert Baladeras, The Turntable, El Paso, thinks that 78 is still important. Dealers should realize that thousands of people still have 78 r.p.m. players and are not yet interested in the new speeds. Dealers cutting out their 78 sales are losing a lot of dough. We think we're getting more business now that people here realize that we still concentrate on 78 r.p.m. records."

MATCH BOOK ADVERTISING . . . "We have been passing out cartons of book matches which carry ads for our shop. We especially distribute them to juke box locations which feature Jimmie Skinner records. It's actually surprising how much sales results we can attribute directly to these book matches."—Lou Epstein, Jimmie Skinner Record Shop, Cincinnati.

DON'T BE STUBBORN . . . "I found the biggest help to me in selling the volume of 45's that I do sell is the stubbornness of my competition in realizing that 45's are here to stay. I hear many complaints from customers who say that they shopped in other stores where the dealer told them that 45's were just a fad. Now that I have these customers, the other dealer has lost not only a 45 customer, but a 78 and 33 customer, too. We are in the business to sell the public what they want, so why do lots of dealers cut off their noses to spite their faces?"—Earl Horwitz, Redwood House of Music, Redwood City, Calif.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks Last, This to date, Week/Week, Record Title, Artist, Label, and other details. Includes entries like 'CINOERELLA', 'HOPALONG CASSIDY AND THE SINGING BANJOIT', etc.

POP ALBUMS

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

Best Selling 33 1/2 R.P.M.

Table with columns: POSITION, Record Title, Artist, Label, and other details. Includes entries like 'SOUTH PACIFIC', 'YOUNG MAN WITH A HORN', etc.

Best Selling 45 R.P.M.

Table with columns: POSITION, Record Title, Artist, Label, and other details. Includes entries like 'ANNIE GET YOUR GUN', 'RALPH FLANAGAN PLAYS ROOGERS AND HAMMERSTEIN', etc.

# SMASH!

## VIC DAMONE'S

# “CINCINNATI DANCING PIG”

b/w Forbidden Love

MERCURY  
5477



ONLY

*Mercury*

HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

**TEAR OUT THIS AD-USE AS ORDER BLANK**

THESE **CORAL** RECORDS **NOW ON 45 and 78 RPM**

QUANTITY	SELECTION	ARTIST	CORAL
78 rpm 45 rpm	Can Anyone Explain? (No, No, No!) Sittin' n' Starin' n' Rockin'	AMES BROTHERS	*9-60253 60253
	Sentimental Me Blue Prelude	AMES BROTHERS	*9-60173 60173
	All I Do Is Wantcha Teasin'	CONNIE HAINES	*9-60186 60186
	Hoop-Dee-Do Stars Are The Windows of Heaven	AMES BROTHERS	*9-60209 60209
	Simple Melody A Little Bit Independaw	GEORGIA GIBBS & BOB CROSBY	*9-60227 60227
	Block and White Rog Sit Down and Tell Me Where I Stand With You	OWEN BRADLEY	*9-60236 60236
	Say When Close Your Pretty Eyes	OWEN BRADLEY	*9-60240 60240
	I Wanna Be Loved In Via En Rose	OWEN BRADLEY	*9-60241 60241
	Hoppy Feet Dreamin' Is My Business	BOY ROSS	*9-60248 60248
	I'll Always Love You There Isn't Very Much To Be New	MARTHA TILTON	*9-60258 60258
	Cherry Stones Dream a Little Dream of Me	GEORGIA GIBBS & BOB CROSBY	*9-60263 60263
	Goodnight Irene Kawpie Doll	CLIFF STEWARD AND THE SAN FRANCISCO BOYS	*9-60266 60266
	I See a Million People Thinking of You	MARTHA TILTON	*9-60279 60279
	El Capitan Sempar Fidelis March	BOB CROSBY	*9-60280 60280
	Pink Champagne Well Oh Well	BILL DARNEL	*9-60287 60287
	Flying Eagle Polka Blue Banner Schottische	THE PINETOPPERS	*9-64034 64034
	Our Lady of Fatima Mother Dear, O Pray for Me	KENNY ROBERTS	*9-64053 64053

\*Indicator 45 RPM version

FILL IN NAME AND ADDRESS—TEAR OUT AND MAIL TO  
YOUR CORAL DISTRIBUTOR

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

**CORAL DISTRIBUTORS**

- |  |   |   |
|--|---|---|
| BALTIMORE, MARYLAND<br>General Distributing Co.    | HARTFORD, CONNECTICUT<br>Seaboard Dist. Co.       | OKLAHOMA CITY, OKLA.<br>Burns Dist. Co.                                       |
| BIRMINGHAM, ALABAMA<br>Record Sales Co.            | HONOLULU, HAWAII<br>Amber and Co.                 | PHILADELPHIA, PA.<br>Winthrop Co.   |
| BOSTON, MASSACHUSETTS<br>Mutual Distributors, Inc. | HOUSTON, TEXAS<br>Dunbar Dist. Co.                | PITTSBURGH, PA.<br>Standard Dist. Co.   |
| BUFFALO, NEW YORK<br>Niagara-Midland Co.           | INDIANAPOLIS, INDIANA<br>Millner Record Sales Co. | PORTLAND, OREGON<br>Oregon Record Dist. Co.                                   |
| CHARLOTTE, N. C.<br>F & F Enterprises              | KANSAS CITY, MISSOURI<br>Millner Record Sales Co. | ST. LOUIS, MISSOURI<br>Millner Record Sales                                   |
| CHICAGO, ILLINOIS<br>Remeo, Inc.                   | LOS ANGELES, CALIF.<br>Modern Dist. Co.           | SAN ANTONIO, TEXAS<br>Dunbar Sales Co., Inc.                                  |
| CINCINNATI, OHIO<br>Hit Record Dist. Co.           | MADISON, WISCONSIN<br>Toll Music Dist. Co.        | SAN FRANCISCO, CALIF.<br>Ellie, Calif. Dist.                                  |
| CLEVELAND, OHIO<br>Beart Dist. Co.                 | MEMPHIS, TENNESSEE<br>Glenn Allen Co.             | SHREVEPORT, LOUISIANA<br>W. M. Amann  |
| DALLAS, TEXAS<br>Dunbar Dist. Co.                  | MIAMI, FLORIDA<br>Stone Distributors, Inc.        | TAMPA, FLORIDA<br>West Coast Distributors                                     |
| DES MOINES, IOWA<br>D & E Distributing Co.         | MINNEAPOLIS, MINN.<br>Hy-G Music Co.              | —FOR EXPORT ONLY—<br>NEW YORK, NEW YORK<br>Smith-Kirkpatrick and<br>Co., Inc. |
| DETROIT, MICHIGAN<br>Polonia Dist. Co.             | NASHVILLE, TENNESSEE<br>Tennessee Music Sales     | SEATTLE, WASHINGTON<br>Jensen-McLean Co., Inc.                                |
| EL PASO, TEXAS<br>Sunland Supply Co.               | NEW ORLEANS, LA.<br>F. A. B. Dist. Co.            |   |
| GREAT FALLS, MONTANA<br>Music Service Co.          | NEW YORK, NEW YORK<br>Douglas Dist. Co.           |   |

ORDER FROM YOUR CORAL DISTRIBUTOR

OR WRITE TO:

**CORAL** RECORDS

(A subsidiary of DECCA RECORDS, INC.)

46 W. 57th St.

New York 19, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART V

Classical Records

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

Best Selling LP Classical Titles

Last Week	This Week	Title	Label
1	1	Tchaikovsky: Swan Lake Ballet Music, A. Kosselanez Ork.	Col(33)ML-4308
2	2	Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor	V(33)LM-1042
3	3	Bernstein: Peter Pan, J. Arthur, B. Karloff, M. Henderson, P. Hillias, J. Marks	Col(33)ML-4312
4	4	Beethoven: Concerto No. 3 in C Minor for Piano and Ork, G. Arrau, Philadelphia Ork, E. Ormandy, conductor	Col(33)ML-4302
5	5	Bach: Well-Tempered Clavikord, W. Landowska	V(33)LM-1017

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title	Label
1	1	Rachmaninoff: Concerto No. 2 in G Minor, Opus 18, A. Rubinstein, NBC Symphony Ork, V. Golschmann, conductor	V(45)WDM-1075
2	2	Puccini: Highlights from Madame Butterfly, L. Albanese, L. Browning, J. Melton, RCA Victor Ork, Weissmann, conductor	V(45)WDM-1068
3	3	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork, E. Ormandy, conductor	V(45)WDM-262
4	4	Kurt Weill: Down in the Valley, M. Bell, K. Smith, W. McGraw, R. Jacquetmont, R. Barrows, RCA Victor Ork, P. Herman Alder, director	V(45)WDM-1367
5	5	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor	V(45)WDM-920

Advance Classical Record Releases  
(Includes Semi-Classics)

- J. S. Bach: Cantata No. Four Christ Lag in Todes-  
banden Album—Robert Shaw Chorale-RCA Victor  
Ork R. Shaw, Cond. (1-10") V(78)DM1096; (33)  
LM 25
- J. S. Bach: Goldberg Variations Album—W. Landowska  
(1-12") V(78)DM-1022; (33)LM-1060
- J. S. Bach: Suite No. One in C Album—Boston Sym-  
phony Ork-S. Koussevitzky, Cond. (1-12") V(78)DM-  
1307; (33)LM1079
- Bauer: Trio Sonata Album—The Sagul Trio (Ben-  
nett: Five Improvisations) (1-10") Relax (33)  
CE 501
- Beethoven: Concerto Number One in C Major for Piano  
and Orchestra, Op 15 Album—W. Gieseking-Phil-  
harmonia Ork (1-12") Col (33) ML 4307
- Beethoven: Quartet No. 16 in F, Op. 135 Album—  
Paganini Quartet (1-12") V(78)DM1253; (33)LM-  
24
- Robert R. Bennett: Five Improvisations on Exotic  
Scales Album—Sagul Trio (Bauer: Trio Sonata)  
(1-10") Relax (33) CE 501
- Berlin: They Say It's Wonderful—A. Jones (Cordell:  
Monkey and) V(78)DM-1541; (45)M9-1167
- Blatt: Fair Maid of Perth Suite Album—Royal Phil-  
harmonic Ork-Sir Thomas Beecham, Cond. (Diluis:  
Oer) Col (33) ML 2133
- Cordell: Monkey and the Organ Grinder—A. Jones  
(Berlin: They) V(78)DM-1541; (45)M9-1167
- Debussy: Lily Pans Sing Debussy Album—L. Pons-F.  
La Forge (1-10") Col(78)MM-927; (33) ML2135
- Debus: Over the Hills and Far Away Album—Royal  
Philharmonic Ork-Sir Thomas Beecham, Cond. (Blatt:  
Fair Maid) Col (33) ML 2133
- Francescatti Violin Recital Album—Z. Francescatti-A.  
Balsam-M. Lanner (1-12") Col (33) ML 4310
- Harmony Favorites Album—National Male Quartet  
(1-12") Col (33) ML 4317—Beautiful Dreamer;  
Donkey Serenade; Mighty Lak a Rose; Of Man  
River; On the Road to Mandalay; On Wings of  
Song; Sylvia; Water Boy
- Haydn: Symphony No. 93 in D Album—L. Stokowski  
Ork (List: Les Preludes) (1-12") V (33) LM 1079
- List: Les Preludes Album—L. Stokowski Ork (Haydn:  
Symphony No. 53) (1-12") V (33) LM 1079
- Luhini: Ballet Egyptian Album—Boston Pops Ork-A.  
Fiedler, Cond. (Massenet: La Cid) (1-12") V(78)-  
OM1357; (33)LM1084
- Massenet: La Cid Album—Boston Pops Ork-A. Fiedler,  
Cond. (Luhini: Ballet Egyptian) (1-12") V(78)DM-  
1058; (33)LM1084
- Mozart: Serenade No. Ten in B-Flat Album—Boston  
Symphony Ork-S. Koussevitzky, Cond. (1-10") V(78)-  
DM1303; (33)LM1077
- Mozart: Symphony No. 41 in C Major and Sym-  
phony No. 38 in D Major-Royal Philharmonic Ork-  
Sir Thomas Beecham, Cond. (1-12") Col (33) ML  
4313
- Paganini: Concerto No. One in D Major Album—Z.  
Francescatti-Philadelphia Orchestra-E. Ormandy, Cond.  
(Saint-Saens: Concerto) (1-12") Col(78)MM-936;  
(33)ML4315
- Rachmaninoff: Rhapsody On a Theme of Paganini  
Album—A. Rubinstein (1-10") V(78)DM1269; (33)-  
LM26
- Rachmaninoff: Sonata in G Minor Album—E. Kurta-  
W. Kapell (1-12") V(78)DM1261; (33)LM1074
- Rawl: Daphnis Et Chloe Suite I & II Album—Phil-  
adelphia Ork-E. Ormandy, Cond. Temple University  
Chorus-E. Brown, Cond. (Schonberg: Verklarte)  
(1-12") Col (33) ML 4316
- Saint-Saens: Concerto No. Three in B Minor Album—  
Z. Francescatti-Philharmonic Symphony Ork-D.  
Mitropoulos, Cond. (Paganini: Concerto) (1-12")  
Col(78)MM-937; (33)ML4315
- Schonberg: Verklarte Nacht Album—Philadelphia Ork-  
E. Ormandy, Cond. (Rawl: Daphnis Et) Col (33)  
ML 4316
- Schubert Quintet in A Major for Piano and Strings  
Album—Budapest String Quartet (1-12") Col (78)-  
MM-938; (33)ML4317

Classical Record Reviews

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

**BACH: DOROTHY EUSTIS, PLAYS BACH FATHER AND SON (1-10") 57**  
Artist (33) 501

The Artist diskery of Los Angeles offers another of its off-the-beaten-track selections here—one side being two piano transcriptions of works by J. S. Bach, the other the piano Sonata in D Major of his son, Karl Philipp Emanuel. Bach Senior is represented by a transcription of a portion of his Secular Hunting Cantata 208 and a transcription of the adagio from his Organ Toccata in C Major, the latter arranged by Myra Hess. Miss Eustis plays them with warmth and affection—and the necessary technique. The sonata is a perky, airy piece, on which the pianist displays a clean, nimble attack and robust, strong phrasing. Recording is first-class reproduction of piano tone. Hardly for the mass market, but a worthy item for Bach specialists.

**BACH: CONCERTO IN A MINOR—Pierre Lubotzky-Genia Nemeoff (2-7") 60**  
RCA Victor (45)WDM-1378

The husband-wife piano team turn in a gem-like lot of twice 88-hrs on a provocative minor bit of Bach. The work is one of the off-the-path Bach compositions that are cropping up on current disks—in this case, a transcription of a transcription. Bach originally transcribed the piece for organ from a Vivaldi concerto grosso; it was subsequently arranged for two pianos. The work retains a recognizable orchestral quality. The pianists, with delicacy of feeling and excellent rapport, endow it with a charming, harpsichord-like quality—Bach purists should like the mood they weave. Recorded tone is prime.

(Continued on page 38)



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# THREE LITTLE WORDS

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GLORIA DE HAVEN · ARLENE DAHL

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M-G-M Long-Playing Record  
E-516

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Album M-G-M K53

**BLUE BARRON**

and his Orchestra



**Beyond The Reef Bubbles**

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**Just Say I Love Her If Anybody Does**

Available 2 Record Speeds  
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M-G-M 10758 M-G-M K10758

**GEORGE SHEARING QUINTET**



**When Your Lover Has Gone Carnegie Horizons**

Available 2 Record Speeds  
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M-G-M 10763 M-G-M K10763

**ART MOONEY**  
and his Orchestra



**Wham! Bam! Thank You Ma'am There'll Never be Another You**

Available 2 Record Speeds  
78 R.P.M. 45 R.P.M.  
M-G-M 10765 M-G-M K10765

**SARAH VAUGHAN**



**I Can't Get Started What A Difference A Day Made**

Available 2 Record Speeds  
78 R.P.M. 45 R.P.M.  
M-G-M 10762 M-G-M K10762

**TOMMY TUCKER**  
and his Orchestra



**I'm Praying to Saint Christopher Cherry Stones**

Available 2 Record Speeds  
78 R.P.M. 45 R.P.M.  
M-G-M 10767 M-G-M K10767

**BILLY WILLIAMS QUARTET**



Introducing on M-G-M Records

**Longing I Didn't Slip, I Wasn't Pushed, I Fell**

M-G-M Non-Breakable 10764

**THE NOCTURNES**

**Lucky, Lucky, Lucky Me Oh! Marie**

M-G-M Non-Breakable 10768

**HANK WILLIAMS**



**They'll Never Take Her Love From Me Why Should We Try Anymore**

Available 2 Record Speeds  
78 R.P.M. 45 R.P.M.  
M-G-M 10760 M-G-M K10760

**IVORY JOE HUNTER**



**Living A Lie Old Man's Boogie**

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**PLAYS**

**HARBOR LIGHTS**

AND

**"JOSEPHINE"**

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**OTHER GRIFFIN BEST SELLERS**

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**"Golden Sails"**

Columbia Record 38895 or 7-inch LP 1-721

**"Are You Lonesome Tonight?"**

**"When I Lost You"**

Columbia Record 38827 or 7-inch LP 1-648

**"Roses"**

**"Little Sally One Shoe"**

Columbia Record 38826 or 7-inch LP 1-647

**BEST SELLING ALBUM**

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The Music of Irving Berlin

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Coming Up For Christmas! Christmas Carols by Ken Griffin

**COLUMBIA  
RECORDS**

Originator of 33 1/3 LP Records—One Speed Is All You Need

The  
**Billboard**

**MUSIC POPULARITY CHARTS**

PART  
**VI**

**Juke Box Record Plays**

Based on reports received last three days of Week Ending August 11

**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 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION

Weeks | Last | This  
to date | Week | Week

10	1	1	MONA LISA.....	Nat "King" Cole & The Trio..... Cap(78)1010, (45)F-1010—ASCAP
6	2	2	GOODNIGHT, IRENE.....	G. Jenkins Ork and The Weavers..... Dec(78)27077, (45)9-27077—BMI
4	5	3	SIMPLE MELODY.....	Gary & Bing Crosby-M. Matlock's All Stars Dec(78)27112, (45)9-27112—ASCAP
4	6	4	SAM'S SONG.....	Gary & Bing Crosby-M. Matlock's All Stars Dec(78)27112, (45)9-27112—ASCAP
15	3	5	I WANNA BE LOVED.....	Andrew Sisters-G. Jenkins Ork..... Dec(78)27007, (45)9-27007—ASCAP
8	8	6	TZENA, TZENA, TZENA.....	G. Jenkins-Weavers..... Dec(78)27077, (45)9-27077—ASCAP
12	10	7	BONAPARTE'S RETREAT.....	K. Starr..... Cap(78)936, (45)F-936—BMI
24	4	8	THIRD MAN THEME, THE.....	G. Lombardo Ork..... Dec(78)24839, (45)9-24839—ASCAP
2	30	9	CAN ANYONE EXPLAIN?.....	Ames Brothers..... Coral(78)60253, (45)9-60253 (R. Anthony Ork, Cap 213; D. Shore-N. Zimmerman, Col(78)38927, 13311-759)
6	17	10	NOLA.....	L. Paul..... Cap(78)1014, (45)F-1014—ASCAP
4	13	11	MONA LISA.....	V. Young Ork..... Dec(78)27048, (45)9-27048—ASCAP
2	20	11	GOODNIGHT, IRENE.....	F. Sinatra..... Col(78)38892, (33)1-718—BMI
5	11	13	COUNT EVERY STAR.....	D. Haynes & A. Shaw Ork..... Dec(78)27042, (45)9-27042—ASCAP
8	22	13	SAM'S SONG.....	J. "Fingers" Carr..... Cap(78)962, (45)F-962—ASCAP
3	14	15	MONA LISA.....	H. James Ork..... Col(78)38768, (33)1-588—ASCAP
2	24	15	GOODNIGHT, IRENE.....	R. Foley & E. Tubb..... Dec(78)46255, (45)9-46255—BMI
16	7	17	BEWITCHED.....	G. Jenkins Ork..... Dec(78)24983, (45)9-24983—ASCAP
11	20	18	BEWITCHED.....	D. Day..... Col(78)38698, (33)1-480—ASCAP
6	—	19	BONAPARTE'S RETREAT.....	G. Krupa Ork..... V(78)20-3766, (45)47-3766—BMI
3	—	19	TZENA, TZENA, TZENA.....	M. Miller Ork..... Col(78)38895, (33)1-706—ASCAP
1	—	21	TZENA, TZENA, TZENA.....	V. Damone-G. Osler Ork..... Mercury(78)5454, (45)5454X45—ASCAP
4	22	22	MONA LISA.....	C. Spinak Ork..... London(78)619, (45)30073—ASCAP
3	30	22	I CROSS MY FINGERS.....	Bing Crosby..... Dec(78)27111, (45)9-27111—ASCAP
1	—	22	I'LL NEVER BE FREE.....	K. Starr-Tennessee Ernie..... Cap(78)1124, (45)F-1124—ASCAP
17	11	25	HOOP-DEE-DOO.....	P. Como-The Fontane Sisters..... V(78)20-3747, (45)47-3747—ASCAP
8	19	25	COUNT EVERY STAR.....	H. Winterhalter..... V(78)20-3697, (45)47-3221—ASCAP
14	24	25	HOOP-DEE-DOO.....	K. Starr-F. DeVol Ork..... Cap(78)980, (45)F-980—ASCAP
4	24	25	COUNT EVERY STAR.....	R. Anthony..... Cap(78)979, (45)F-979; Cap(78)859, (45)F-859—ASCAP
1	—	25	AIN'T NOBODY'S BUSINESS BUT MY OWN.....	K. Starr-Tennessee Ernie..... Cap(78)1124, (45)F-1124
1	—	25	ALL DRESSED UP TO SMILE.....	E. Knight & Ray Charles Singers..... Dec(78)27103, (45)9-27103
1	—	25	SOMETIME.....	Mariners-A. Bleyer Ork..... Col(78)38781, (33)1-600—ASCAP

**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 column 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.

# A WINNER!

# RED HOT!

## Frankie LAINE



"MUSIC MAESTRO, Please"

"DREAM A LITTLE DREAM"

MERCURY 5458

45 RPM•5458X45

## Vic DAMONE



CURRENT SMASH RELEASE

Picked By Billboard

"JUST SAY I LOVE HER"

"CAN ANYONE EXPLAIN"

MERCURY 5474

45 RPM•5474X45

# Coming Up Fast!

# Don't Miss This Version

## Patti PAGE



"ALL MY LOVE"

"ROSES REMIND ME OF YOU"

MERCURY 5455

45 RPM•5455X45

## Eddy HOWARD



"DADDY'S LITTLE BOY"

"THEY PUT THE LIGHTS OUT"

MERCURY 5475

45 RPM•5475X45



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

Based on reports received last three days of Week Ending August 11

### 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 to date	Last Week	This Week	Record	Artist	Label
12	1	1	1	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696-BMI
20	2	2	2	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BMI
6	3	3	3	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342-BMI
11	5	4	4	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241-BMI
8	4	5	5	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243-BMI
5	6	6	6	I'M MOVIN' ON	Mark Snow	V(78)21-0328; (45)48-0328-BMI
2	10	7	7	GOODNIGHT, IRENE	R. Foley and E. Tubb	Dec(78)46255; (45)9-46255-BMI
3	7	8	8	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342-BMI
15	8	9	9	BIRMINGHAM BOUNCE	R. Foley	Dec(78)46234; (45)9-46234-BMI
3	9	10	10	GIVE ME A LITTLE OLD-FASHIONED LOVE	E. Tubb	Dec(78)46243; (45)9-46243-BMI
18	-	10	10	LONG GONE LONESOME BLUES	H. Williams	MGM 10645

### 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 customer's purchase country and Western records.

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
7	2	1	1	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328-BMI
12	1	2	2	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696-BMI
23	3	3	3	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BMI
8	4	4	4	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342-BMI
2	8	5	5	GOODNIGHT, IRENE	E. Tubb and R. Foley	Dec(78)46255; (45)9-46255-BMI
9	6	6	6	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243-BMI
12	4	7	7	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241-BMI
4	7	8	8	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342-BMI
20	-	9	9	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
3	9	10	10	JUST A CLOSER WALK WITH THEE	Red Foley and the Jordanaires	Dec(78)14505; (45)9-14505

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

- Choo Choo Ch' Boogie—K. Roberts (I Finally) Coral/Southland Boogie, The—J. White (When the Fortune 142 64059
- Drop Your Net—Blue Sky Boys (Sunny Side) V(78)-21-0370; (45)48-0370
- Eulalia—"Rusty" Gabbard (What Can) MGM 10759
- God Sent My Little Girl—Carter Sisters (Little Orphan) V(78)21-0372; (45)48-0372
- Gonna Get Going—T. Dowdy (Steppin' Out) Mer 6270
- Goodnight, Irene—G. Aulry (Texans Never) Col(78)-20738; (33)2-767
- Hi De Ho Boogies—A. Dexter (Walking With) King 884
- I Finally Got Maggie Alone—K. Roberts (Choo Choo) Coral 64059
- I'll Hate Myself Tomorrow—J. Dolan (Wham! Bam!) Cap(78)1150; (45)F1150
- It Only Costs Three Cents—J. Rivers (Let Me) Horace Heidt MS 1050
- It'll Be a Cold Day in July—D. Stratton (Music City) Jamboree 510
- It's All Over Now—A. Flatt (Watching My) Jamboree 508
- Let Me—J. Rivers (It Only) Horace Heidt MS 1050
- Little Orphan Girl—Carter Sisters (God Sent) V(78)-21-0372; (45)48-0372
- Lord's Lariat, The—T. Ernie (What This) Cap(78)-1159; (45)F1159
- May the Good Lord Take a Likin' To Ya—R. Rogers-D. Evans (Smiles Are) V(78)21-0372; (45)48-0372
- Music City, U. S. A.—O. Stratton (It'll Be) Jamboree 510
- My House Fell Down—Gunter Lee Carr (Goodnight Irene) Decca 48167
- Oklahoma Bound—H. Zeke (Clowns (Dallas Limited) Imperial 8091
- Old Man Atom—Sons of the Pioneers (What This) V(78)21-0368; (45)48-0368
- Ontoora—G. Aulry (Blue Canadian) Col 30906
- Rainbow—D. Stratton (Whistlin' Rufus) Jamboree 503
- Steppin' Out—Cowboy Copas (My True) King 885
- Steppin' Out—T. Dowdy (Gonna Get) Mer 6270
- Steppin' Out—J. Walely (Mona Lisa) Cap 1151
- Sunny Side of Life—Blue Sky Boys (Drop Your) V(78)-21-0370; (45)48-0370
- Texans Never Cry—G. Aulry (Goodnight, Irene) Col(78)20738; (33)2-767
- They'll Never Take Her Love From Me—H. Williams (Why Should) MGM 10760
- Walking With the Blues—A. Dexter (Hi De) King 884
- Watching My Past Go By—A. Flatt (It's All) Jamboree 508
- Wham! Bam! Thank You Mam!—J. Dolan (I'll Hate) Cap(78)1150; (45)F1150
- What Can I Lose—"Rusty" Gabbard (Eulalia) MGM 10759
- What This Country Needs—T. Ernie (Lord's Lariat) Cap(78)1159; (45)F1159
- What This Country Needs—Sons of the Pioneers (Old Man) V(78)21-0368; (45)48-0368
- When the Roses Bloom Around Our Cabin Door—J. White (Southland Boogie) Fortune 142
- Whistlin' Rufus—D. Stratton (Rainbow) Jamboree 503
- Woods Are Full of Them, The—J. Heap (I've Got) Imperial 8090
- Wrong Side of Town—"T" Texas Tylee (You'll Never) 4 Star 1501
- Why Should We Try Anymore—H. Williams (They'll Never) MGM 10760
- You Don't Know My Mind—J. Skinner (Lala Lee) Disc Jockey RA 256
- You'll Never Break My Trusting Heart Again—"T" Texas Tylee (Wrong Side) 4 Star 1501
- You'd Better Hold Your Tongue—R. Anderson (You're the) Jamboree 504
- You're the Two Timing Kind—R. Anderson (You'd Better) Jamboree 504



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

Based on reports received last three days of Week Ending August 11

**COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS**

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

Weeks to date	Last Week	This Week	Title	Artist	Label
13	1	1	WHY DON'T YOU LOVE ME?	H. Williams	MGM 1066—BMI
8	2	2	I'M MOVIN' ON	H. Snow	V(78)121-0328; (45)148-0328—BMI
8	3	3	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)19-46243—BMI
23	4	4	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI
1	5	5	GOODNIGHT, IRENE	R. Foley and E. Tubb	Dec(78)46255; (45)19-46255—BMI
11	6	6	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)19-46241—BMI
3	10	7	REMEMBER ME I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)120714; (38)12-692
4	8	8	LOSE YOUR BLUES	Red Kirk	Mercury 6257—BMI
6	5	9	CUDDLE BUGGIN' BABY	E. Arnold	V(78)121-0342; (45)148-0342—BMI
7	7	10	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)121-0342; (45)148-0342—BMI

**FOLK TALENT AND TUNES**

By Johnny Sippel

**ARTISTS' ACTIVITIES**

Gene Autry has halted work on his final two Columbia pix for several months, pending completion of work on his first 16 independently produced TV stanzas. . . . Jack Hunt, KTHS, Hot Springs, and his Rhythm Ranch Hands (Varsity) have just completed a three-week tour of Minnesota, Wisconsin and Northern Michigan, sponsored by Pillsbury Flour, Hunt's e.t. bankroller. Tour, laid out by Gil McClelland, of the Leo Burnett agency, Chi, centered in cities which are covered daily by the Hunt transcribed series. Personnel of the Hunt ork included Cisco Abraham, George Costello, Larry Scott, Roy Counts, R. D. Railey, Joe Ray and Little Joe and Jack Hunt.

Eddie Ruton, owner of Hillbilly Park, Newark, O., reports that Kenny Roberts drew a near-record crowd July 30 at his park. Roberts's mark was eclipsed only by the pull of Lulu Belle and Scotty. He has the WLW "Midwestern Hayride" set August 20 and Smiley Burnette August 27. . . . Denver Bill, WFMJ, Youngstown, O., reports that Rose Lake Park, outside of Youngstown, O., experimented recently with his rustic band, doing 3,000 on a Sunday date. Mr. and Mrs. Earl Bailey are park ops.

The report that Tex Williams has dropped leadership of the Western Caravan was confirmed last week by Don Pierce, 4 Star sales chief. He reports that Williams is operating as a single, but will use the Western Caravan as his backing band on dates where he needs a band. Smokey Rogers and Deuce Spriggins are leading and booking the band, with Terry Preston replacing Williams on the vocals. . . . The McQuaig Twins, Jonell and Glenell, are playing dates with the Lash LaRue show in the South. They're new on 4 Star. . . . Floyd and Lloyd Armstrong (4 Star) are now with WSM and not WLAC, Nashville, according to their mother. . . . Two new 4 Star diskers are Slim Williams, of Fort Worth, and Slim Rhodes, heard for 10 years over WMC, Memphis, for a flour milling concern.

Reggie Ward, the Bossier City, La., song-spinner, reports that Leon Payne (Capitol) joins KWKH, Shreveport, La., August 26. Ward starts with the same station as control engineer on the early-morning b. b. shows. . . . Newest h. b. park is Riverside Park at West Nanticoke, Pa., on U. S. route 11. Spot will be operated by Harry Ratchford and H. K. Snyder. An outdoor stage will be used to play h. b. and Western attractions on week-ends. A Kiddieland is being erected and the park will contain a bathing area along a river. The Bar B Q Ranch will be a theater featuring Westerns nightly. Two Wilkes-Barre, Pa., radio stations, WILK and WHWL, will carry shows via their local wires. The Independent Theatrical Enterprises office, New York, will book talent. D. J. Fred Chapman, of WILK, will emcee the shows. . . . Wiley Walker, of Wiley and Gene (Columbia), WKY, Oklahoma City, flew to Kenwood, Md., July 29 to entertain Capitol bigwigs at a barbecue sponsored by Sen. Robert S. Kerr, of Oklahoma. . . . Luke Wills and his Rhythm Busters are working in Oklahoma City.

**DISK JOCKEY DOINGS**

E. V. (Pancho) Griner, WKTG, Thomasville, Ga., reports that his gospel singing seg is building faster than any part of his show. . . . Peanut Faircloth, WNEK, Macon, Ga., reports that PeeWee Clark and Sonny Pope, formerly with Marcus Price, WMAZ, Macon, are now in Augusta, Ga. . . . Oochie Sanders has left the Smile-a-White quartet, WMAZ, Macon, to go into business. . . . Hank Penny, KWIK, Burbank, Calif., has split with King records. His manager, Eames Bishop, is dickering with Victor. . . . Bud Davis, WREN, Topeka, Kan., is doing a weekly date at Vern Sperry's Meadowacres Ballroom, Topeka. . . . Ken (Bones) Grant has left KNUZ, Houston, to go with KLEE, same city, as copy chief. Ted Knapp, KATL, Houston, is leaving his job as h. b. spinner to concentrate on rhythm

(Continued on page 33)

**A DOUBLE BARREL RELEASE!**

**JOHNNY LONG**



HITS THE MARK WITH THE

**B-EE-I-EE**


backed by **JUST FRIENDS** KING 15060

- |  |  |
|--|--|
| <b>POPULAR</b>   | <b>FRIELING SISTERS</b><br>OUR LADY OF FATIMA<br>THE STORY OF OUR LADY OF FATIMA<br>(Narration by Nelson King) |
| ★ <b>FREDDY MILLER</b><br>15054<br>KNOCK ON WOOD<br>HOW LONG WILL IT LAST                              | ★ <b>TERRY SHAND</b><br>15052<br>MISTER HONKY-TONK<br>(From Christopher Street<br>DREAM STREET)                |
| ★ <b>JOHNNY LONG</b><br>15051<br>HELLO<br>SHORTY'S GOT TO GO   | ★ <b>SISTER SLOCUM</b><br>15050<br>CHARLESTON<br>VARSITY DRAG  |
| ★ <b>RUBY WRIGHT</b><br>15053<br>SAM, THE ACCORDION MAN<br>THE OBJECT OF MY AFFECTION                  |  |
| <b>FOLK</b>  | <b>WESTERN</b>   |
| ★ <b>MOON MULICAN</b><br>886<br>MONA LISA<br>GOODNIGHT IRENE<br>I'LL SAIL MY SHIP ALONE<br>MOON'S TUNE | ★ <b>HAWKSHAW HAWKINS</b><br>876<br>YESTERDAY'S KISSES<br>THAT'S ALL SHE WROTE                                 |
| 830<br>YOU DON'T HAVE TO BE A BABY TO CRY<br>SOUTHERN HOSPITALITY                                      | ★ <b>HANK PENNY</b><br>889<br>WHYAMI BAMI THANK YOU MA'AM<br>JERSEY BOUNCE                                     |
| ★ <b>COWBOY COPAS</b><br>885<br>STEPHIN' OUT<br>MY TRUE CONFESSION                                     | ★ <b>YORK BROTHERS</b><br>881<br>DON'T LET OUR LOVE DIE<br>LONG TIME GONE                                      |
|  | ★ <b>REDD STEWART</b><br>877<br>TOMORROW YOU'LL BE MARRIED<br>GOTTA GET BACK TO DIXIE                          |
| <b>SEPIA</b>   | <b>BLUES</b>   |
| ★ <b>TINY BRADSHAW</b><br>4376<br>BOODIE GREEN<br>AFTER YOU'VE GONE<br>WELL OH WELL<br>I HATE YOU      | ★ <b>LUCKY MILLINDER</b><br>4379<br>LET IT ROLL AGAIN<br>MY LITTLE BABY  |
| 4357<br>★ <b>WYNONIE HARRIS</b><br>4378<br>GOOD MORNING JUDGE<br>STORMY NIGHT BLUES                    | ★ <b>IVORY JOE HUNTER</b><br>4382<br>CHANGING BLUES<br>I HAVE NO REASON TO COMPLAIN                            |
|  | ★ <b>EDDIE "CLEANHEAD" VINSON</b><br>4381<br>MY BIG BRASS BED IS GONE<br>EDDIE'S BOUNCE                        |

WRITE, WIRE, OR PHONE YOUR ORDER TODAY

**King inc.** 1540 BREWSTER AVE.  
CINCINNATI 7, OHIO

**WATCH 'EM RAISE THE ROOF**  
*and*  
**RAISE YOUR PROFITS**  
*with*  
**NATIONALS NEXT**  
*Coast-to-Coast*  
**HITS**



**DANNY SCHOLL**

**"I'M GONNA LIVE TILL I DIE"**  
**MY DREAM WORLD**  
**NATIONAL #9119**

**THE RAVENS are back !!**  
**"I'M AFRAID OF YOU"**  
**"GET WISE BABY"**  
**NATIONAL #9098**



THE GREATEST VERSION OF: *by BILLY ECKSTINE*  
**"MY SILENT LOVE"** NATIONAL #9060

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO  
**NATIONAL RECORDS**  
*Coast-to-Coast*  
 1841 BROADWAY NEW YORK 23, N.Y.

**NOW AVAILABLE . . .**  
**CORAL on 45 rpm**  
*Ready for Immediate Delivery*  
 MAIL ORDERS PROMPTLY FILLED

Number	Title	Artist
9-60253	CAN ANYONE EXPLAIN Sittin' 'n' Starin' 'n' Rockin'	Ames Bros.
9-60173	SENTIMENTAL ME Blue Prelude	Ames Bros.
9-60209	STARS ARE THE WINDOWS OF HEAVEN Hoop-Dee-Do	Ames Bros.
9-60227	SIMPLE MELODY A Little Bit Independent	Georgia Gibbs and Bob Crosby
9-60248	HAPPY FEET Dreaming Is My Business	Roy Ross
9-60236	BLACK AND WHITE RAG Sit Down and Tell Me Where I Stand	Owen Bradley
9-60186	ALL I DO IS WANTCHA Teasin'	Connie Haines
9-60263	CHERRY STONES Dream a Little Dream of Me	Georgia Gibbs and Bob Crosby
9-60258	I'LL ALWAYS LOVE YOU There Isn't Much To Do Now	Martha Tilton
9-60240	SAY WHEN Close Your Pretty Eyes	Owen Bradley
9-60241	I WANNA BE LOVED La Vie En Rose	Owen Bradley
9-64034	CORAL COUNTRY SERIES FLYING EAGLE POLKA Blue Bonnet Schottische	Pino Toppers
9-64053	OUR LADY OF FATIMA Mother Dear, O Pray for Me	Kenny Roberts

**MILLNER**

RECORD SALES CO.  
 110 NORTH EIGHTEENTH ST. Central 5681  
 1704 MAIN ST. Harrison 6940  
 1511 E. MICHIGAN Imperial 1949  
 ST. LOUIS 3, MO.  
 KANSAS CITY, MO.  
 INDIANAPOLIS, IND.

The **Billboard** MUSIC POPULARITY CHARTS  
**Rhythm & Blues Records**  
 PART VIII

Based on reports received last three days of Week Ending August 11

**BEST-SELLING RETAIL RHYTHM & BLUES RECORDS**

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

POSITION	Weeks   Last   This to date   Weeks   Week	Title	Artist	Label	
9	3	1.	HARD LUCK BLUES	Roy Brown and His Mighty, Mighty Men New Rebecca	De Luxe 3304-BMI
16	1	2.	PINK CHAMPAGNE	Joe Liggins	Specialty 355-BMI
11	2	3.	CUPID'S BOOGIE	Little Esther	Savoy 750
2	—	4.	BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan Ork.	Dec(78)27314; (45)9-27314
12	5	5.	WELL, OH WELL	Tiny Bradshaw	King 4357-BMI
7	6	6.	MONA LISA	"King" Cole Trio	Cap(78)1010; (45)F-1010-ASCAP
21	8	7.	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
3	4	8.	I LOVE MY BABY	L. Darnell	Regal 3274-BMI
27	7	9.	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
10	10	10.	I WANNA BE LOVED	D. Washington	Mercury 8181-ASCAP

**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   Weeks   Week	Title	Artist	Label	
15	1	1.	PINK CHAMPAGNE	Joe Liggins	Specialty 355-BMI
7	2	2.	MONA LISA	"King" Cole Trio	Cap(78)1010; (45)F-1010-ASCAP
12	3	3.	WELL, OH WELL	Tiny Bradshaw	King 4357-BMI
11	4	4.	CUPID'S BOOGIE	Little Esther	Savoy 750
12	5	5.	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
4	—	6.	HARD LUCK BLUES	Roy Brown and His Mighty, Mighty Men	De Luxe 3304-BMI
15	6	7.	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
3	—	7.	GOOD MORNING, JUDGE	Wynonie Harris	King 4378-BMI
3	6	9.	I LOVE YOU, MY DARLIN'	Joe Fritiz	Sittin' In 559
3	6	10.	BLUE SHADOWS	L. Fulson	Swingtime 226

**ADVANCE RHYTHM & BLUES RECORD RELEASES**

Blue Shadows—L. Fulson (Low Society) Swing Time 226  
 Boogie "88"—P. Johnson (Flat Foot) Swing Time 169  
 Cheatin'—Big John Greer (It's Better) V(78)22-0096; (45)50-0096  
 Ego Song, The—R. Charles (Late In) Swing Time 228  
 Flat Foot Boogie—P. Johnson (Boogie "88") Swing Time 169  
 Hot Rod—Illinois Jacquet Ork (Slow Down) V(78)22-0097; (45)50-0097  
 I Don't Care If I Never G. To Bed—M. Benson (Jazz Me) Theme P 100  
 I'm the Caring Kind—The Drifters (Wine-head) Coral 65037  
 It's Better To Be Taken for Granted—Big John Greer (Cheatin') V(78)22-0096; (45)50-0096  
 Jazz Me Blues—M. Benson (I Don't) Theme P 100  
 Late In the Evening Blues—R. Charles (Ego Song) Swing Time 228  
 Living A Lie—Ivory J. Hunter (Old Man's) MGM 10761  
 Low Society Blues—L. Fulson (Blue Shadows) Swing Time 226  
 Low Down Feeling—J. King (I Love) Imperial 5087  
 New Deal Blues—Tampa Red (It's Good) V(78)22-0094; (45)50-0094  
 Old Man's Boogie—Ivory J. Hunter (Living AJ) MGM 10761  
 Rockaway Blues—D. Cobbs (Daany Bey) Savoy 754  
 Rockin' Rhythm—Pee-wee Barnum (Two Timin') Imperial 5097  
 Slow Down Baby—Illinois Jacquet Ork (Hot Rod) V(78)22-0097; (45)50-0097

**RHYTHM & BLUES RECORD REVIEWS**

**FATS DOMINO** Imperial 5085  
**Hey! La Bas Boogie**  
 Fat's boogie with New Orleans Creole flavor could score another hefty take for Domino. **81--81--79--82**

**Brand New Baby**  
 Effective slow blues effort spots Domino's warbling and keyboard. **72--72--70--74**

**PETE JOHNSON** Swing Time 169  
**Boogie "88"**  
 A rocking, rumping boogie keyboard effort by the b.w. expert with solid riffing support from a small ork. May be worth something to collectors as well as on the rhythm mart. **70--70--70--70**

**Flat Foot Boogie**  
 Another rumping boogie blues rocker with the ork pushing things by stomping out a series of familiar riffs. A tenorist delivers several worthy bars. **72--73--71--73**

*(Continued on page 113)*

**HOP ON THE 'Silent Love' Bandwagon**  
 with **LEE RICHARDSON'S VERSION**  
 (Still One of the Best)  
 backed by **"ALL THE THINGS YOU ARE"**  
 (Apollo #1035)  
 Order from your nearest distributor or direct from **APOLLO RECORDS**  
 487 W. 43rd St. New York, N. Y.

The Answer to the Coin Machine Ops  
**Summer Dream**  
 Theme's New Hit  
**"THE JAZZ ME BLUES"**  
 78-P100 45-P45100  
**TEMPO**  
 RECORD CO. OF AMERICA  
 8540 Sunset Blvd., Hollywood 46, California

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Reviews

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

**How Ratings Are Determined** Records are reviewed three times (1) for retailers, (2) for 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 now being conducted. N. S. indicates a record is not suitable for approval within the market.


**The Categories** 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't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

**RATINGS**  
 OVER-ALL  
 DISK JOCKEY  
 RETAILER  
 OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
<b>POPULAR</b>		
<b>BOB VINCENT</b> King 15059	<b>Walking Hound</b> Vincent, formerly with Al Trace's crew, tries it alone with a country-flavored pop blues. Nothing outstanding here.	64--64--62--66
	<b>I Miss You So</b> A blues ballad is the foundation for an okay, but little better, etching.	64--64--62--66
<b>TONI HARPER</b> Columbia 38917	<b>Get Up</b> The moppet does a bit of rhythmic material which has greatest meaning for her admirers. She sings wonderfully.	70--74--68--68
	<b>The Dish Rag</b> A rhythm novelty, the little Miss Harper sings it in her usual fine style, doesn't meet the thrush half-way.	53--55--50--55
<b>XAVIER CUGAT ORK</b> Columbia 38913	<b>AH My Love</b> Cugat delivers a neat orking of this lovely melody while Abbe Lane delivers the original French lyric. Since melody is strongest point of this song, dinking should do okay.	78--80--78--75
	<b>Tell Me Why</b> A typically lush Cugat orking of a tune which Latin will know better as "Prisoners Del Mar." For Cugat legion.	73--75--73--70
<b>PERCY FAITH</b> Columbia 38918	<b>All My Love</b> Beautiful orking, which sells this strong melody, leads into subdued choral lyricizing. Should be one of the top diskings of this song.	89--89--89--88
	<b>This Is the Time</b> Another tasty Faith job on a lovely new Victor Young-Med Washington ballad.	79--82--78--78
<b>VAUGHN MONROE ORK</b> Victor 20-3880	<b>Why Fight the Feeling</b> Vaughn is in top vocal form for this fine rendition of a wonderful new Frank Loesser ballad from the "Let's Dance" Riel. Could be a big one for the maestro.	88--88--88--88
	<b>The Beer That I Left on the Bar</b> A second strong effort from Monroe is this Whiffen-poop" flavored "Ode to a Grad." Certain to provoke nostalgia with the tavern mobs.	88--88--87--90
<b>JERRY GRAY ORK</b> Decca 27122	<b>You Wonderful You</b> Strong Miller-flavored dance treatment of a simple and attractive new ballad from "Summer Stock" spots Tommy Traynor's sound lyricizing.	81--83--80--80
	<b>Dig-Dig-Dig, Dig for Your Dinner</b> Sharp, clean, driving orking of another "Summer Stock" ditty. Interesting rhythm effort spots Bob Truop and group on the lyrics.	73--76--72--72
<b>CHEROKEES-FRANK BARON'S ORK</b> Rondo R-239	<b>Say OO La La, Oui Oui</b> This Latin-flavored novelty was recorded in England. Nicely done but doesn't stack up as much.	48--50--45--50
	<b>Let's Do It Again</b> Catchy old-time flavored novelty is handled neatly by this all-English cast. Could pick up some tavern coin.	67--68--65--68
<b>TOMMY FAIRCLOW</b> Rondo R-232	<b>Beautiful Ohio</b> Fairclow apparently represents Rondo's bid to build another Ken Griffin. Guy has the same feel for time and melody but hasn't the crisp phrasing of Griffin.	67--65--65--70
	<b>State Fair Polka</b> Catchy polka melody is punched out neatly by Fairclow. Could pick up coin on the Midwestern polka-schottische belt.	71--70--70--74
<b>MARIE BENSON</b> Theme P 100	<b>Jazz Me Blues</b> Old-tinny two beat support lends flavor to Miss Benson's delivery of the original lyric to this Dixie standard. Some spinners may find the old double entendre unattractive.	67--65--65--70
	<b>I Don't Care If I Never Go to Bed</b> Both performance and material are uninspired.	46--45--45--47
<b>VIC DAMONE</b> Mercury 5442	<b>Forbidden Love</b> Damone does a dramatic virtuosic effort with an arty ballad. Spinners and fans will be those most interested.	77--80--77--75
	<b>Just Say I Love Her</b> Damone turns in one of his most effective warbles in handling this Italian love song adaptation. Could be a follow-up to "You're Breaking My Heart" for the singer.	88--89--88--88
<b>IRVING FIELD'S TRIO</b> Victor 20-3879	<b>Gypsy Festival</b> Minor key original instrumental gets a rousing rendition from Fields' agile fingers. Should draw biggest reaction in metropolitan areas.	80--80--80--80
	<b>The Fox Hunt</b> Another Fields original as a still faster tempo.	78--77--78--79

(Continued on page 99)

THREE LITTLE WORDS OF ADVICE:



"GET THIS RECORD"

# CHARLIE SPIVAK

The man who plays the sweetest trumpet in the world and his Orchestra  
 Vocal by Rusty Nichols and the ensemble

"THREE LITTLE WORDS"

backed by "FRIENDLY STAR" Vocal by Tommy Lynn

NO. 763      NO. 30182  
 78 RPM      45 RPM  
 75c plus tax

# LONDON

RECORDS



# THE MARINERS


Arthur Godfrey's  
great quartet sings . . .

# SOMETIME

backed by

"STARS ARE THE  
WINDOWS OF HEAVEN"

Columbia #38781



**COLUMBIA RECORDS**

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

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

## Record Possibilities

### THE BILLBOARD PICKS:

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

CINCINNATI DANCING PIG..... Red Foley..... Decca 46261  
Vic Damone..... Mercury 5477

This contagious rhythm novelty looks like the successor to "Chattanooga Shoe Shine Boy." Of the several versions cut so far, these two, diverse in treatment, sell it strongest. Foley's likely to start heavy action in the country field and reach out into the pop market. Damone's happy, enthusiastic rhythm go is a natural for the bobby-soxers. The flip side of the Foley disk, "Somebody's Cryin'," should also hit hard with buccic buyers.

BLESS THIS HOUSE..... Perry Como..... Victor 20-3850

Como's latest effort for the family trade has the earmarks of another "Ave Maria." An excerpt from the crooner's hymn album, this one's likely to get plenty of activity as a single. Its coupling with "The Rosary" won't hurt.

CAN ANYONE EXPLAIN?..... Dick Haymes..... Decca 27361  
Al Morgan..... London 766

With the Ames Brothers' waxing already soaring, this attractive ballad appears to be on the way. These additional solo entries, with both warblers at the peak of their song-selling powers, figure to pick up a good share of the money.

### 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. CAN ANYONE EXPLAIN?..... Ray Anthony Ork..... Capitol 1131
2. TAKE A LETTER, MISS SMITH..... Fran Warren-Tony Martin..... Victor 20-3874
3. YOU'RE MINE YOU..... Margaret Whiting..... Capitol 1123
4. ALL MY LOVE..... Patti Page..... Mercury 5455
5. MUSIC, MESSROUD, PLEASE..... Frankie Laine..... Mercury 5458
6. I LOVE THE GUY..... Sarah Vaughan..... Columbia 38925
7. HOME..... King Cole Trio..... Capitol 1143
8. I LOVE THE GUY..... Fran Warren..... Victor 20-3848
9. DADDY'S LITTLE BOY..... Dick Todd..... Rainbow 40055
10. THE BEER THAT I LEFT ON THE BAR..... Vaughn Monroe..... Victor 20-3880

### THE RETAILERS PICK:

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

1. MY SILENT LOVE..... Bill Snyder Ork..... Tower 1402
2. ALL MY LOVE..... Patti Page..... Mercury 5455
3. AIN'T NOBODY'S BUSINESS BUT MY OWN..... Kay Starr-Tennessee Ernie..... Capitol 1124
4. DADDY'S LITTLE BOY..... Dick Todd..... Rainbow 40055
5. HOME..... King Cole Trio..... Capitol 1143
6. JUST SAY I LOVE HER..... Johnny Desmond..... MGM 10758
7. JUST SAY I LOVE HER..... Vic Damone..... Mercury 5462
8. CAN'T WE TALK IT OVER?..... Andrews Sisters-Gordon Jenkins Ork..... Decca 27115
9. I LOVE THE GUY..... Fran Warren..... Victor 20-3880

### 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. CAN'T WE TALK IT OVER?..... Andrews Sisters..... Decca 27115
2. FOOL'S PARADISE..... Margaret Whiting-Jimmy Waiwey..... Capitol 1065
3. I LOVE THE GUY..... Fran Warren..... Victor 20-3880
4. JUST SAY I LOVE HER..... Johnny Desmond..... MGM 10758
5. MY SILENT LOVE..... Bill Snyder Ork..... Tower 1402
6. DADDY'S LITTLE BOY..... Dick Todd..... Rainbow 40055
7. LA VIE EN ROSE..... Bing Crosby..... Decca 27111
8. YOU'RE MINE YOU..... Margaret Whiting..... Capitol 1123

### THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. AIN'T NOBODY'S BUSINESS BUT MY OWN..... Tennessee Ernie-Kay Starr..... Capitol 1124
2. I'LL NEVER BE FREE..... Tennessee Ernie-Kay Starr..... Capitol 1124
3. HILLBILLY FEVER NO. 2..... Red Foley-Ernest Tubb..... Decca 46255
4. OLD MAN ATOM..... Sons of the Pioneers..... Coral 64050
5. YOU DON'T HAVE TO BE A BABY TO CRY..... Ernest Tubb..... Decca 46257
6. THE FIERY BEAR..... Tex Ritter..... Capitol 1141
7. OLD MAN ATOM..... Ozie Waters..... Coral 64051

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

The Billboard

MUSIC POPULARITY CHARTS

PART XI

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- All My Love—H. Babbitt (Vagabond Shoes) Coral 60290
- All My Love—Xavier Cugat Ork (Toll Mel) Col 38913
- All My Love—P. Faith (This Is) Col 38918
- All the Things You Are—C. Dennis (Tenderly) Cap (78)1155; (45)F1155
- At Sundown—J. Byrd-J. Murad (Harbor Lights) Mer 5461
- Avalon Town—Cavanaugh's Curstone Cops (Leave Me) Cap(78)1157; (45)F1157
- Beloved, Be Faithful—G. Cates (Honestly I) Coral Cap(78)1158; (45)F1158
- Bonaparte's Retreat—E. Grant (Goodnight, Irene) 60291
- Can Anyone Explain?—D. Shore-H. Zimmerman (Dream a) Col(78)38927; (33)1-759
- Dinga-Linga-Ling—Bradford & Romano (Somebody's Got) V(78)20-3890; (45)47-3890
- Dish Rag, The—T. Harper (Get Up) Col 38917
- Don't Tread on the Tail of Me Coat—F. Gallagher (Our Serenade) King 15058
- Dream a Little Dream of Me—D. Shore-H. Zimmerman (Can Anyone) Col(78)38927; (33)1-759
- Get Up—T. Harper (Dish Rag) Col 38917
- Goodnight, Irene—E. Grant (Bonaparte's) Cap(78)1158; (45)F1158
- Harbor Lights—J. Byrd-J. Murad (At Sundown) Mer 5461
- Honestly, I Love You—G. Cates Ork (Beloved) Coral 60291
- I Miss You So—B. Vincent (Walking Hound) King 15059
- If I Had a Girl Like You—C. Steward-San Francisco Boys (Snooky Ootums) Coral 60292
- I'm Gonna Live—D. Scholl (My Dream) National 9119
- Just an Echo in the Valley—H. Winterhalter's Ork & Chorus-P. Hanley (Memories of) V(78)20-3893; (45)47-3893
- La Vie En Rose—J. Stafford-P. Weston Ork (La Vie) Cap(78)1153; (45)F1153
- La Vie En Rose—P. Weston Ork (La Vie) Cap(78)1153; (45)F1153
- Leave Me With a Smile—Cavanaugh's Curstone Cops (Avalon Town) Cap(78)1157; (45)F1157

- Miss You—S. Kaye-T. Alamo (There's No) V(78)20-3891; (45)47-3891
- Memories of You—H. Winterhalter's Ork & Chorus (Just An) V(78)20-3893; (45)47-3893
- Mountain Boys Have Fun With Mountain Girls—S. Cooley Ork-G. Jackson-H. Derwin (Nine-Tenths) V(78)20-3893; (45)47-3893
- My Dream World—D. Scholl (I'm Gonna) National 9119
- Nine-Tenths of the Tennessee River—S. Cooley Ork-G. Jackson (Mountain Boys) V(78)20-3893; (45)47-3893
- Our Serenade—F. Gallagher (Don't Tread) King 15058
- Peddler's Serenade—D. Martin-Starlighters (Wham! Bam!) Cap 1139
- Pink Champagne—L. Hampton Ork (Well, Oh) Dec(78)27164; (45)9-27164
- Saxophonia—S. Herfurt (Sax-o-Phun) Cap(78)1154; (45)F1154
- Sax-o-Phun—S. Herfurt (Saxophonia) Cap(78)1154; (45)F1154
- Snooky Ootums—C. Steward-San Francisco Boys (If I) Coral 60292
- Some Days There Just Ain't No Fish—P. Bailey (Vagabond Shoes) Col(78)38928; (33)1-760
- Somebody's Got To Be Blue—Bradford & Romano (Dinga-Linga-Ling) V(78)20-3890; (45)47-3890
- Tell Me Why—Xavier Cugat (All My) Col 38913
- Tenderly—C. Dennis (All the) Cap(78)1155; (45)F1155
- Texas Song—K. Starr (When You're) Cap(78)1152; (45)F1152
- There's No Use—S. Kaye-T. Alamo (Miss You) V(78)20-3891; (45)47-3891
- This Is the Time—P. Faith (All My) Col 38918
- Vagabond Shoes—H. Babbitt (All My) Coral 60290
- Vagabond Shoes—P. Bailey (Some Days) Col(78)38928; (33)1-760
- Walking Hound—B. Vincent (I Miss) King 15059
- Well, Oh, Well—L. Hampton Ork (Pink Champagne) Dec(78)27164; (45)9-27164
- Wham! Bam! Thank You Mam—D. Martin-Starlighters (Peddler's Serenade) Cap 1139
- When You're a Long, Long Way From Home—K. Starr (Texas Song) Cap(78)1152; (45)F1152

CHILDREN'S

- Mother Goose Circus Time Songs—F. Luther (Parts I & II) Dec K-10
- Mother Goose Sing Time Songs—F. Luther (Parts I & II) Dec K-8
- Mother Goose Sleepy Time Songs—F. Luther (Parts I & II) Dec K-12
- Mother Goose Story Time Songs—F. Luther (Parts I & II) Dec K-9

LATIN-AMERICAN

- Con Reciprocidad—A. Rodriguez (La Sandunga) V(78)23-5205; (45)51-5205
- Despues De Todo—R. Pereda (Viajera) Pro-Arte 1276
- Flamenco—V. Dalmir (Maria Soleda) Pro-Arte 1274
- La Sandunga Del Son—A. Rodriguez (Con Reciprocidad) V(78)23-5205; (45)51-5205
- La Vida En Rosa—R. Pereda (No Me) Pro-Arte 1275
- Maria Soleda—V. Dalmir (Flamenco) Pro-Arte 1274
- Ni Habla—P. Prado (Piano) V(78)23-5204; (45)51-5204
- No Me La Negues—R. Pereda (La Vida) Pro-Arte 1275
- Piano—P. Prado (Ni Habla) V(78)23-5204; (45)51-5204
- Snaketime Rhythms—Moonog (Parts I & II) Pro-Arte 2523
- Viajera—R. Pereda (Despues De) Pro-Arte 1276

INTERNATIONAL

- Haystack Polka—T. Tyle Ork (Yashir, Kash'n) Coral 64059
- Pelivadi Pala Kisa—Balkan Tamburitza Ork (Velike Kelo) V(78)25-3072; (45)53-5503
- Pewidituschkerin—H. Leopold (Wenn Der) V 25-4127
- Scalinfatella—E. Nova (Zaira Zai) V 25-7142
- Sta Beuzekua Na Me Pas—M. Ninou (Ta Tria) V-26-8247
- Ta Tria Aedfa—M. Ninou (Sta Beuzekua) V 26-8247
- Velike Kelo—Balkan Tamburitza Ork (Pelivadi Pala) V(78)25-3072; (45)53-5503
- Wenn Der Ungar Lustig Ist—H. Leopold (Pewidituschkerin) V 25-4127
- Yashir Kash'n Slash—T. Tyle Ork (Haystack Polka) Coral 64059
- Zaira Zai—E. Nova (Scalinfatella) V 25-7142

RELIGIOUS

- Perry Como Sings His Favorite Songs of Worship Album (3-10") V(78)P-293; (45)WP-293—Bless This House (78)20-3850; (45)47-3850; Holy God, We Praise Thy Name (78)20-3850; (45)47-3850; Mother Dear, O Pray for Me (78)20-3850; (45)47-3850; Prayer of Thanksgiving (78)20-3852; (45)47-3852; Rock of Ages (78)20-3850; (45)47-3850
- Somehow—Trumpeteers (Who Is) King 4380
- Who Is Your Friend?—Trumpeteers (Somehow) King 4380

POP ALBUMS

- Basie's Best Album—C. Basie Ork (1-10") Brunswick (33) BL 58019—Every Tub; Fats Three Honey Fats; Three Well; Out the Window; Peasles From Heaven; Red Wagon; Roseland Shuffle; Sent v You Yesterday and Here You Come Today; Shorty George
- Hoagy Carmichael Songs Album—G. Gray Ork (1-10") Coral CRL 56006—Bone Yard Shuffle; Georgia On My Mind; In the Still of the Night; Lazy River; Moon Country; One Morning in May; Riverboat Shuffle; Star Dust
- Johnny Dodds the King of New Orleans Clarinet Album—J. Dodds (1-10") Brunswick (33) BL 58016—After You've Gone; Come On and Stomp, Stomp, Stomp; Forty and Tight; Joe Turner Blues; New Orleans Stomp; Ploppy Wiggle; Weary Blues; When Erastus Plays His Old Kazoo
- Vaughn Monroe Sings A Medley Of College Songs Album—V. Monroe (4-10") V(78)P-299; (45)47-3865
- Sarah Vaughan Albums—S. Vaughan-G. Treadwell All Stars (1-10") Col (33) CL 6133—Ain't Misbehavin'; Can't Get Out Of This Mood; Come Rain or Come Shine; East of the Sun; Goodnight My Love; It Might as Well Be Spring; Mean to Me; Nice Work If You Can Get It
- Hugo Winterhalter Plays Isham Jones Album—H. Winterhalter Ork and Chorus-P. Hanley (3-10") V(78)P-296; (45)WP-296—I'm See You in My Dreams (78)20-3857; (45)47-3857; It Had To Be You (78)20-3858; (45)47-3858; No Greater Love (78)20-3856; (45)47-3856; On the Alamo (78)20-3856; (45)47-3856; Why Can't This Night Go On Forever (78)20-3857; (45)47-3857; You've Got Me Crying Again (78)20-3858; 47-3858

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- Victor 25-1132—Vagabond Waltz
- Old Fashioned Polka
- Victor 25-1142—Up in Heaven Oh, Clara
- Victor 20-3474—Land O' Lakes Sweetheart Milwaukee Polka
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- Victor 25-1127—When I Come Lovers Lane Laendler

- Victor 25-1105—Humdinger Polka
- Horseshoe Laendler
- Victor 25-1084—Peanuts Laendler Elephants Waltz
- Victor 20-3305—Pilgrim Polka Zephyr Waltz
- Victor 25-1072—Red Raven Polka Ravina Waltz
- Victor 25-1099—Swiss Girl Potter Polka

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The Billboard MUSIC POPULARITY CHARTS PART XII Record Reviews Album and LP

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

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

THE RATES

90-100	.....	fantastic
80-89	.....	excellent
70-79	.....	good
60-69	.....	satisfactory
50-59	.....	poor

THE CATEGORIES

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

POPULAR

CLASSIC JAZZ by TED LEWIS AND HIS BAND (1-10")

Columbia (33) CL-6127  
Aunt Hagar's Blues; Clarinet Marmalade; The Yellow Dog Blues; Dip Your Brush in Sunshine; When My Baby Smiles at Me; Sobbin' Blues; Dallas Blues; Royal Garden Blues.  
The jazz coterie has been aware since the appearance of the first Hot Discography that Ted Lewis, Count of Corn, has fronted many excellent jazz records. These sides, cut in the '30s, feature such as Benny Goodman, George Brunis, Fats Waller, Frank Teschemaker, Muggsy Spanier, Jimmy Dorsey, Don Murray. Best all-around side is "Royal Garden," with splendid solos by Goodman, Spanier and Waller, plus an infectious vocal by the latter. "Brush" has a great go by Goodman. In all, a fine reissue package for the hot fans.

JUKES Not Suitable  
JOCKS Not fare for jazz

65

DICK HAYMES SINGS WITH HELEN FORREST, VOL. 1—Dick Haymes-Helen Forrest-Earle Hagen Ork (1-10")

Decca (33) DL 5243

I'm Always Chasing Rainbows; Tomorrow Is Forever; All Through the Day; In Low in Vain; Come Rain or Come Shine; You Stole My Heart; Something to Remember You By; Till We Meet Again.

A fine program has been made up from these catalog items, most of which enjoyed only fair success on conventional-type disks several years ago before Miss Forrest switched to MGM. The tunes are strong, mainly standards, and the singing is technically fine. There's some lack of warmth, but there should be enough Haymes and/or Forrest fans to account for a fair return.

JUKES LP not suitable.  
JOCKS Okay program here.

70

Classical Record Reviews

(Continued from page 28)

FRANCESCATTI: VIOLIN RECITAL—Zino Francescatti-Artur Balsam-Max Lanner (1-12")

Columbia (33) ML 4310

Paganini: I Puppiti; Albeniz-Kreisler: Tango; Wieniawski: Russian Airs; Tartini: Corelli Variations; Shostakovich: Polka; Kreisler: Rondino on Beethoven Theme; Debussy: La fille aux cheveux de lin and Minstreis; Schumann: The Prophet Bird; Wieniawski: Caprice in A Minor; Kreisler: Schoen Rosmarin.  
The first three titles occupy the first side of the LP and provide a sound romantic fiddle program. The reverse lists a varied selection of encore pieces, all revealing excellent taste. Francescatti is at the peak of his technical and stylistic powers here, and the package should register immediately with all violin lovers and most dinner music addicts. His tone, with the help of excellent recording, is rich, pure and live. He leaves little to be desired, either in program or interpretation.

71

SCHUBERT: UNFINISHED SYMPHONY—London Symphony Ork-Josef Krips, conductor (1-10")

London (33) LPS-209

The famous "Unfinished" (No. 8 in B Minor) is undoubtedly one of the most widely popular in the symphonic literature. Krips, whose kudos is on the rise with American buyers, delivers a classic, four-square reading, making the work interesting despite its hackneyed status, eschewing flamboyance and tricks of "personality."

79

HAYDN: LARK QUARTET—Hungarian String Quartet (2-7")

RCA Victor WDM-1377

A wonderfully delicious performance of the delightful and much esteemed Lark Quartet (in D, Op. 64, No. 5) is offered in a two-record (45 rpm) set. The disk was cut in England by the Hungarian String Quartet, who perform it with elegance, vivacity, and impeccable teamwork and dynamics. The recorded sound is superb—alive, rich, and resonant, a fine sampling of the engineering potential of 45 when recorded and processed under optimum conditions. Within the limitations of the chamber music genre, this set should do handsomely.

68

BACH: CONCERTO NO. 1 IN D MINOR and SONATA NO. 3 IN C MAJOR—Eugene Istomin-Adolph Busch—Busch Chamber Players (1-12")

Columbia (33) ML-4309

Eugene Istomin performs the famous D Minor concerto with feeling and impeccable piano technique, supported with grace and precision by a chamber group led by Adolf Busch. Effect is modern and brilliant rather than baroque and intimate, and the Bach purists who hanker after the latter mood might prefer a harpsichord rendition, such as the recent Frank Pelleg etching from Palestine. Flip shows Busch in a top drawer rendition of the unaccompanied violin sonata, one of six Bach composed. His tone is big, round and warm, his mastery of the very difficult music highly satisfying. In this Bach era of specialized repertory, some collectors might carp at the disparate coupling of the keyboard and fiddle works.

66

BRAMHS: SYMPHONY NO. 4—London Symphony Orchestra-Josef Krips, conductor (3-12")

London (33) LLP-208

The Viennese batonwielder delivers a glowing, fine-grained reading of the portentous Fourth of Brahms, a work which might tempt better known conductors into ways of bombast and display. He infuses the work with his own sentiment integrity—the result is an inspiring, musical performance. Somehow, Brahms is not a leading seller in today's market, but this standout waning, industriously merchandised, could be the pacemaker. Recording is one of London's better jobs—both mass and detail effects are crystal clear.

73

MOZART: SYMPHONY NO. 39—Boston Symphony Orchestra-Serge Koussevitzky, conductor (3-7")

RCA Victor (45) WDM-1379

Not as universally esteemed as numbers 40 and 41 (G minor and "Jupiter," respectively), the symphony at hand comprises, with the aforementioned two, Mozart's top triad of symphonies. Koussevitzky elicits all the power and splendor of this grand work, in a pure, clear reading. The Boston rises to the occasion with a top-notch performance. Properly merchandised as the companion work to 40 and 41, this set can do well.

74

FOLK TALENT AND TUNES

(Continued from page 33)

and blues. . . . Johnny Small reports that Jerry and Sky (Decca) are heard daily on WOCB, West Yarmouth, Mass., his station. Small has added six hours to his weekly schedule. . . . Rocky Rauch, KTLM, Denver, is forming an all-gal Western band. Don Larkin now doing 18 hours per week at WAAT, Newark, N. J., and three hours of TV over WATV, Newark. . . . Cuzzin Don, of WOPI, Bristol, Tenn., personally promoted a Jimmy Skinner one-nighter in his town recently.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART III

**The Honor Roll of Popular Songwriters**

By Jack Burton

**PERTINENT DATA ON SONGS AND SONGWRITERS**

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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

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

**No. 73—NACIO HERB BROWN**

**NACIO HERB BROWN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE**

(Continued from last week)

- 1929—**MARIANNE**  
An MGM picture in which Marion Davies made her film debut in a cast that included Oscar Shaw and Cliff Edwards. Lyrics by Arthur Freed. Crawford Music Corp.
- BLONDY**
- 1930—**LORD BYRON OF BROADWAY**  
An MGM picture with Ethelred Terry, Cliff Edwards and Benny Rubin. Lyrics by Arthur Freed.
- SHOULD I (REVEAL?)**  
(Available on Decca 24051 in A-1929, Fingert and Schett, dual pianos.)
- THE WOMAN IN THE SHOE**
- MONTANA MOON**  
An MGM picture starring Joan Crawford in a cast that included Jack Buchanan and Zasu Pitts. Lyrics by Arthur Freed.
- THE MOON IS LOW**
- 1932—**A WOMAN COMMANDS**  
An MGM picture starring Pola Negri in a cast that included Basil Rathbone, Ronald Young and H. B. Warner. Lyrics by Gordon Clifton. Leo Feist, Inc.
- PARADISE**  
(Available on the following records: Columbia 38596, Kay Kyser orchestra; Vocalion 55050, H. Gray orchestra. Decca 24060, Carmen Cavallaro, piano solo; Decca 25159, Paradise Island Trio; Victor P(27636) in P-95, Russ Columbo.)
- 1933—**THE BARBARIAN**  
An MGM picture starring Ramon Novarro in a cast that included Myrna Loy, Reginald Denney, Louise Closser Hale, C. Aubrey Smith and Edward Arnold. Lyrics by Arthur Freed.
- LOVE SONGS OF THE NILE**
- PEG O' MY HEART**  
An MGM picture starring Marion Davies in a cast that included Onslow Stevens and Alan Mowbray. Lyrics by Arthur Freed.
- I'LL REMEMBER ONLY YOU**
- SWEETHEART DARLIN'**
- HOLD YOUR MAN**  
An MGM picture with Jean Harlowe, Clark Gable, Stuart Erwin and Dorothy Burgess. Lyrics by Arthur Freed.
- HOLD YOUR MAN**
- 1933—**GOING HOLLYWOOD**  
An MGM picture with Marlene Davies, Bing Crosby, FM Dorey, Stuart Erwin, Ned Sparks, Patsy Kelly and Bobby Watson. Lyrics by Arthur Freed.
- GOING HOLLYWOOD**
- OUR BIG LOVE SCENE**
- MAKE HAY WHILE THE SUN SHINES**
- CINDERELLA'S FELLA**
- AFTER SUNDOWN**
- TEMPTATION**  
(Available on the following records: Victor L. Foster Trio; MGM 10454, Billy Eckstine; DeLuxe 1014, Tony Martin; Monogram 131,

- L. Foster Trio; MGM 10454, Billy Eckstine; Varsity 353, Percy Faith orchestra; Capitol 57-722, Jo Stafford and Red Ingle; Decca 23754, Bing Crosby; Decca 23811, Eddie Heywood orchestra; Decca 23533, Gordon Jenkins orchestra; Decca 24065 in A-1933, Charles Baum orchestra; Decca 25402 in A-693, Carmen Cavallaro, piano solo; Decca 18351 in A-674, Gertrude Niesen; Victor 20-1919, Perry Como; Victor 27230, Artie Shaw orchestra.)
- RIPTIDE**  
An MGM picture with Norma Shearer, Robert Montgomery and Mrs. Patrick Campbell. Lyrics by Arthur Freed.
- WE'RE TOGETHER AGAIN**
- STAGE MOTHER**  
An MGM picture with Alice Brady, Maureen O'Sullivan, Francis Tone and Phillips Holmes. Lyrics by Arthur Freed.
- BEAUTIFUL GIRL**
- I'M DANCING ON A RAINBOW**  
Lyrics by Dorothy Fields.

- 1934—**TAKE A CHANCE**  
A Paramount picture with James Dunn, Cliff Edwards, June Knight, Lillian Roth and Charles "Buddy" Rogers. Lyrics by Arthur Freed.
- TURN OUT THE LIGHTS**
- SAOIE MCKEE**  
An MGM picture starring Joan Crawford in a cast that included Gene Raymond, Francis Tone and Edward Arnold. Lyrics by Arthur Freed.
- NEW YORK BLUES**
- PLEASE MAKE ME CARE**
- I LOOKED IN YOUR EYES**
- ALL I DO IS DREAM OF YOU**  
(Available on Discovery 500, B. Barclay.)

- 1934—**HOLLYWOOD PARTY**  
An MGM picture with Laurel and Hardy, Jimmy Durante, Charles Butterworth, Polly Moran, Lupe Velez, Frances Williams and Jack Pearl. Lyrics by Arthur Freed.
- HOT CHOCOLATE SOLDIERS**
- STUDENT TOUR**  
An MGM picture with Jimmy Durante, Charles Butterworth, Maxine Doyle, Phil Regan, Monte Blue and Betty Grable. Lyrics by Arthur Freed.
- A NEW MOON IS OVER MY SHOULDER**
- THE CARLO**
- SNAKE DANCE**
- TAJ MAHAL**
- FROM NOW ON**
- HIDEOUT**  
An MGM picture with Robert Montgomery, Maureen O'Sullivan, Edward Arnold and Mickey Rooney. Lyrics by Arthur Freed.
- THE DREAM WAS SO BEAUTIFUL**

- 1935—**BROADWAY MELODY OF 1938**  
An MGM picture with Jack Benny, Eleanor Powell, Robert Taylor, Una Merkel, Sid Silvers, Frances Langford and June Knight. Lyrics by Arthur Freed.
- YOU ARE MY LUCKY STAR**  
(Available on the following records: Capitol 57-70004, S. Davis Jr.; Brunswick 80107, Louis Armstrong; Decca 23795, Carmen Cavallaro, piano solo; Decca 24074 in A-1935, Nat Brandwynne orchestra.)
- SING BEFORE BREAKFAST**
- I'VE GOT A FEELIN' YOU'RE FOOLIN'**
- BROADWAY RHYTHM**
- ON A SUNDAY AFTERNOON**
- A NIGHT AT THE OPERA**  
An MGM picture starring Groucho, Harpo and Chico Marx in a cast that included Kitty Carlisle and Allan Jones. Lyrics by Arthur Freed.
- ALONE**

(Continued on page 40)

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(Continued from page 39)

1935—**CHINA SEAS**  
An MGM picture with Clark Gable, Jean Harlow and Wallace Berry. Lyrics by Arthur Freed.  
**CHINA SEAS**

1936—**THE DEVIL IS A Sissy**  
An MGM picture with Freddie Bartholomew, Jackie Cooper, Mickey Rooney, Ian Hunter and Peggy Conklin. Lyrics by Arthur Freed.  
**SAN FRANCISCO**. An MGM picture with Jeanette MacDonald, Clark Gable and Spencer Tracy. Lyrics by Arthur Freed.  
**WOULD YOU?**  
(Available on Decca 24077 in A-1936, Fingera and Schutt, dual pianos.)  
**AFTER THE TWIN MAN**. An MGM picture starring William Powell and Myrna Loy in a cast that included James Stewart, Elissa Landi and Joseph Calleia. Lyrics by Arthur Freed.

**SNOKE DREAMS**  
1937—**BROADWAY MELODY OF 1937**  
An MGM picture with Robert Taylor, Eleanor Powell, George Murphy, Judy Garland, Sophie Tucker, Willie Howard and Robert Benchley. Lyrics by Arthur Freed.

**I'M FEELING LIKE A MILLION**  
**YOUR BROADWAY AND MY BROADWAY**  
**YOUR BROADWAY AND MY BROADWAY**  
**YOURS AND MINE**  
**SUN SHOWERS**  
**WORDS AND MUSIC**  
**BROADWAY RHYTHM**  
**THOROUGHBREDS DON'T CRY**  
An MGM picture with Judy Garland and Mickey Rooney. Lyrics by Arthur Freed.  
**SUNSHINE**  
**GOT A NEW PAIR OF SHOES**

1938—**BABES IN ARMS**  
An MGM picture with Mickey Rooney and Judy Garland. Lyrics by Arthur Freed.  
Chappell & Co., Inc.  
**GOOD MORNING**

1940—**TWO GIRLS ON BROADWAY**  
An MGM picture with Lana Turner, Joan Blondell and George Murphy. Lyrics by Arthur Freed. Leo Feist, Inc.  
**MY WONDERFUL ONE, LET'S DANCE**. With Roger Edens.

1941—**ZIEGFELD GIRL**  
An MGM picture with James Stewart, Judy Garland, Hedy Lamarr, Lana Turner, Tony Martin and Jackie Cooper. Lyrics by Gus Kahn. Leo Feist, Inc.  
**YOU STEPPED OUT OF A DREAM**  
**WE MUST HAVE MUSIC**

1943—**WINTERTIME**  
A 20th Century-Fox picture starring Sonia Henie in a cast that included Jack Oakie, Cesar Romero and Carole Landis. Lyrics by Leo Robin.  
**I'M ALL A-TWITTER OVER YOU**  
**I LIKE IT HERE**  
**DANCING IN THE DAWN**  
**WE ALWAYS GET OUR GIRL**  
**LATER TONIGHT**

1944—**GREENWICH VILLAGE**  
A 20th Century-Fox picture with Carmen Miranda, Don Ameche, William Bendix and Vivian Blaine. Lyrics by Leo Robin. Miller Music Corp.  
**GIVE ME A BAND AND A BANDANA**  
**IT'S ALL FOR ART'S SAKE**  
**IT GOES TO YOUR TOES**  
**THIS IS OUR LUCKY DAY**

1946—**ON AN ISLAND WITH YOU**  
An MGM picture with Esther Williams, Peter Lawford and Jimmy Durante. Lyrics by Edward Heyman. Miller Music Corp.  
**TAKING MISS MARY TO THE BALL**  
(Available on Decca 38202, Kay Kyser orchestra.)

**IF I WERE YOU**  
**ON AN ISLAND WITH YOU**  
**THE KISSING BANQUET**. An MGM picture starring Frank Sinatra and Kathryn Grayson in a cast that included J. Carroll Nash and Mildred Natwick. Lyrics by Edward Heyman and Earl Brent. Leo Feist, Inc.

**IF I STEAL A KISS**  
(Available on the following records: Cardinal 15287, Andy Russell; Canadian-Columbia 1192, Frank Sinatra; Columbia 36334, Frank Sinatra; MGM 10290, Johnny Johnston; Victor 20-3204, Vaughn Monroe.)  
**SEÑORITA**

## Sesac in Deals For IPA Music

NEW YORK, Aug. 12.—Sesac, Inc., has signed a series of agreements whereby it will represent all the music controlled by the Israel Publishers Agency (IPA), the Israel Society of Composers, Authors and Music Publishers (ISCAMP), and several other independent firms according to Paul Heinicke, Sesac president. Deals were concluded by Kurt Jadassohn, Sesac general manager, recently returned from a trip abroad.

IPA, founded by Zenon Warden, stage and radio producer, and dedicated to the promotion of Israel arts and music, has entered into a reciprocal agreement with Sesac. This makes available to Israel the Sesac repertory of 150,000 compositions.

ISCAMP, performing rights society, was formed at the close of the recent war for independence. Organization licenses radio stations, recording companies, hotels, night clubs and others who use copyrighted music on a profitable basis.

## Herman to Open At Meadowbr'k

NEW YORK, Aug. 12. — Frank Dailey will reopen his Meadowbrook, Cedar Grove, N. J., dine-and-dancery September 7, with Woody Herman's ork holding down the bandstand and thrush Rosemary Clooney as a featured week-end act. Dailey will follow his successful name ork and week-end act policy initiated in the early part of this year. Location is still one of the key band spots in the nation.

Herman is due to stay two weeks, while thrush Clooney will warble on the nights of September 7, 8 and 9.

The Meadowbrook has been shuttered for dancing for the summer in favor of summer stock legit presentations there, marking the second season Dailey has converted his spot to this type of summer entertainment.

NEW YORK, Aug. 12.—MGM Records this week signed two new hill-billy and one Dixieland attraction. Folk artists are Skeets Yancey and Frank Porter. Latter does sing-talk coal miner songs, such as *How Black Is Black* and *Little Lump of Coal*, coupling of his first release.

Two-beater is Elmo Tanner, ex-Ted Weems whistler.

(Available on the following records: Columbia 36334, Frank Sinatra; Capitol 15293, Jack Smith and Clark Sisters; London 917, Deony Dennis; Mercury 5198, Vic Damone; Mercury 5211, Eddy Howard; MGM 10290, Johnny Johnston; Victor 20-3208, Dennis Day.)  
**LOVE IS WHERE YOU FIND IT**  
(Available on MGM 30133, Kathryn Grayson.)  
**TOMORROW MEANS ROMANCE**  
**WHAT'S WRONG WITH ME**  
(Available on the following records: Mercury 1599, Patti Page; MGM 30133, Kathryn Grayson; Victor 20-3204, Vaughn Monroe.)  
**I LIKE YOU**  
**DANCE OF FURY**

## OUR FIRST BIG HIT!!!

JOIN THE PARTY WITH

## "TENDERLY"

PREMIUM RECORD #51

**PREMIUM RECORD Corp.**

2326 SO. MICHIGAN AVE.  
CHICAGO 16, ILLINOIS  
Phone: CA/mnet 5-9202-3

Announcing a Great New Hit:

## "WALTZ OF THE ROSES"

By Tim Spencer, the composer of last year's famous

"ROOM FULL OF ROSES"

And the current popular "ROSES"

## RECORD DEALERS!

## Make Extra Dollars

## in Record Sales

## at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits—and at a low cost of only 25c a week.

You get an eye-catching, attention-getting, full-color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple . . . easy to handle . . . low in cost . . . a real extra salesman who really sells.

Try the Honor Roll of Hits Poster Service right now! You'll find yourself using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG!

USE THE COUPON TODAY

## YERMIE STERN

545 FIFTH AVENUE, NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my \$1 which I understand covers the first four weeks' service. I will be billed thereafter at the rate of 25c per week payable monthly for as long as I continue to use the service.

NAME .....

STORE .....

ADDRESS .....

CITY .....

STATE .....

## NEW VICTOR, COLUMBIA \$12.00 per 100

OTHER LABELS

\$10.00 per 100—\$85.00 per 1,000

1/2 with order, balance C. O. D.

Write for LATEST CATALOG.

500 Different Standards and Hit Tunes.

## VEDEX COMPANY

674 10th Ave. New York 19, N. Y.

PLaza 7-0636

COMPLETE INVENTORIES BOUGHT

Over 1000 Satisfied Customers

## THE PEAK MUSICAL OIS ACTION

"MY SILENT LOVE"

File

"CHOPPIN' UP CHOPIN"

Available on 45 RPM

by

**BILL SNYDER**

TOWER RECORD 1482

## TOWER RECORDS

100 E. OHIO ST., CHICAGO 11, ILL.

## BEWARE!



**PREMIUM**

RECORD Corp.  
2326 So. Michigan  
Chicago 16, Ill.  
CA/mnet 5-9202-3





# TENNESSEE ERNIE



# "CINCINNATI DANCING PIG"

*coupled with*

# "BRIGHT LIGHTS and BLONDE HAired WOMEN"

On 78 rpm  
No. 1174



On 45 rpm  
No. F1174



# Despite Shortage of Parts, War Pulls Set Mfg. Out of Stew; Govt. Pacts To Help

(Continued from page 4)

was disclosed, there are video manufacturers who have cause for "considerable alarm" in credit circles.

The biggest boon to the manufacturers was the halt in the continuous price slashes made by the leading set producers. "With selling prices getting closer to cost prices all the time," explained the credit exec, "the inefficient manufacturer had little margin in which to make mistakes. Now that price declines have stopped, he has a little more room to flounder around. It is amazing how many manufacturers do not have adequate cost accounting or inventory control systems."

## War Contract Hype

Adding to the improved financial picture is the strong possibility that many manufacturers will be "saved" by war contracts. The federal assignment of claims law which permits manufacturers to finance their war orders with banks or factors, has opened the way for even the smallest plants to seek government contracts. Radio-TV appliance distributors are also counting on the law to permit them to take sub-contracts from their consumer goods suppliers when and if the large plants get more deeply involved in government orders.

According to Theodore H. Silbert, president of Standard Factors Corporation, which handles between \$8,000,000 and \$10,000,000 worth of radio-TV paper a year, the general financial condition of the industry is excellent on all levels. Only financing of component inventories is now impossible for manufacturers to obtain. Even the paper on small name brand sets is easily financed at the present time. It is the opinion

of Standard that the small volume of sales being made by the little TV manufacturers cannot seriously affect the general financing picture.

## Credit Curbs a Help

On the possibility of the enactment of further credit curbs, similar to the former Regulation W, Silbert pointed out that while sales volume may be cut, the credit restrictions would in general improve the quality of the paper still to be handled.

That the shortage of component parts is already having a telling effect on manufacturers was best evidenced this week when DuMont sent a letter to dealers and distributors asking whether they would be willing to accept delivery on new sets that were lacking three broadcast receiving tubes. This week, too, Tele-Tone reported that it was "feeling the pinch" and the company's November production would have to be 50 per cent lower than its October production. The firm is not expected to open its newly acquired plant in New Jersey.

## Merix Widens Line In Static Reducer

CHICAGO, Aug. 12.—Merix Chemical Company here is making Merix anti-static solution, designed to cut down static on vinyl and other synthetic disks, available to dealers in quantities larger than 12 and 36-bottle cases in the four-ounce size.

Dealers can now buy 32-ounce bottles of the solution at \$4.50 and gallon bottles at \$9.50, which may be repacked by retailers for sale to customers.

## Foresight on Phono Jack Use Means Bigger Profits Now, May Save Mfr., Dealer Later

By W. S. Hartford

Vice-President, Webster-Chicago Corporation

CHICAGO, Aug. 12.—The current campaign to have phono jacks built into all TV sets which do not include phonograph units is a foresighted move that will result in greater profits now for both manufacturers' and dealers and will be a life saver for dealers when TV sales volume begins to settle down. The Billboard is to be commended for its activities in integrating the interests of the television, phonograph and record industries toward this end.

When a dealer profits, the manufacturer who supplies him profits. The installation of phono jacks in TV sets will be one answer for dealers who are not getting a sufficient margin of profit from TV sales.

The average dealer's sales fall into two categories: major sales and traffic sales. The TV sales are his major sales, but the truly successful dealer also needs a lively traffic business, especially with the low margin he has on TV sales. The extra business inspired by a jack-equipped TV set can represent the added margin the dealer needs to make a satisfactory profit.

## Many Ramifications

The jack presents him with a prospect for sales of plug-in changers, records, needles and other phonograph accessory sales. It puts him in the position of the insurance salesman whose commission obtained from

## New Players

New 45 r.p.m. record players will be announced this September by both RCA Victor and Decca. In addition, RCA Victor will reduce the list price on the self-amplified 45EY model to \$27.95. The new Decca players will be a plug-in attachment at \$12.95, a self-contained unit at \$27.95 and a radio-phonograph table model at \$59.95.

All players will handle 45 r.p.m. disks only. RCA Victor will introduce a self-contained portable, Model 45EY3, to list at \$34.95, and new children's phono, Model 45EY15, to retail at \$29.95. The record bonus plan will be extended to cover all RCA Victor 45 r.p.m. players. Further details on record player activities of both diskeries can be found in the music section this issue.

## RTMA and NSIA Mobilize Forces

WASHINGTON, Aug. 12.—Moving quickly to co-ordinate the industry's war effort, the Radio-Television Manufacturers' Association (RTMA) joined with the National Security Industrial Association (NSIA) this week in setting up an electronics mobilization committee. The new group, headed by Fred Lack, vice-president of the Western-Electric company, is designed to supplement the existing electronics industry advisory committee, which will continue to function.

The new committee will open offices in Washington, according to RTMA, "to maintain constant liaison with national defense officials and all agencies having to do with industrial mobilization and military procurement of radio and electronics products."

Appointed jointly by RTMA President (See RTMA and NSIA on opp. page)

## Raytheon TV Up; Olympic Prices At Old Levels

NEW YORK, Aug. 12.—Two more TV manufacturers introduced their new lines this week. The Raytheon line of 22 models was priced 5 to 7 per cent higher than the company's previous models, while the new Olympic line of 12 receivers was at prices "virtually unchanged" from the previous line.

The Raytheon sets ranged in price from \$189.95 for a 12½-inch table model, to \$625 for a 20-inch console combination and included a 16-inch table model at \$239.95, a 17-inch console at \$309.95, and a 19-inch console at \$399.95.

Olympic, which immediately announced that it is going on an allocation basis because of component shortages, showed a line ranging in price from \$179.95 for a 12½-inch table model to \$499.95 for a 16-inch console combination with AM-FM radio.

## Truman May Call Curbs

(Continued from page 4)

Celler, of New York for controls on legit admissions. Exemptions are likewise in the Senate version of the measure which is due to be passed next week.

In urging the House to provide for price control on theater tickets, Celler brought his long battle with the Shuberts to the House floor for the first time. Congressman, who is chairman of the monopoly subcommittee, repeated his earlier charges that the Shuberts monopolize the legitimate stage.

Once the controls bill passes the Senate, it is due to go directly to conference for ironing out differences in the two versions. Barring a reversal of present sentiment in the Senate next week, the two houses will be in virtual agreement on all major provisions.

How much steel will be diverted to military needs under allocations is still up in the air, but a munitions board spokesman estimated the amount at no more than 6 per cent of the total production. However, requirements for railroads and other industries will probably run the total up to around 12 per cent.

The Federal Reserve Board is keeping mum on what credit curbs will be put on radios, TV sets and other home appliances, but the agency is expected to call for down payments of 20-33½ per cent, with time payments a run no more than a year for appliances selling under \$500, and a two-year maximum for those over \$500.

## Majestic Chief Urges War on Panic Buying

NEW YORK, Aug. 12.—In an open letter to dealers and dealer groups, Leonard Ashbach, president of Majestic Radio & Television, this week declared that the radio-TV industry would lose public confidence unless it took steps to control panic buying.

"We do not deny," he said, "that there are component shortages. Everyone is well aware of that, but there is plenty of merchandise to go around. The logical thing to do is to discourage anyone who is taking advantage of the so-called shortage."

He suggested that dealers express their sentiments to newspapers in an effort to curtail scare advertising. He also advised that similar action be taken by dealers with local radio stations which permit "pitchmen" to "incite the public into needless purchases."

## Jack-Equipped Video Sets

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

- Andrea
- Saybrooks, Mayfield, Sutton and Normandy models.
- Arvin
- All sets
- Bendix
- All sets
- Capehart
- All sets
- DuMont
- All sets
- General Electric
- Models 19C-105, 19C-106 and 24C-101.
- Halloran
- All sets
- Hoffman
- All sets
- Industrial Television
- All sets
- Meek
- Models XQR, XTR and XFT
- Mercury
- All sets
- Pilot
- All sets
- RCA Victor
- All sets
- Sromberg-Carlson
- All sets
- Tele King
- All sets
- Westinghouse
- Aruley model

Merchandising Pays Off:

## Promosh Pulls Patrons to 25-Year-Old Philly Store

PHILADELPHIA, Aug. 12. — Levin's, one of the largest record dealers in the Kensington shopping section of this city, credits promotion, good will and proper exploitation for the fact that the store is now marking its 25th year in business. Rather than being frightened by the variety of record speeds, Levin's cashed in on the speed confusion.

"Since the advent of the 33's and 45's, it has helped us open a vast new world to music lovers," said Charles Baker, manager of the record department. "Buyers who were beginning to become uninterested in records were given a new interest." From the retail angle, said Baker, it has been and still is extremely difficult to satisfy every customer taste. With three speeds to contend with, it has become necessary to carry three distinct inventories in order to meet a maximum of demands.

From the consumer's viewpoint, a great deal of confusion existed when the two new speeds were first introduced. Doubt as to which speed would survive kept customers from doing any heavy buying. As a result, Baker said that it would be necessary to take the customer under wing and clear up any existing confusion.

This was accomplished thru various means. Advertising in local newspapers and direct mail were responsible for bringing the customers back into the store. Having the right answers to their questions and courteous

explanations eliminated doubt to a certain extent. However, there were still a great many record buyers who would not buy anything. Biggest selling point to them was placing the store spotlight on combination three-speed phonograph players. The display did the selling job which words alone could not do. The fact that the customer could actually see a machine play all three speeds convinced him that all the speeds were here to stay.

Also effective was providing a weekly "platter chatter" column for the neighborhood newspapers. The column carried interesting musical news, told of new releases and explained the three speeds. Customer response from this column was highly gratifying, said Baker. While it is an accepted fact, Baker still emphasizes that courtesy still pays fancy dividends. Serving the customers without any high pressure salesmanship is one of the reasons why Levin's can now ring up a successful quarter of a century of operation, said Baker.

A potential phono record buyer is first advised about the various speeds and then his musical tastes are determined. Thus, if the customer happens to be interested in classical music, he is advised to purchase 33's. If the taste is toward pops, the customer is encouraged to purchase 45's or 78's. The same kind of intelligent selling has also made it easier to sell plenty of record players.

## Fear of Shortages Affects Distrib-Dealer Ad Budgets

NEW YORK, Aug. 12.—The fear of impending shortage of consumer hard goods had radio-TV execs crystal-ball gazing this week to determine the possible future effect on advertising budgets. The prevailing consensus is that the prospective loss of some dealer-distributor money will probably be countered by additional manufacturer expenditures.

That there will be a considerable cut-back in dealer distributor advertising is becoming self-evident with manufacturer co-op money no longer being tossed about with abandon. Altho the international crisis has not yet had a telling effect on radio-TV-appliance production and altho co-op ad budgets were set some months ago, dealers are already dropping substantial portions of their radio, television and newspaper advertising.

Even manufacturers who have not changed their co-op policy or budget are, in some cases, making it more difficult for key dealers to get the 75-25 or 100 per cent co-op deals that were available a few months ago. Under strict adherence to 50-50 co-op deals, many dealers are unwilling to continue their ad campaigns. And with many co-op budgets based on unit volume sales of distributors or dealers, the lack of sufficient quantities of merchandise will seriously affect the co-op campaigns that have

been feeding many radio and TV stations.

Broadcasters, however, are thinking back to World War II days when many hard goods manufacturers supplanted their co-op campaigns with heavy expenditures on institutional advertising. The possibility of the reenactment of excess profits taxes also affects radio-TV thinking on the picture. Local co-op money, it is felt, will be tossed into the general ad fund which may include local shows on a spot basis, with dealers getting a free ride.

Even those hard goods manufacturers who are expected to receive large government orders are still planning on "peace time" ad budgets. One manufacturer, however, in dickering with a broadcaster this week is known to have insisted upon a two-week cancellation clause in the contract, contingent on war-crisis needs.

In the Metropolitan New York area, radio-TV-appliance dealers were apparently split into two groups in their thinking on advertising expenditures. Several large promotional retailers were making severe cut-backs in ad expenditures, while others insist that they will continue at their present pace.

Sunset Appliance Stores cut newspaper ads by 75 per cent, decided not to go back on radio this fall, dropped the Maggi McNellis CBS-TV show, and is thinking of dropping another of its TV shows. Bedford Stores dropped three shows on local indie, and chopped newspaper advertising in half. Bressner Stores dropped out of a spot campaign on WJZ-TV, and cancelled its weekly TV show on WPIX, but will keep a portion of its radio spots.

Among the dealers who are still sold on the advisability of promoting their stores are Dynamic, Winston and Frost. Winston will keep both its WCBS-TV and WPIX video shows. Frost intends to stay put until such time as the shortage of merchandise becomes acute.

## People, Products and Prices

### Motorola To Launch \$15 Million on New AM-TV Line

A \$15,000,000 advertising campaign will be launched by Motorola to promote the company's newly introduced line of radio and TV receivers, it was announced last week. National consumer magazines will get \$1,750,000 worth of full color ads divided among 16 magazines and three Sunday supplements. Newspapers will get about \$750,000 in advertising copy. Approximately \$5,000,000 will go into national radio spots, local spots and co-op advertising. Also in the co-op budget are 24 sheet billboard posters and car-cards.

### DuMont Urges Plug-In Demonstrations on TV Sets

The use of plug-in attachment record players to demonstrate the audio system qualities of TV receivers is being recommended to TV salesmen in a bulletin issued this week by DuMont. Distributor salesmen were told to demonstrate the full range of the base and treble controls on DuMont's Hanover model by plugging in a 45 r.p.m. record player. The demonstration is meant to influence dealer salesmen to include the point in their sales talks. DuMont sets not equipped with three-speed changers use phono jacks on the chassis.

### News Notes on Manufacturers and Distributors

Larry Offenbecker, sales promotion executive with Hotpoint, Inc., has been named director of advertising for Scott Radio Laboratories. . . . The Belmont Radio plant at Oelwein, Ia., is adding a new wing to the structure at a cost of \$80,000. . . . The William Mee Company, Oklahoma City, has been named Capehart distributor for the State of Oklahoma. . . . Scott Radio stockholders were told last week by President John S. Meck that first quarter sales of the company will amount to about 80 per cent of the total sales in the fiscal year of 1949-'50. Sales for the June-August period are expected to reach \$500,000. . . . Bendix named two more additional district merchandisers last week. Martin Rothman will handle the Northern New Jersey territory as the M. Rothman Company, and Ed Nisberg will handle the Northern Illinois area as Lake Shore Sales. . . . George D. Hulst has been promoted to the post of manager of the special projects laboratory at DuMont. . . . The Skiatron Corporation will hold a special stockholders meeting Wednesday (16) for the purpose of approving a change of name of the company to Skiatron Electronics & Television Corporation. . . . General Electric has purchased the Illinois Cabinet Company, Rockford, Ill. G. E. was formerly a part owner of the cabinet firm. . . . Bernard Lippen, Philharmonic Radio Corporation, was expected to join the Starrett Television Corporation last week in an executive sales capacity.

### TV Makers Go for Larger Tubes

Small TV picture tubes are rapidly becoming extinct, the Radio-Television Manufacturers' Association (RTMA) said last week. Cathode ray tubes 14 inches and larger now amount to 89 per cent of the total tubes purchased by set makers. At the end of last year, the ratio was only 15 per cent.

### Aussies Believed Set To Permit Privately Owned TV

The Australian Parliament soon will take up an amendment to the broadcast act, modifying the government monopoly to permit private enterprise to go into TV, the U. S. Commerce Department reported last week. Commerce further said that Australia has decided to go ahead with black-white TV without waiting for development of color. The Aussie government is preparing to build an experimental station in Sydney under the supervision of engineers of the postmaster general's office. The station will operate on a 625-line, high definition standards.

### Steelman Ups Record Playing Price 2 to 7%

Price increases of from 2 to 7 per cent on the entire line of record playing equipment was announced last week by the Steelman Radio & Phonograph Company, New York. At the same time, the firm announced the discontinuance of two phono models recently introduced. Withdrawn were a kiddie phono and a three-speed manual portable. Roland Kalb, Steelman vice-president, also announced that the Wood & Cies Distributing Company, Los Angeles, has been named to distribute the line in California and act as factory representatives in 11 Western States.

### Esoteric Hires Dr. Gunther for Vienna Date

Esoteric Records, New York LP diskery headed by Bill Fox and Jerry Newman, of the Greenwich Music Shop, has commissioned Dr. Felix Gunther to conduct a modern longhair work in Vienna. The work is a set of music by Hindemith written for a Pion music festival. It will be performed by the Vienna Chamber Symphony. Esoteric is also bringing out a second set of Claude Muzio renditions on LP within 10 days. Selections were cut by the late soprano about 25 years ago.

### RTMA AND NSIA

(Continued from opposite page)

dent Robert C. Spague, and NSIA Board Chairman Frank Folsom, the special committee is composed of 22 top leaders in the electronics industry. Members include:

Chairman, F. R. Lack, vice-president, Western Electric Co.; Benjamin Abrams, president, Emerson Radio & Phonograph Corp.; C. F. Adams Jr., president, Raytheon Manufacturing Co.; Dr. W. R. O. Baker vice-president, General Electric Co.; Max P. Balem, chairman of the board, Sylvania Electric Products, Inc.; William Balderston, president, Philco Corp.; W. J. Barkley, vice-president, Collins Radio Co.; Harold Buttner, vice-president, International Telephone & Telegraph Co.; Walter Evans, vice-president, Westinghouse Electric Corp.; Malcolm P. Ferguson, president, Bendix Aviation Corp.; Frank M. Folsom, president, Radio Corporation of America; Paul V. Galvin, president,

Motorola, Inc.; R. E. Gilmour, vice-president, Sperry Corp.; W. J. Higgins, president, The Heilcrafters Co.; J. J. Kahn, president, Standard Transformer Corp.; Arle Liberman, president, Talk-a-Phone Co.; W. A. MacDonald, president, Hazeltine Electronics Corp.; E. F. McDonald Jr., president, Zenith Radio Corp.; A. D. Plamondon Jr., president, Indiana Steel Products Co.; Ross Siragusa, president, Admiral Corp.; Ray F. Sparrow, vice-president, P. R. Mallory & Co., Inc.; Robert C. Sprague, president, Sprague Electric Co.

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

### NEW TALENT WANTED

Millibility, Race, Sacred. Write — wire — phone.

**RICH-R-TONE RECORDS**  
Johnson City, Tenn. Phone: 1305

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

# AGVA Heat on "Wrong" Agents

## Cancels Card Of Percenter Harry Morton

### One Case of Fraud Pending

NEW YORK, Aug. 12. — A new clamp-down on agents charged with "unethical" practices has been started by the American Guild of Variety Artists (AGVA) against percenters who operate under its franchises.

The first casualty was Harry Morton, who appeared Thursday (10) before a three-man arbitration board which revoked his franchise, effective immediately. The board consisted of William Feinberg, impartial member; William Kent, acting for Artists Representatives' Association (ARA), and Jimmy Lyons for AGVA. Their opinion was unanimous.

So far as known, this is the first time in recent history that AGVA had revoked a franchise. Strong action is attributed by some sources to Feinberg, a former exec of the American Federation of Musicians.

The charges against Morton were that he had acted in a dual capacity—that he was an agent and also performed as actor and disk jockey. AGVA maintained he couldn't be all of these and still handle its members.

There's another case pending within AGVA of an agent who has been charged with fraud in dealing with his performers. This case has been in the arbitrators' hands for over a week. A decision has already been reached but will not be announced for another week or so.

Should AGVA revoke the franchise of an agent who is also a member of ARA, the agreement between the two orgs calls for the agent's body to take similar action. This, in effect, would mean the agent and he could no longer handle or represent AGVA people.

## Cornell Figured For Hefty Take

NEW YORK, Aug. 12.—Don Cornell, booked for a week-end at the Boulevard, Long Island, starting Friday (11), is expected to walk out with about \$3,000 in an unusual deal.

The singer and RCA Victor recorder goes in for a \$1,500 guaranty for the three days, plus 20 per cent of the gross. Inasmuch as the Boulevard is a big room, seating 850, and does a big neighborhood biz on week-ends, it is figured that Cornell will walk out with a bundle.

Customarily, the Boulevard operates on a \$2.50 week-end minimum. For Cornell's date the spot will use a \$1 cover.

### I Gotta a Horse

NEW YORK, Aug. 12.—Allan Farrell, Adam DiGitano's kid brother, who just opened at the Copa with his partner, Rita, was leaving the Friars clubhouse with his brother Adam. DiGitano was telling the lad all about the big chance he now had. "From now on, kid, you're in. If you're a hit at the Copa, and you can't miss, you'll be in the money and become a star."

"Uh-huh," said Allen. "I know. Look, can you lend this star \$10 until pay day?"

## Andrews Sisters Crack \$ Record In Coast Hotel Supper Club Bow

—News Review—

SAN FRANCISCO, Aug. 12.—The Andrews Sisters, setting a precedent in their p.a.'s throught the country, opened Tuesday (8) in a hotel supper club, the Fairmount Hotel's Venetian Room. Spot with a capacity of 450 was sold out for the first show. After the first show, a waiting-list was admitted. Estimated turnover for the second show totaled 210, the Venetian Room boasting its biggest paying show in many a month.

Patty, Maxine and Laverne opened with their record version of *Piano Roll Blues*. Patty stepped to the microphone and proceeded to warble her current high-riding *I Wanna Be Loved*. The girls followed this with a medley of all their biggest hits, finishing with *I Can Dream, Can't I?*, exiting to thunderous applause. They

came back for three consecutive comedy routines: *Peony Bush*, *Hawaii* and their famous *Jolson medley*.

Their Venetian Room engagement has all the earmarks of the most successful attempt at a new medium of entertainment. That they will do sock business for their limited two-week engagement was indicated by their opening night dollar for dollar record in the room.

Vic Schoen assisted the girls with his musical conducting, and the presence of their own drummer, Irv Cotler, and pianist, Wally Weschler, enhanced the intricate rhythms of the trio.

Ernie Heckscher, recently returned from the Los Angeles Coconut Grove after his appearance there with Tony Martin, follows thru with his usual fine danceable music.

Edward Murphy.

## New Albany Club To Go for Names

NEW YORK, Aug. 12.—A new cafe, the 400 Casino, is scheduled to preem in Albany, N. Y., September 14, operated by Herman Halpern and his wife, Sydelle. The new club on the site of the Barbary Coast Club, will have a seating capacity of 600 and plans to go in for name acts and a name band policy.

Show format will call for an eight-girl line plus five acts of which one will be a headliner with b.o. appeal. Each Monday, spot will have a name band, signing whatever outfit is in the territory or otherwise available.

As a promotion gimmick, Halpern has already bought 20 weeks on local Station WPTB, running half hour nightly. A disk jock will also be used. Idea for the jock is to plug records weeks in advance of any performer scheduled to come in.

The no budget has been decided upon it is understood the figure will amount to about \$6,000, exclusive of music and disk jockey.

Jack Kalchier, who just left Eddie Smith, will book.

## Giant Takes at Para, Roxy, Strand Boost Stem to 433G

NEW YORK, Aug. 12. — Giant-sized takes at three houses, Paramount, Roxy and the Strand, lifted the average total takes of all the combo houses to \$433,000 against the previous week's \$344,000. The main reasons for the jump, according to the trade, was a break in the weather plus strong flicks at the above mentioned theaters.

Radio City Music Hall (8,200 seats; average \$123,000) took in a still good \$124,000 for its third and final week of *The Men*, plus Nip Nelson and the Sing Lee Sings. The bill started with \$135,000 followed by \$124,000. The new bill has the Szonys, the Nonchalants and *Sunset Boulevard*.

Roxy (6,000 seats; average \$68,000) moved up into the upper strata when it collected \$83,000 for its initial week with *Panic in the Streets*, plus Frances Langford and Peg-Leg Bates.

Capitol (4,627 seats; average \$43,

000) showed \$45,000 for its kick-off with *Lady Without Passport*, Pearl Bailey, Jay Marshall, Kirby Stone's outfit and Jack Fina's band.

### Para Hits 98G

Paramount (3,654 seats; average \$78,000) got way up into the higher brackets with \$98,000 on a combo of *Friend Irma Goes West*, *Louis Prima's ork*, Garry Morton and the *Modernaires*.

Strand (2,700 seats; average \$41,000) was another big grosser. It showed \$64,000 for its preem frame of *Kiss Tomorrow Goodbye*, Billy Vine, Toni Harper and the *Lind Brothers*.

Palace (1,700 seats; average \$18,000) held at \$19,000, the same amount it got the previous week, for Steve Evans, Lee Sullivan, six other acts and *Great Jewel Robbery*. The new bill has Archie Robbins, Serge Flash, six other acts and *Story of G. I. Joe*.

## 3-Week Take 50G for MCA M&L Booking

% Cut in Doubt

(Continued from page 3)

Buffalo. The following week they'll open at the Stanley, Pittsburgh, for a full seven days—then jump to the Coast to open at the San Francisco Paramount October 11. Flicker-shooting sked prevents other dates, but if time is available they may work some more.

These are the first jobs the boys will be working for MCA, it is doubtful if MCA will collect commissions on the dates. According to the American Guild of Variety Artists (AGVA), Martin and Lewis are still formally signed to Abby Greshler. No release has been obtained.

The boys have retained Joseph Ross, Coast attorney, who has communicated with AGVA, asking for a meeting to obtain a release from Greshler. AGVA said it doesn't expect the meeting for a month or so.

## 10% Travel Tax Dropped on Acts

(Continued from page 11)

The move was made to overcome objections of acts with music in their acts. These formerly were under jurisdiction of the American Guild of Variety Artists (AGVA) but came into AFM as the result of an agreement reached between James C. Petrillo, AFM prexy, and Gus Van, AGVA head.

These musical acts will not be hit by the full 10 per cent, they will be charged the 1 or 2 per cent by locals which have such a tax in effect. But where such acts work a spot where there's no band, they'll be charged the full 10 per cent.

Both AGVA and AFM expressed themselves as pleased by the new arrangement. Dunn said it would allay the fears of a sell-out charged by some AGVA people.

An agreement has also been reached on the status of band singers. In the future all band canaries and chanters will come under the jurisdiction of AGVA and will work for a national AGVA minimum of \$85 when working with a traveling band.

If the singer works with a local band in a local area, the scale of the particular local will take precedence.

As a further sign of peace between AFM and AGVA was a claim the latter had against Louis Jordan, which was processed by the former. Walter Nilsson, a comedy bicycle act, had worked with Jordan doing extra shows. He asked for additional dough. AGVA took the claim, \$166.90, turned it over to AFM, and last week the musicians' union collected and turned the amount over to AGVA to give to Nilsson.

## Nickey Blair's Click Sticks to Name Plugs

PHILADELPHIA, Aug. 12. — The Click, name band nitery spot operated by Nickey Blair, will continue with name bands and singers next season. Room shuttered last week for the rest of the summer because of a conked-out air conditioning system which resulted in canceling out Red Ingle, who was slated to make his first local pitch at the Click.

Shuttering also made it necessary to push back opening date for Louis Armstrong, who will usher in the new season September 4.

### Sirand, New York

(Friday, August 4)

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

With James Cagney in a buff-bang cops 'n' robbers flicker, *Kiss Tomorrow Goodbye*, house is a cinch to do business. The stagershow gives the flicker an able assist with acts getting hands and yocks for standard material.

Only new act on the bill is the moppet, Toni (*Candy Store Blues*) Harper, a perpetual motion youngster who gave out with *Three Bears*; her Columbia recording of *Candy Store Blues* and *Rock-a-Bye-Baby*. Came back for an Ella Fitzgerald version of *Lady Be Good* and ended with a short hoofing bit to enthusiastic hands. The kid works with a lot of assurance, good delivery and the house obviously enjoyed songs in blues rhythm style. It's difficult, however, to gauge how much of the applause was due to talents and how much to her unassuming and humble mannerisms. Tho the kid gave her age as 12 (she looked older), she had none of the offensive brashness so common to kids her age. Her Fitzgeraldish styling, particularly in *Lady Be Good* was a good copy of the original.

The Lind Brothers belted out a brace of songs in three-part voices to enthusiastic mitting. Three lads opened fast with *Hoop-Dee-Do*, went into a too sharply downpaced *Because*; followed that with a Swedish novelty, complete with funny hats, and ended with *Sorrento* and *McNamara's Band* for good hands. Boys work well and each has a genuine voice. Delivery is smart, tho choice of material seemed dull. A current pop with a rhythm beat (in addition to their *Hoop-Dee-Do*) seemed indicated.

Billy Vine in the next to closing, got big yocks for his standard material. Using Mack Pierson as a stooge (he's supposed to be the gent's room attendant) Vine fractured them with his court room routine. He wound it up with his *Old Gang of Mine* to yocks and hands.

Opener was the acro team of Maretz and Lucia, who did a competent job of hand-to-hand, headstands and lifts to Latin beats. There were times when their act looked in danger on the narrow stage, but it finished okay to good mits.

Florian Zabach, handsome blond fiddler fronting the house ork and emceeing is apparently being built into a house attraction. He's brought on with a screened intro—"our new star"—and does a couple of bars of longhair and novelty things for good results. He finished with Toni Harper joining him on *Hot Canary*, he on fiddle and she on voice.

Bill Smith.

### Paramount, New York

(Wednesday, August 2)

Capacity, 3,854. Price policy, 55 cents-\$1.50. Four shows daily. Chain booker, Harry Levine. Show played by Louis Prima's ork.

Business is great at the Paramount this week, with Martin and Lewis on the screen in *My Friend Irma Goes West* and a showmanly flesher on stage.

Louis Prima is the nominal star of the bill, but it is the Modernaires, in the closing spot and billed as "extra added," who walk off with the show. The vocal group (four guys and a gal) has smartened up considerably for this appearance, with new material, slick staging and a sock mimicking routine, the last a neatly integrated package of individual musical numbers, including a hilarious take-off on a deadpan Western outfit, a fast-paced version of the Kay Thompson act and some smoothly blended barber shop quartet work on the side. The singers rated a solid round of applause on every number and a terrific hand on their bow-off.

Prima, always a fine showman, doesn't have enough to do on the present bill. The band (four sax, piano, drums, bass, three trumpets,

## VAUDEVILLE REVIEWS

### Palace, New York

(Thursday, August 10)

Capacity, 1,700. Price range, 80 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

This is one of the good ones and ranks with the best the house has had in many weeks. The show opened fast, built well and closed with a bang.

First on were the Andrew Twins, with their standard brand of hoofing. The two blonde gals' precision taps, gam revealing short costumes and general salesmanship were of a high order, getting them a big mitt.

Walters and Priscilla, working with two dummies, showed slick commercial ability. The gal in the act, a tall, attractive blonde, is new, but her work, once she got over initial jitters, was effective. Her vent bit in the crying doll routine won good laughs. Walters' biggest was his handling of the slide whistle while doing the voice. It was so good it won spontaneous applause midway in the routine. But if the technical skill was excellent, the gags were not. Some of the chatter got titters, tho it hardly compared with the deft voice and dummy handling.

#### Flash Still Better

Serge Flash is better than ever. His juggling feats are as amazing today as they were in the two-a-day era when he played the Palace regularly. Flash knows how to sell and how to dress up what he has to sell. He earned a well deserved whopper of a hand for his walk-off.

Lois Lee, was perhaps the weakest act on the bill. Nervousness was probably responsible for much chatter between songs. The gal teed off with *Falling in Love*, followed by *Some Enchanted Evening*. Then came *Donkey Serenade* and for the last, a rhythmic version of *Ciribiribi* for a pleasant exit hand.

Mantan Morland with a new (unbilled) partner, brought the pace back to high gear. Working with Johnny Taylor, the team just about fractured them with the old interrupted question and answer routine. Their timing was wonderful, their material was sock and laughs were big.

#### Robbins' Tough Spot

Peggy Taylor Trio's standard adagio act, on next, continued to hold them with the body tosses and graceful and effective poses. Archie Robbins, next to closing, was in a tough spot, but held it beautifully. Using the old Walter O'Keefe gimmick of reading from a newspaper and commenting on stories, he registered right from his walk-on. Robbins showed a lot of new material, tho some of it is probably better for cafes than for a theater. His comments on night club customers was funny and pulled solid yocks. His *Manhattan Tower* parody was an equally amusing routine tho doubtful theater material. The boy handled himself with confidence and worked very skillfully. There was no doubt he was a solid hit when he finished.

The Sing Lee Sings (just finished at the Music Hall to which they were released by Dan Friendly) were as solid a hit here as they were in the Music Hall. Their balancing feats, using six chairs on four bottles which in turn were on a table, was exciting to watch. The trio (two boys; one girl) looked good and worked fast to appreciative hands.

Pic, *Story of G. I. Joe*.  
Bill Smith.

two trombone) teed off with *Oh, Baby*, with an exuberant vocal by Prima. The Keeley Smith took over to warble a sultry version of *St. Louis Blues* and *Embraceable You*. Miss Smith has improved in both looks (See *Paramount, N. Y.*, on page 46)

### Roxy, New York

(Friday, August 4)

Capacity, 6,000. Price policy, 50 cents to \$1.75. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Roxy house ork.

Headlining the two-week bill is Frances Langford, who's played here many times before. This time, tho, she was not overly impressive. Maybe it's lack of recent picture, radio or record work, but it was obvious she needed some kind of gimmick to get across the way she used to. Some nostalgia or special material could do the trick, but just running thru four tunes in a competent fashion isn't enough to impress a Stem audience. Last on, she sang *It's a Great Day, How Deep Is the Ocean, I Don't Care if the Sun Don't Shine* and *Night and Day*. Only the latter number, backed by the house chorus, line and skaters, was received with more than politeness.

Peg Leg Bates's standard hoofing and chatt- was as solid as ever. Bates doesn't need any changes at all to keep right on selling in a big way.

Show opened with the chorus and line on the boards and eight house skaters on the ice. Setting of a summer terrace, replete with garden furniture, was in keeping with the atmosphere called for in the *On the Boardwalk* tag. The line got a big mitt for the oft-repeated bouncing beach ball routine. Ice soloists Skippy Baxter and C. of Lynne both got good mits, but the Three Bruises, garbed as charwomen, drew heavy applause and yocks with their slapstick ice routine.

Joe Jackson Jr.'s panto on ice and the boards drew more smiles than yocks until he went into his collapsible bicycle act. He worked in a showmanly manner, but could have dispensed with a few minutes of the routine in order to build faster.

Pic, *Panic in the Streets*.  
Joe Martin.

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**Mocambo, Hollywood**

(Wednesday, August 9)

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

Combined talents of comic Larry Storch and songstress June Hutton gives this cafe its best show in many a moon. Storch, armed with new material, fires away with machine-gun rapidity to hit the bullseye with each round. Every gag counts. His British film routine is devastatingly funny, topped only by his take-off on a French dancer.

This is June Hutton's first local appearance since stepping out of the Pied Pipers, and it registers as a definite click. Lass displays all the necessary ingredients of a top-flight vocal attraction—good voice, looks, poise and sales savvy. She wisely alternates paces between rhythm ditties and ballads to win or either account. Decca's songbird also has to her favor a refreshingly buoyant personality which adds punch to such novelties as *Do It Again*. Best of her ballads is *My Romance* and tops among her brighter items is *Hoop-Dee-Do*.

Eddie Olliver's ork provides instrumental back-drop for both performers and furnishes dance tunes, alternating with the Latinaires.

Lee Zhitto.

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**NIGHT CLUB REVIEWS****Helsing's Vodvil Lounge, Chicago**

(Thursday, August 10)

Capacity, 300. Price policy, no cover or minimum. Operators, Frank and Bill Helsing. Booking policy, exclusive, thru Fred Hogan. Publicity, Sam Honigberg. Estimated budget this show, \$1,400. Estimated budget last show, \$1,300.

This unique combination lounge and night club soon will have another alumnus working the top spots in its current headliner, Georgie Gobel. The crew-cut comic has developed an original quizzical delivery, with his own seeming apprehension about whether the routine is going over building up the yocks. His great facial expressions contribute as much as his wondering delivery. In addition, he's dropped the host of war stories for pertinent bits like child psychology, an original argument with the backing bandmen, and a vacation bit. Each bit will remain his own fundamentally, for bulk of the lines get their yocks from his presentation. The youngster worked 45 minutes and did three encores.

Eddy Collins is a fine opener, with his spirited banjo and ukulele strumming. Collins, once with Art Mooney's ork, has a natural comedy mug that would make him a top comic. Collins varies his work, so he had no trouble doing 15 minutes of organ Impreses, machine-gun tempo standards and beautiful uke stuff.

Lola Ameche, cute youngster who's gained class with a new, short, smarter coiffure, has developed a style, only it's miles away from her real personality. She's shouting her lyrics Beatric Kaye style, instead of playing a pleasant youngster, as she did last trip. A return to her former self would assist greatly.

Billy Chandler did a pleasing emcee job and was a good foil for one number by Miss Ameche and the band argument bit with Gobel.

Johnny Sippel.

**Follow-Up Review**

VERSAILLES, NEW YORK: Bernice Parks, who's been out of the biz for some time, came back here Wednesday (9) to play her opening show to a house full of friends and well-wishers. Gowned in a gorgeous white job, Miss Parks came on from the front to *S' Wonderful*. Then came an overly contrived and much too long how-to-open gimmick that dragged in Piaf and Hildegard plus a flock of French singers, to obviously dwindling interest. She got them back with *Do It Again*, followed by a bouncy *How Come You Do Me Like You Do*. Then came an intensely moving *Where Can I Go*, in Yiddish and English. She was way ahead but came back for a strolling *Bewitched*, *Bothered* into a hand. A loaded customer came into the act to the amusement of his friends, but annoyance of the audience.

The next was the Edith Piaf *Merry-Go-Round* in French. It was a good effort but to an audience familiar with Piaf the similarity didn't do anything for Miss Parks. An audience get-together on *Irene*, *Good Night* made for a get off. Instead she came back for a slow *Mighty Lak a Rose* to lose 'em again.

This constant up and down was probably due to preem night jitters plus a long lay-off. Yet, Miss Parks has sufficient experience to know when to get off. Her closer was a re-sounding *A-Men* in which she hit the double entendre lines for much more than they were worth.

Miss Parks can still sing. A long lay-off, however, raises hell with timing. Act could improve with sharp pruning of the opener. The stroller on *Bewitched*, *Bothered* and *Bewildered* could be dispensed with. A

**Empire Room, Palmer House, Chicago**

(Thursday, August 3)

Capacity, 600. Price policy, \$1-\$1.50. Cover, \$1.00. Shows at 8 and 12. Publicity, Fred Townsend. Producer and exclusive booker, Merriel Abbott. Estimated budget this show, \$7,500. Estimated budget last show, \$7,500.

Poor selection of the two supporting acts makes this Evelyn Knight-headed packet one of the weakest here in some time. The Demattiazis, whose astonishing novelty turn pulled a fine mitt at closing, didn't get the attention the act merited thruout, for only dummies' shoulders and heads were discernible except to about 100 ringsiders. Because the mechanical doll illusion requires full view of the two figures, the act's artistry was lost. At closing, when the boy and girl doll dance team was revealed as a single girl, the act got about a 20-second hushed lull of surprise and then a huge hand.

After getting a so-so job from legit comic Hank Ladd, Merriel Abbott tried again with Lew Parker, from *Inside U. S. A.* Parker, like his predecessor, is still working to the typical over-enthusiastic legit crowd, but in this nitery he needs meaty material to get yocks. His first seven minutes were a conglomeration of material that got only polite laughs. He then turned to a huge map to do a mediocre schoolteacher explaining the U. S. bit, ending with a flag-waving *There's No Country Like Our Country*. His final almost panto study of how various types of persons eat, with instructions coming from the radio, should be the basis for his new act, for it nabbed a good reception.

Evelyn Knight did her usual excellent job. Her polished songs are just what this Chi clientele orders. Walter O'Keefe has come up with a biting *The Man at the Ringside Table*, a perfect bit for this and other eclat bistros she works. Her *I Wish I Could Understand Texas* needs a lyric overhaul before it's right for the Decca charmer. Walked off after two encores to heavy palming. Ray Sinatra handles her accompaniment and arranging well.

The Merriel Abbott Dancers contribute an innocuous walk-on *Sugar and Spice* bit. Eddy O'Neil did his usual excellent emcee job, but his singing bit is not for him. His band did a fine backing and dance job.

Johnny Sippel.

**PARAMOUNT, N. Y.**

(Continued from page 45)

and voice since her last stint at the Paramount. She pulled a whistle-loaded greeting and encoored with the oldie, *I've Got It Bad and That Ain't Good*. Prima prancer around the stage in fine fettle thruout and scored personally with a slapstick impression of a *Hell's Fire*. This number went over big with the crowd at the late evening show, but the psalms singing *Hoop-Dee-Do* seems a bit rough for earlier audiences.

The bill was rounded out by comedian Gary Morton, and Tommy and Margot Conine, a dance act. Morton's act is essentially the same as the last time around—impressions of Bette Davis, Peter Lorre and Humphrey Bogart. He's a likable comic and his torch-singer bit got a sock audience reaction. However, the show was overstocked with mime routines. The terpers were competent enough on taps and strong on youthful vivacity.

June Bundy.

white spot and stand-up stance would not only become that number better but would also eliminate the possibility of celebrants getting into the act, thus diverting interest from the performer. The glee club band effects were meaningless.

Emile Petti played the show and for dancing. Panchito did the rumba sessions.

Bill Smith.

**Leon and Eddie's New York**

(Thursday, August 10)

Capacity, 350. Price, \$3 minimum. Shows at 8:30, 10:30 and 2:30. Operator, Eddie Davis. Booking, non-exclusive. Publicity, Jean Sager. Estimated budget, \$1,250.

The 23-year-old club, long a fave with visiting firemen, has a pleasant show on tap with the usual flash acts for eye-catchers, and Eddie Davis's chantings to titillate them. In between there are a few new acts, some of whom show possibilities. The standout was young Al Wallis, a Chi lad, with a pleasant voice and a still better style, who handles rhythms and ballads with equal deftness. Wallis, who looks like a Joe College Quarterback, is a handsome lad with a strong bary voice that frequently hits the tenor range with comparatively little effort. A disker without a male singer might give him the o.o.

Bill opened with Irma Hendriuez, a brunet dancer who went thru a series of offerings ranging from flamenco to the Mexican hat dance for good hands. Geraldine and Joe, a pint-sized knockabout comedy acrodance team, came next. The act's chatter is weak but the tricks are okay. They'd do nicely in a theater where they wouldn't work too close. Jean Marsh, a stately, attractive brunet, on next, showed a deep resonant contralto but seemed to lack confidence. Her material ranged from little known oldies to novelties. She'd do better with pops.

Nola Pardi, an exotic brunet, did a series of ritual dances that made up for their lack of originality by the use of black lights. Gal uses a papier-mache prop skull, and later goes into black light effects. Finished to good hands.

Bill Smith.

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# LEGIT TIX OFF 4% IN 2 YEARS

## Dozen Musicals Seen for Philly Fall and Winter

PHILADELPHIA, Aug. 12.—With musicals a perennial favorite with theater-goers here, Broadway producers are slanting their shows toward this town. As a result, and not counting such stand-bys as *The Student Prince* and *Blossom Time*, which the Shuberts always bring this way, the coming season figures to find at least a dozen musicals on the local boards.

Newest spectacle to contemplate a Philadelphia try-out is *Gyps and Dolls*, slated to arrive at the Forrest October 23. Others coming in are *Out of This World*, planning a Shubert Theater preem. October 16; the *Bless You All* revue, due in November; *Big Time*, in early December; *Lost in the Stars* to come here with the original New York cast to usher in 1951 at the Forrest Theater; Olsen and Johnson's *Pardon My French* and a return trip for *Kiss Me, Kate*.

Also on the musical agenda, to make it an even dozen items thus far, are Booth Tarkington's *Seventeen*, set to music; the first local appearance since the war of the D'Onofrio Opera Company, with a Gilbert and Sullivan repertory, starting November 27; the *Les Ballets de Paris*; a pre-Broadway viewing of *Toyland* and a return for Oklahoma.

## Legit Audiences, 1930-1950

Season	Attendance	Theaters Used	Number of New Productions	Average Run (Performances)	Average Attendance
1930-'31	12,000,000	64	228	60	53,038
1931-'32	9,000,000	63	225	64	40,000
1932-'33	8,000,000	57	212	59	37,735
1933-'34	8,000,000	50	154	55	51,948
1934-'35	9,000,000	49	189	60	47,619
1935-'36	9,000,000	46	138	60	65,217
1936-'37	8,651,000	45	125	81	69,208
1937-'38	8,554,000	39	110	84	77,764
1938-'39	8,485,000	35	110	85	77,136
1939-'40	8,771,300	39	97	80	90,428
1940-'41	8,300,000	37	81	93	98,802
1941-'42	8,500,000	37	76	103	111,848
1942-'43	9,520,000	40	84	104	111,333
1943-'44	10,444,000	40	95	100	109,937
1944-'45	11,500,000	38	85	111	135,294
1945-'46	11,000,000	37	74	112	148,648
1946-'47	10,250,000	24	87	105	117,816
1947-'48	9,975,000	27	88	*55	113,352
1948-'49	9,450,000	32	71	43	133,098
1949-'50	9,373,000	25	66	57	142,015

\*The sudden dip in the average run of shows which began in 1947-'48 is accounted for by a change in the method of compilation. In other years we included long-run shows which carried over from previous years.

Note: High mark for one season over a period of 60 years was an attendance of approximately 16,000,000 in the late 1920s.

## Shows Slump 25%, But Hits Pull More \$\$

### TV Makes Inroads

(Continued from page 4)

ing more customers out of the legit market.

The number of new productions is off by 22 within two years, or one-fourth of the number produced in 1947-'48. This indicates that Broadway is not developing any new producers to replace the current crop on the Stem and, more important, is not bringing in any new sources of financing. While RCA has put up the dough for *Call Me Madam*, the new Lindsay and Crouse musical, the show is a star-studded vehicle for Ethel Merman, and the reputation of all involved would probably make it a sure bet for backers anyway. But most productions now have a list of angels as long as the telephone book. The money boys are putting their chips into propositions which have a more gilt-edged look.

### TV Inroads

TV is buying up more and more Broadway houses. In the past year the Belasco, Hudson, Center, Adelphi and Ambassador have been taken over by video broadcasters. And the Korean war may cut any chance legit may have of building new houses.

The average run of plays, however, has gone up by 14 performances. This has been the only hopeful sign in the entire Broadway picture, the long runs that the sock hits have. But while it has meant more dough for hit producers, it certainly hasn't helped actors to get work. They have had to go outside the profession to TV, for example. Their stage acting experience thus has suffered. And playwrights have had less chance than ever to crack thru.

### Average Up to 10,917

The average attendance at plays is up 10,917 from the year before. This is further substantiation of the hit philosophy. Theater-goers these days pay so much dough for tickets that they can't afford to just go out for an evening's entertainment. They have to make sure that each play they see is a smash. It makes for lines at *South Pacific* and for empty seats at many other theaters, according to trade sources.

Another hopeful straw in the wind is the number of off-Broadway houses operating. The Bleecker Street Playhouse, the Cherry Lane, the Inter-players and many other small groups have created a New York audience for a more "arty" kind of legit.

projected, the village jack-of-all-trades registered with overtones of the borsht belt, etc.

The message of the play is that a woman can only give her love freely. Ellida marries to get security, but is forever yearning for a former seaman lover whom she ditched for the present marital incumbent. The sailor returns, but now when Ellida is given a free choice she stays with her husband.

Howard Bay's painted Norwegian fjord was an adequate background for the event. Miss Ranier, tho, pulled a fast one when she appeared in a luscious red jacket in contrast to the other females' drab attire. It was beautiful to look at, but out of place. Leon Morse.

## Refusal by R&H KO's 300G Legit Angel Syndicate

(Continued from page 3)

ing Cheryl Crawford, Herman Shumlin, Kermit Bloomgarten, Leland Heyward and Rodgers and Hammerstein.

Up to \$100,000 might be invested by the syndicate in various plays being presented by these managers. But the scheme would be operative only if all the producers went along. Thus, it becomes evident that the angels are trying to reduce their risk by betting on successful producers. They figure, insiders say, that such producers can make mistakes but these will be few and that in the long run the group will make money.

One of the key links in the chain has been broken and indications are that all the money may be withdrawn, especially since Rodgers and Hammerstein have been by far the most successful financially. This, one of the producers within the group insists, ends talk of co-operation among producers.

## Petrillo Puts Ace Lawyer on Shubert NLRB Band Squawk

PHILADELPHIA, Aug. 12.—James C. Petrillo, AFM chief, assigned Henry Kaiser, staff counsel in New York, to handle the complaint of the Shubert theater interests against the Philadelphia musicians' union, Local 77.

Shuberts filed a complaint with the National Labor Relations Board, charging they are forced to hire pit bands at their Locust and Walnut theaters here where straight dramatic plays are generally given. The Shuberts, who also operate the Forrest and Shubert theaters here, where musicals are presented, charge unfair labor practices against the local union. Pending action of the labor board, no contract for the coming season has been signed.

Since NLRB disposition of the case may have national repercussions, Charles McConnell, local union head, carried the matter to Petrillo, who accepted the local issue as a national problem and assigned the union's top legal brass to the case.

## Broadway Reviews

### THE LADY FROM THE SEA

(Opened Monday, August 6)

#### FULTON THEATER

A drama by Henrik Ibsen. Art director, Howard Bay. Staged by Sam Wanamaker. General manager, Samuel Schwartz. Stage manager, George Habib. Press representative, Winard Keeffe. Presented by the Festival Theater in association with Harriet Ames. Billed with... Elly Wallach. Lyngstrand... Steven Hill. Hilda... Anne Jackson. Boletta... Joan Chandler. Dr. Wangel... Herbert Berghof. Arnholm... Theodore Newton. Ellida... Luise Rainer. Priman-Johnston... Jeff Morrow.

The second production of the Festival Theater's eight-week season, Henrik Ibsen's *The Lady From the Sea*, occasions little cause for festivity. Except for Luise Rainer fans there should be many empty seats during the next two weeks at the Fulton.

The Broadway crowd will undoubtedly blame it all on Ibsen, in whose name many crimes have been and will continue to be committed. But the fault can more directly be laid at the door of the Festival Theater, whose management attempted something of the impossible in trying to mount a production of this nature in the short rehearsal time allotted. While Ibsen was a titan of the drama in his day, much of what he wrote is now dated—Nora has taken a running jump out of her Doll's House and is now working as a straw boss in a factory. The only valid reason for a revival is for virtuoso performances.

This, Miss Ranier and the rest of the cast do not offer. Her arm-waving, bosom-heaving and unrestrained acting style do not make for a believable portrait. Herbert Berghof's dull thespian manner in the role of the husband is another factor in making for an uninteresting evening. Only Steven Hill's interpretation of a pseudo-artist in the last stages of tuberculosis generates any theater magic.

The real culprit is Sam Wanamaker's unintelligent direction. He staged the play as if he did not understand its meaning. Miss Ranier was allowed her head when she should have been curbed, the younger daughter came thru as a sadistic girl when she was only a badly confused creature in need of affection. Berghof muttered when he should have

**BROADWAY SHOWLOG**  
Performances Thru August 12, 1950

**DRAMA**

Death of a Salesman	2-1, '49	628
(Morosco)		
Detective Story	3-23, '49	581
(Hudson)		
The Cocktail Party	1-21, '50	236
(Henry Miller)		
The Happy Time	1-24, '50	231
(Plymouth)		
The Member of the Wedding	1-5, '50	252
(Empire)		
The Medium and the Telephone	7-19, '50	29
(The Arena)		

**MUSICAL**

Gentlemen Prefer Blondes	11-8, '49	264
(Ziegfeld)		
Kiss Me, Kate	12-30, '48	674
(Sams Shubert)		
Michael Todd's Peep Show	6-28, '50	53
(Winter Garden)		
Peter Pan	4-24, '50	128
(Imperial)		
South Pacific	4-7, '49	556
(Majestic)		
The Consul	3-15, '50	173
(Barrimore)		
Tickets, Please	4-27, '50	124
(Coronet)		
Where's Charley?	10-11, '48	768
(St. James)		

**CLOSED**

The Parisienne	7-24, '50	(16)
(Fulton)		

**COMING UP**  
(Week of August 19, 1950)

The Live Wire	8-17, '50	
(The Playhouse)		

**ROUTES**  
Dramatic and Musical

Death of a Salesman (Biltmore) Los Angeles.  
Kiss Me, Kate (Watergate Stadium) Washington.  
Lost in the Stars (Curran) San Francisco.  
Lend an Ear (Great Northern) Chicago.  
Mr. Roberts (Edgewater) Chicago.  
South Pacific (War Memorial O. B.) San Francisco.  
Summer and Smoke (Geary) San Francisco.  
Two Blind Mice (Kaiser) Chicago.

# AFRA Takes 3d Rap at Reds; Sets Negotiation Procedure, Okays Demands; Reel Talks

By Jerry Frank  
CHICAGO, Aug. 13.—Communists will be barred from membership in the American Federation of Radio Artists (AFRA) under resolution passed by the union's 11th annual convention here last night (Saturday). Thus the convention took the third step in an anti-Communist drive highlighting the convention.

Earlier, AFRA's national board had given the Pittsburgh local permission to require non-Communist affidavits of all its members, and also had adopted a resolution condemning Communism, urging the federal government to start a radio educational program and offering the services of AFRA members free for such broadcasts.

The convention not only voted unanimous approval of the AFRA board's resolution (see story on Page 3), but in adopting its own resolution barring Communists, paved the way for constitutional amendment to implement that proposal. Under AFRA procedure, constitutional amendments must originate with a national board, and the resolution adopted by the convention concludes by urging the board to take this step. If the board does approve such an amendment, it will have to be approved by a national referendum.

In an all-night session, winding up at 6 a.m., the AFRA convention:

Agreed on a new negotiation procedure to protect members working at key network outlets and, at the same time, approved new contract demands for the staff members.

Approved demands for the network

and transcription contracts which expire the end of October.

Approved a resolution condemning the blacklisting of members and creating a committee to fight the practice.

Heard a report by National Executive Secretary Frank Reel, in which he declared that phonograph companies now have agreed to recognize AFRA in negotiations for singers and actors working in that field. The diskeries had recently challenged that jurisdiction and asked AFRA to be certified. Reel also reported that the Los Angeles, New York and Chicago locals of the union have unified their salary demands, ranging from \$15 to \$65 per side, plus \$10 per hour rehearsal, depending upon the size of the group involved.

The convention decided to open negotiations for staff announcers at key network outlets the first week in September and for network negotiations to open a week or so later. No contracts are to be signed individually, thus insuring staff announcers the right to strike if they cannot negotiate a contract. In the past, staff contracts have been negotiated after the network pacts, by which AFRA was bound not to strike. The announcers are asking \$135 a week minimum pay and revision of many of their working conditions.

On the network contract, AFRA will ask a general 10 per cent pay increase and revision of the escalator clause providing additional pay hikes if the cost of living should increase. Essentially, AFRA wants an automatic wage increase without recourse to arbitration.

On the transcription code, AFRA wants a clause requiring all spot announcements to be used within 30 days after production and repeat fees after one week's use.

## Burlesque

By UNO

**FRANK SILK**, Joe Cowan, Wilbur Rance and Grace Gordon open the season for the Gayety, Toledo, August 31 and then travel over the rest of the combined Midwest and Hirst circuits route which includes the Avenue, Detroit; Empress, Milwaukee; Alvin, Minneapolis; Folly, Kansas City, Mo.; Grand, St. Louis; Gayety, Cincinnati; Casino, Pittsburgh; Howard, Boston; Hudson, Union City, N. J.; Troc, Philadelphia; Gayety, Baltimore; Empire, Newark; Lyric, Allentown, Pa.; Casino, Boston, and Palace, Buffalo. Combined circuit will have 18 units. . . . Mona Rydeen, former chorine, has been confined with a paralytic stroke the last five years at her home, 473 West 22d Street, New York, with her mother, Mrs. Minnie Scott, constantly at her bedside. . . . Dave Cohn, booker, celebrated a birthday August 9 in his New York office via eats and drinks with friends, with Paula Duke, secretary. (See BURLIQUE on page 89)

## CINCY ZOO OPERA

(Continued from page 4)

Grand Opera Association. The opera association closed the season with \$16,000 in hand, which was not profit, but which represented the difference between the \$45,000 grant from the United Fine Arts Fund, plus a \$1,000 contribution from the Stephen H. Wilder Foundation, and an operating deficit of \$30,000 on the five-week season.

Sidell revealed that a total of 60,259 saw the performance as compared with a gate of 59,897 in 1949. In 1941, Sidell said summer opera here showed a profit of \$21,000, but that "was before the days of federal taxes on admissions and, of course, much lower production costs than today." Federal taxes on the 1950 season totaled \$24,000.

This was Sidell's first year as director of the summer opera. He took over the post following the death of Oscar J. Hild, who had guided the project from its beginning.

## Magic

By Bill Sachs

**JIMMIE RICHARDSON**, greatly improved in health since his last operation, typewrites that he's been enjoying himself in Littlefield, West Texas. Richardson has booked magus Seymour Davis to head an ambitious stagelike show in Littlefield, August 30-31, in a benefit for the Lamb County Youth Center. He says he set Davis in on an \$850 guarantee and that the show is expected to play to an estimated 10,000 people in the two days. All magi in the area are invited to attend, Richardson says. "C. A. Frank, booking Virgil the Magician, and Bill Neff were thru here recently but I missed them," writes Richardson. "I will attend the San Antonio convention of the T. O. A. M. and am looking forward to seeing my old magic friends, Doc Mahendra, Herman Yeager, Dr. Carl Moore and the rest of the gang." . . . Sir Edwards (Ramon LaRue) magician, mentalist and escape artist, has signed with (See MAGIC on page 89)

## WCPO-TV Ups Air Time to 141 Hours; Longest in Nation

CINCINNATI, Aug. 12.—WCPO-TV, now on the air 100 hours a week, goes to 141 hours a week beginning Monday (14) to give it the longest television broadcasting schedule in the nation, according to Mort C. Waters, general manager.

The announcement follows on the heels of that made last week by John T. Murphy, director of television operations for the Crosley Broadcasting Corporation, to the effect that the three Crosley tele outlets, WLW-T, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O., would augment its weekly tele sked from 90 to approximately 102 hours a week, effective September 4.

Under the new sked, WCPO-TV will be on the air for 67 consecutive hours every week-end from 6 a.m. Friday to 1 a.m. Monday. The tele programs will start daily at 6 a.m. instead of the present 10:30 a.m. for week days and 8 a.m. for Saturdays.

The new morning programs will include *Morning Merry-Go-Round*, *Coco the Clown*, news and a morning movie. Evening features planned include a movie at 11 p.m. and all-night disk jockey programs over the week-end. Paul Dixon's afternoon disk opy is also lengthened one hour, running from 2 to 5 p.m. under the new arrangement.

## TV HOLDS SPOTLIGHT

(Continued from page 4)

come out of the present convention, altho no hint of specific action was available.

The general executive board was in closed session this past week at the Hotel Statler here, and its deliberations were expected to lay the pattern for convention action, with actual moves not likely to become visible until late next week.

One major line of interest is slated to be the Taft-Hartley law and other legislative issues affecting labor. Three of the five speakers scheduled to talk before the convention are politically prominent: Sen. Hubert Humphrey and Rep. Roy W. Wier, of Minnesota, and Joseph D. Keenan, national director of Labor's League for Political Action. Wier is himself a member of IATSE.

The other outside speakers will be William Green, AFL president, and Eric Johnson, president of the Motion Picture Association of America.

Jurisdictional relations affecting engineers and projectionists in television studios will be one of the highlights of the convention. It was indicated, with considerable difference of viewpoint indicated in past reports of the executive board.

# TVA Reopens Talks With TV Networks

## Mull Live Pact Only

(Continued from page 5)

into existence since the start of tele. Indications are that, unless some agreement can be worked out between the two unions, that ultimate settlement, via NLRB procedure, may take a year or longer. Consequently, TVA has advised the networks that it wants to negotiate a contract covering live television performers, bypassing the film question for a while. At the same time, a meeting is scheduled for New York Monday (14) between TVA and SAG to pursue further the problem of a settlement.

## Two Obstacles

Two major roadblocks are holding up an agreement between SAG and TVA. One is SAG's insistence on including tele film producers in its jurisdiction, the other is TVA's insistence that wage parity be established. TVA claims, for example, that the \$55 per day rate provided by SAG would give a performer working two days in a TV film production \$110, compared to \$180 for a comparable job, requiring comparable work and rehearsal, under the proposed TVA wage scale.

George Heller, TVA's secretary, was scheduled to address the AFRA convention late this afternoon. He is to report on the organization of the video actors' unit and the subsequent SAG-TVA stalemate.

## Score on New Buildings

WASHINGTON, Aug. 12.—Showbiz construction continued a slight 1950 upswing in July but remained behind last year, the Bureau of Labor Statistics (BLS) reported this week. New construction starts in the amusement field totaled \$23,000,000 in July, as compared with \$21,000,000 in June, and \$24,000,000 in July, 1949. For the first seven months of 1950, the total was \$135,000,000—a decline of \$14,000,000 from the same 1949 period.

## WANTED

Owner of the 20th Century Burlesque Nite Club, 11308 S. Main St., Houston, Texas, desires to book acts direct. Need Strips, Comedies and Singing M.C. Will consider Comedy Burlesque Team, also show band to play shows and entertain—Piano, Drum and Trumpet. Wanted—Piano or Guitar Player to sing novelty numbers—union or nonunion.

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## Slouts in Move To St. Loo Area

CINCINNATI, Aug. 12. — Slout Players Tent Show moves into the St. Louis area Monday (14) for the tall end of their season. L. Verne Slout leaves the org shortly to start promotions on the Slouts' string of antique and hobby shows skedded for the winter. Mrs. L. Verne Slout (Ora) and Bill Slout will manage the show for the rest of the season.

Recent personnel changes include Bill and Evelyn Berkely, with double and single dancing specialties. Vaudeville includes Johnnie Douthitt and her educated horse, Star Baby; Monte Montrose, Billy Kent, Blanche Rollins, Andy Leigh, Lucille Clemmons and Ora.

Bill Slout and Billy Kent are dividing the leads, with Lucille Clemmons handling the female leads, and Wanda Ward, the ingenues. Andrew Leigh is character man. The remainder of the cast includes Blanche Rollins, Monte Montrose, Ora Slout, L. Verne Slout, Bill Berkeley and Evelyn Berkeley. W. F. Lewis is in charge of the tent, Bobby Segar in the front office, and Dick Tanas on advance.

Show moves on four trucks and two trailers. A two and a half-ton truck hauls the 33-foot semi which on location is converted into the company's dressing room. Another truck hauls the reserved seats and another, a specially built pole truck, hauls a trailer for the canvas. There are seven house trailers in the outfit.

Business in all the old towns since July 4 has been up to par, with some towns breaking last year's grosses.

Recent visitors: Elmer Morris, Norma and Howard Ginnivan, Al Sager, Johnnie Finch, Harry M. Simpson, editor of *Hobby Bandwagon*; Art Miller, general agent Al G. Kelly & Miller Bros. Circus; Mr. and Mrs. Ken Seeley, former members of the Slout organization, and Karl K. Knecht, columnist of *The Evansville (Ind.) Courier*.

## 5 New Open-Airers For Philly Territory

PHILADELPHIA, Aug. 12.—Five new drive-ins opened in the territory during the past week. Marking the first drive-in for the Cape May County resort area, the Wildwood Drive-In was opened by Melvin Fox near Wildwood, N. J. The other four open-airers are in Eastern Pennsylvania and include the Sunset Drive-In near Chambersburg, managed by Harold Kagan; Jerome Engel's 600-car Family Drive-In in Scott Township near Bloomsburg, W. S. Finch's 200-car drive-in near Shamokin, and Julius Christofare's 275-car drive-in near Shimerville.

Abe Sunberg, who managed the Lincoln Drive-In on the outskirts of the city here since its opening four years ago, resigned his post as managing director. The Lincoln was the first open-airer in this territory.

## Kiddie's Carnival Night at Danbury

DANBURY, Conn., Aug. 12.—Jack O'Sullivan, manager of the Danbury Drive-In Theater here, ran a Kiddie's Carnival Night recently, showing selected cartoons in place of the co-feature on the night's program.

Comic books and star photos, suitable for framing, also were distributed.

### WANT

Versatile Sketch Teams, Single Acts, Piano Player for Tent Stageshow going South. State lowest. Open Aug. 24.

**HARRY HARRIS**

Gen. Del. Ocala, Fla.

## Rep Ripples

TENNANT's vaude-ple show is working around Bonham, Tex., to good business. . . . D. D. (Buck) Daley has a platform vaude and merchandising show in the Ardmore, Okla., region. . . . Burton, hypnotist, will tackle a coast-to-coast tour, with opening slated for New England about the middle of August. . . . Small towns are to be played with a mercantile concern adding to the revenue by sponsoring a part of the trek. . . . Chris Tate's family show reports good business in Montana with E. F. Hannan's "Old Soak." . . . Donald Ryerton, who has 16mm. pix around Rutland, Vt., reports that he's planning a busy fall season. . . . Earl W. Chapin writes from Beaver, Okla., that "I regret to see the passing of the rep-tent business, but much of it is the fault of overdoing the Toby end of it. Bill Bruno had it right when he said that Toby shows were dated and would be the finish of tent-rep. But with all of that I've been able to live pretty well. My wife, daughter and son are with me and we're currently working on platform and merchandising. We plan to work halls in New Mexico this winter. . . . Bailey's show, currently in the Texarkana, Tex., sector, will play a number of celebration and fair dates. . . . Chester Cobb is in Albany, N. Y., readying a feature film for a country-wide trek. He concluded four weeks in Northern Vermont recently with the film. Ray Cornell, lecturer, will accompany him. . . . Alfred LaTour, who has been showing 16mm. pix around Newport, R. I., moved to Nova Scotia where he's playing church and lodge dates with a feature film. . . . L. L. (Lee) Candler writes from Brownsville, Tex., that he's doing okay with a platform and merchandising show there. . . . E. G. Robinson, currently around Sparks, Nev., plans to add flesh to his pix and play the Northwest this fall and winter. . . . Donald Burnett left Boston recently to open a feature pic trick in Oncoota, N. Y. If he's successful, he'll pilot the unit to the West Coast.

G. G. (Gil) Curry writes from Livingston, Mont.: "Have had good success with platform show and will go into halls as soon as cooler days come. Will work some short-cast bills and also a novelty show and a spoon entertainment that will go in many spots. In fact, I believe my spook will be my feature for some places as I have all the best in props to do this style show. Wife and son make up show." . . . Ernie Caxton cards from Brooks, Tex., "not many small tricks in this region, which pleases me as I have been doing good biz. Have been on platform but will move into halls later. Have just bought some museum numbers and will use these and may try them out for store show before my hall season." . . . Henri Lavine reports good biz in Quebec and says that he has met three hypnotists in that area.

## Brooks Tent Team Reaps Plaudits For 40 Yrs. Honest Showmanship

CINCINNATI, Aug. 12. — "The Show Goes On for the Brooks Team" is the way *The Vernon County Censor*, Viroqua, Wis., headlined a testimonial feature on Maude and Jack Brooks, veteran repsters, in its July 20 issue. The article, which includes a two-column cut of the Brooks, begins as follows:

"Jack and Maude Brooks' Stock Company—Coming! Soon!"

"It is a small advertisement. But it appeared in *The Censor* this month for the 39th year. And to the many

## Waterman Bros. Set Drive-In Building Plan for Australia

ADELAIDE, South Australia, Aug. 12.—Clyde Waterman, head of the Waterman Bros.' pix circuit, upon his return here from a six-week trip to Britain and the U. S., announced that his company will embark on a program of constructing drive-in theaters in South Australia. He said that he has selected several suitable sites here.

Waterman said he is convinced that

## Mass. Bill Would Stop Drive-Ins in High Traffic Areas

SPRINGFIELD, Mass., Aug. 12.—The controversial issue of the granting of a permit for a drive-in theater on Round Hill has resulted in the filing of the first bill for consideration of the 1951 Legislature, by Rep. Thomas T. Cray (R. Springfield).

Representative Gray sought to have the bill admitted under suspension of rules for action by the Legislature, now in the final days of the current session. Unable to obtain the consent of leaders, he immediately filed the bill for next year.

It proposes to prohibit the granting of permits for open-air theaters at locations within one mile of a church or school.

Permits granted prior to passage of the bill for theaters within the one-mile limit would be void unless the theater was in operation prior to January 1, 1950.

Representative Gray contended that there is ample space in outlying sections of communities for the construction of open air theaters. There is no need for adding to the traffic hazards already existing in thickly populated areas, he said.

Granting of the permit for the theater at the Round Hill location is a perfect example of inviting further traffic congestion, he declared. He recalled that traffic experts were opposed to the granting of the permit.

The Springfield legislator also pointed to the effect of an open air theater on nearby residents. He said it not only caused no small amount of inconvenience but detracted from the value of a section from the standpoint of residential desirability. "I have no objections to open air theaters," added Representative Gray, "but the issuance of permits for locations in congested areas is entirely unnecessary and unwarranted."

## Conn. Spot Adds French Fries

HARTFORD, Conn., Aug. 12.—Paul W. Amadeo, manager of the Pike Drive-In Theater, Newington, Conn., has installed equipment for cooking of French fried potatoes in the theater's concessions stand. Sales have been reported good.

there is big possibilities for drive-in theaters here. He pointed out that the cost of erecting a normal 1,000-seat theater here was \$70,000 or more whereas a drive-in would not cost more than \$20,000. He believes that drive-ins can be operated the year 'round and intends to provide seating accommodations in the front for 200 people who do not come by auto and have the auto ramps behind.

### Concession Hike

Waterman said that he had seen no change in the operation of drive-ins in the U. S. since his visit four years ago except for the large increase in the concession biz, for, he said, one can buy almost everything in the way of food, even to a full meal. Waterman Bros. has its own catering subsidiary which, he said, would handle the concession biz of the drive-ins. Instead of the popcorn sold in U. S. drive-ins, he plans to substitute peanuts. Crystallized fruits would replace chocolates during the hot weather.

It is figured the experiment will make it possible to provide theaters where they are urgently needed and cannot be provided because of building restrictions. No new theater has been erected in South Australia for 11 years.

### Exhib Orgs Watch

The experiment will be keenly watched by the other leading pic exhibitor orgs like Greater Union Theaters and Hoyt's Theaters. If it proves a success the introduction of drive-ins to other States will be an absolute certainty. It always has been wondered why the start was not made in Queensland where climate and conditions have favored their introduction for open-air pic theaters are the rule not the exception. The addition of auto facilities would have been a natural follow up.

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The  
**Mask of  
Dijon**



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ERIK VON STROHEIM

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**BERNERD**—Jeffrey, 58, British-born producer of 25 Monogram pictures since 1941, August 10 of a heart attack at his home in Beverly Hills, Calif. Prior to coming to America he was managing director for Grand National Pictures in London. He recently completed *County Fair*. Survived by his widow, Beth, and two stepsons.

**IN LOVING MEMORY**  
Of my dear friend  
**MAL BATES**  
Who passed away August 14, 1948.  
Gone but not forgotten.  
**BEATRICE HEIDEL**

**BOUCICAULT**—Nina, 83, actress for whom Sir James Barrie wrote *Peter Pan*, August 4 in Ealing, England. The daughter of actor-producer Dion Boucicault, she made her stage debut in 1883 in her father's company. During her long career of over 50 years she played a wide variety of roles—her forte was drawing room comedy—in such plays as *The Colleen Bawn*, *The Legal Wreck*, *The New Wing*, *Waste* and *The Light That Failed*. Her family rivaled the Barrymores and the Booths; her father wrote, adapted and translated over 400 plays; her mother and her sister were accomplished actresses, and her brother was an actor-playwright.

## THE FINAL CURTAIN

**BROHARD**—Mrs. Frances, 35, actress and composer, August 12 in Bethesda Hospital, Cincinnati. She was a charter member of the Northern Hills Little Theater, Cincinnati, which was founded 15 years ago. Survived by her husband, Montie M. Brohard Jr., four daughters, Linda Lea, Gala Suzanne, Montica Joy and Frances Glee, and a sister, Mrs. Wilda Mae Ullom, all of Cincinnati.

**In Loving Memory of**  
**P. N. BRANSON**  
Passed away August 21, 1947.  
Another year has passed away,  
We miss you more, dear day by day.  
**MRS. P. N. BRANSON**  
**MARY & BRUCE BRANSON**

**CAMPBELL**—John James (Jack), 64, musician, at Shreveport, La., August 9 after a long illness. He was a member of the Shreveport Symphony orchestra and had been with Ringling-Barnum, Sells-Floto, Hagenbeck-Wallace, Sparks and Dailey circus bands and the original Vincent Lopez orchestra. Burial in Shreveport. He had no immediate survivors.

**CIBRELL**—Frank, 58, jewelry concessionaire, recently of a heart attack at the Taylorville, Ill., fairgrounds. He had been with the Buff

Hottle, Royal American and Turner Bros. shows this season. Survived by his widow, Gertrude, Vincennes, Ind.; six brothers and one sister. Burial in Mount Carmel Cemetery, Evansville, Ind.

**FERRY**—W. Graham, 50, Atlantic City Hotel operator for over 20 years, August 9 in Ventnor, N. J. He at one time or another operated the Graham, Drake and Biscayne hotels. His widow, two sons and two daughters survive.

**In Memory of**  
Our Dearly Beloved  
**LIEUTENANT**  
**BILLEE L. HAMILTON**

(Billie Garneau)  
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 Deserts Are Small Who Dare Not  
Put It To The Touch To Win or Lose It  
All.

**HELLMAN**—Sam, 65, humorist, short story and movie script writer, August 11 of a heart ailment at his home in Beverly Hills, Calif. He

wrote most of the early Shirley Temple movies. In 1927, when he returned to California after writing fiction in Paris, he wrote for Paramount Pictures. In 1932 he joined 20th Century-Fox. His movie scripts for Shirley Temple and Will Rogers include *Poor Little Rich Girl*, *Captain January*, *Thirty-Day Princes*, *In Old Kentucky* and *Little Miss Marker*. Among other screen plays were *Message to Garcia*, *The Bachelor and the Butler*, *Stanley and Livingston* and *The Return of Frank James*. He retired from writing in 1945. He leaves his wife, Selma; two daughters, Mrs. Arthur Morton and Mrs. Sam Fields, and a brother, Jack, member of Hollywood's Daily Variety staff.

### IN APPRECIATION

For the Many Messages of  
Condolence in the Passing of  
Our Beloved Philipp, We Wish  
To Extend Our Deep Felt  
Thanks.

**MRS. PHILIPP KREIS-WALLEND**  
**WALLEND FAMILY**  
**GROTEFENT FAMILY**

(See The Final Curtain on page 91)

## IN LOVING MEMORY



### SAM LAWRENCE

Who Passed Away on August 18, 1945  
**SHIRLEY LAWRENCE LEVY**

### The Personnel of **LAWRENCE GREATER SHOWS**

Pause to pay silent tribute to a Kind Boss to people on his show and a Real Friend to Show People Everywhere, and to Veterans of World Wars I and II.

*He Served His Country  
in World War I*

**SAM LAWRENCE**

*He Served His Buddies  
in World War II*

Sam S. Levy  
Fitzie Brown  
Pat McGee  
Bob Kline  
Charley Thompson  
Jack Platt  
Billy Forde  
Jimmy Cisler  
Ben Keldman  
Murphy Rosenberg  
Sam Davenport

Johnie Giamportone  
Kekies Lundquist  
Sam Steen  
Jerry O'Reilly  
Bill Woodall  
Louis Gurth  
Chas. John  
Stella and Bob Young  
Joe and Becky Johnson  
Fred Burton  
Chas. Carpenter

James C. Smoot  
Blackie Robbins  
Roy McGovern  
Charles Yeager  
Charles Roy  
Mom Weiss  
Bunny and Herbie Burke  
Leonard Dnnean  
Earl Meyers and Wife  
Dowles Tyski  
Paul (Muscles) Miller

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## ILL. STATE FAIR OPENS STRONG

### Ringling Beams Optimism As Upsurge Pushes Gross Nearer to 1949 Figures

Indianapolis Promises; Akron Gives Big Biz

INDIANAPOLIS, Aug. 12.—Optimism among Ringling Bros. and Barnum & Bailey Circus officials this week reflected an upswing in business during recent days and an outlook for continued good turnouts in stands yet to come.

The upswing has boosted the org's after-tax gross for the season to within 5 per cent of the 1949 figures,

### Chicago Fair Gate Turns Up

New combination cut-rate ticket, free high act introd—weather with it

CHICAGO, Aug. 12.—Hyped by new cut-rate tickets, added attractions and special promotions, together with good weather, the Chicago Fair passed the million gate mark Wednesday (9) but continued to lag substantially behind its 1949 predecessor, the Railroad Fair.

Latest move designed to build attendance both at the fair and the weak four-a-day pageant, *Frontiers of Freedom*, is a \$1.10 value combination ticket being peddled thru big corporations for 85 cents. Ducat admits to both the grounds and spec.

#### Industry Aids

Further lift by industry was given this week when Armour & Company, meat packers, held a special day with front-gate admission based on a company label plus two-bits for adults, a dime for kids.

In a move to build pageant attendance, first of a series of free high acts was introduced this week in the area facing the entrance of the grandstand. Betty and Benny Fox, high act, in for the first week of this program, work four times daily, going on immediately prior to the spec performances. Speedy Phoenix, high diver, will follow Sunday (13). Acts were booked thru Barnes-Carruthers The- (See Chicago Fair Gate on page 56)

### Sheehan Water Show Opens Seattle Stand To 24G Advance Sale

SEATTLE, Aug. 12.—Advance ticket sale for Al Sheehan's *Aqua Follies*, which opened Friday (11) at the Seattle Seafair celebration in the Green Lake Amphitheater here, topped \$24,000. Lyle White, of the Sheehan org, estimated the show would gross \$100,000 for the 10-day, 12-performance engagement.

New aquatheater, which seats 5,000, was completed Monday (7). Tickets are priced from \$2 to \$3.50.

it was reported at Ringling's Chicago office by general agent Waldo Tupper. He said that earlier this year business had sagged as much as 15 per cent below last season's level.

While no flat explanation was given, there was a feeling that the increased spending indicated the public had lost some of the nervousness displayed in recent weeks.

A one-day stand at the speedway here Saturday (12) gave good promise when advance sales exceeded the supply of ducats on hand and agents wired the show for more. A block of about 4,400 seats was sold to the Firestone Tire & Rubber Company for employees of Indiana plants. The figure includes 400 admissions more than the original Firestone sale here.

Advance salesmen have reported good prospects in Rock Island, Ill., and general agent Tupper said that wheat belt territory seemed to be promising.

#### Sunday Gravy at Akron

At Akron, Friday and Saturday (4-5) the show did four full houses (See Ringling Beams on page 60)

### Lon Ramsdell, Veteran Agent, Dies in Biloxi

BILOXI, Miss., Aug. 12.—Lon Ramsdell, 58, agent for Blackstone, the magician, died here Thursday (10) after a week's illness. The body was cremated and remains were sent to Baltimore for burial.

Ramsdell and Blackstone were vacationing in Biloxi and were preparing for Ramsdell's seventh season with the magician this fall. His son, Lawrence, of Baltimore, was in Biloxi at the time of his death. A sister, Lella, of Albany, N. Y., is the only other survivor. His wife died several years ago.

In 1910 Ramsdell ran away from home to join the advance crew of the Young Buffalo Wild West Show. His father was mayor of Lynn, Mass., at that time. He was with Ringling Bros.' Circus starting in 1915 and in 1917 was with the R. T. Richard Circus, where he became associated with Charles Ringling. Subsequently, he was with Hagenbeck-Wallace, Sells Floto and other circuses. He was press agent for the World of Mirth and O. C. Buck shows in recent years and for the Cavalcade of Amusements in 1949.

His first connection with a legitimate stage company was as second agent for *The Bat*. He was with many others.

At various times he was representative for Tom Mix, Jimmy Cagney, Reginald Denny, DeWolfe Hopper, Guy Bates Post and Oisen and Johnson. He was active in the organization of theatrical agents and managers and was a member of the Elks.

### Love Ueber Alles

BERLIN, Aug. 12.—Dividing line in this city between American and Russian-controlled zones was bypassed when zoos in the separate regions co-operated long enough for a meeting between Olga and Knautschke, female and male hippos.

Separation of Germany into hostile camps caught zoo officials short, since all female hippos were in the east zone and all males in the west. After negotiations, the ban on travel from one zone to the other was lifted recently so that the hippos could get together.

### Kids' Day Big, Pulls 47,000

Opener contrasts with polio-hit '49 how, matches sock first day in good '48 run

SPRINGFIELD, Ill., Aug. 12.—The Illinois State Fair, which last year was drastically cut, attendance-wise, by a polio scare that thinned kids' attendance, came back strong here Friday (11), the opening day of its 10-day run with a whopping Kids' Day turnout of 47,000.

The turnout virtually matched the crowd for the strong opening in 1948, a good year for the fair here. Marked difference with last year was in the spirit of those who flocked out; they showed far more inclination to spend than last year.

#### Midway Up to '48

Business on the midway, where the Hennies Bros.' Shows hold forth, was excellent on the tee-off day. Ride and show grosses were a reasonable facsimile of the same day in '48. Concessions, of which the show has 61, also did brisk business on the opening.

Fair has announced a paid gate policy, as against the free gate which has prevailed here in the past. However, opening day attendance for kids was free, and the fair also has several other free days under various tags, such as Veterans' Day Sunday (13), Republicans' Day and Democrats' Day next week.

#### Unveil New Building

Much face-lifting has been done to the plant under the management of H. W. Elliott, who took over at the reins this year following the election last November of a Democratic governor. New is a State of Illinois Building, costing over a million dollars, which houses exhibits of various State agencies. Buildings are dolled up as the result of a broad-scaled paint job.

Premiums and prizes, including those for grand circuit races, aggregate a record \$316,000. Entries in agricultural and livestock classes are reported to have hit all-time highs.

First grandstand program offering pro talent will be presented Sunday night (13), when a WLS troupe will appear, and a Barnes-Carruthers revue moves in Monday (14) for five nights. Bob Hope will be in front of the grandstand the last two nights of the fair.

### P. McKeown Dies In Pa. Auto Crash

BETHLEHEM, Pa., Aug. 12.—Peter McKeown, 46-year-old Prospect Park, Pa., big car racing driver, died Sunday (8) en route to Easton Hospital after sustaining injuries in a three-car collision at the Nazareth Fairgrounds track.

Ray Ziegler, Allentown, Pa., driver of another car, suffered a fractured leg in the accident. Mel Weidner, Laureldale, Pa., drove the third car involved in the collision.

McKeown is survived by his widow and daughter.

### Ft. Williams Gate Doubled By Car Prizes

Fair Soars on Giveaways

FORT WILLIAMS, Ont., Aug. 12.—The Canadian Lakehead Exhibition, whipped by a new-twist here, a daily auto giveaway, booted itself down the homestretch of its six-day run today, with record attendance racing a spirited 100 per cent ahead of last year at the same point.

Entering the final day, paid attendance stood at 120,000. This compares with 59,000 over last year. Besides the giveaway, excellent business conditions in the Fort Williams-Port Arthur area, plus new fair features, aided the draw.

#### Excellent Weather

Excellent weather prevailed in the early hours here today, and prospects were for a wind-up which would maintain the ratio of increase over last year. Some execs figured that the ratio would even be broadened by the day's gate count.

Grandstand attendance was also up 100 per cent according to W. Walker, secretary. Each night the grandstand and the terrace fronting it has been crammed, with nightly turnouts averaging close to 5,500. Night bill consists of eight acts (See Ft. Williams Gate on page 56)

### Eddie Stinson Heads Concess Department At Detroit 1951 Cele

DETROIT, Aug. 12.—Tunis (Eddie) Stinson, head of the Shrine Circus here for 30 years, has been appointed head of the concession department at the Detroit 250th Birthday Celebration skedded for next year. Edward R. Werner, former director of the Michigan Theater orchestra, is chairman of the music department, with Noble D. Travis named to handle special events.

A general governmental co-ordination committee has been named to include James D. Friel and Hazen L. Funk, present and former manager of the Michigan State Fair, respectively, and Charles Figy, Michigan Commissioner of Agriculture.



## BULGY, The Whale

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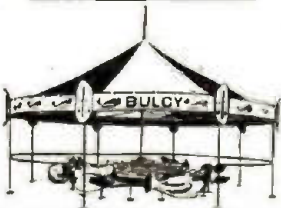
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200,000 ..... \$ 40.00  
1,000,000 ..... \$ 248.00  
roll of Machine Double Coupon, Double Price

### Close-Ups:

## Fooling Medicos, Not the Public, Led Dick Best to Showbiz Job

By Tom O'Connell

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

**A**LTHO his father disapproved of the lives led by soldiers, sailors and showmen, Dick Best has had a fling at all three, settling on the latter career and making it pay off by backing his ideas all the way. This, despite the fact that on two occasions doctors gave him less than a year to live.

The Side Show impresario who this season operated the shows on Cole Bros.' Circus and Johnny J. Jones Exposition, got his first forecast of a short span when he returned to civilian life in 1919 after a stretch with the U. S. Army during World War I. Dick had been internally injured in a truck crash, and service medicos insisted he remain at a government hospital for treatment following his discharge in an Ohio camp.



DICK BEST

About then, Dick decided it was high time that he saw some of the country instead of languishing in a hospital. He started out "just to hobo around," as he puts it, and he has been leading the itinerant life of the circus and carnival showman almost continuously since he made that decision.

### Started as Butcher

Dick's entry into showbiz was via a butcher's job. Born in Greenfield, Ind., in 1899, Dick wound up as a butcher in a Detroit theater when he was 13 after his father died. The theater concession was owned by Dad Rogers, and after suggesting to him that he eliminate some of the moppets employed at the spot and get some grown help, Dick progressed to boss butcher status.

In 1914 he enjoyed a brief career as a mariner, making two trips to Europe on ships hauling cattle and horses. Then came his army service.

Following the doctor's dire prediction, Dick began roving the countryside with no particular destination.

### Enters Outdoor Field

With \$1,400 in his kick, Dick was taking things easy one day near Enid, Okla., when he struck up a conversation with one of the local citizenry and was informed that Campbell, Bailey & Hutchinson Circus, playing in Enid, was in the market for a butcher. Dick inquired and was hired by Bill (High-grass) Campbell. Dick stayed with the show for a year and a half, and after Frank Mutton, then boss butcher, left because his mother was ill, Dick worked his way into the top butcher's slot.

Switching to Zeidman & Pollie Shows, Dick acquired two Funhouses on the show and maintained them until 1926. During this year he changed again,

(See **FOOLING MEDICOS**, page 82)

## Out in the Open

W. R. (Bill) Hirsch, secretary-manager of Louisiana State Fair, Shreveport, recently was presented with a citation by Louisiana 4-H Club members for his "untiring efforts in stimulating interest in the 4-H program."

After attempting to return to the road ahead of Cavalcade of Amusements, J. Raymond Morris was forced to return to his home in Cambridge, Mass., for further treatment of an injured leg. While in Akron, Morris visited with members of the Nos. 1 and 2 advance cars of the Ringling-Barnum circus. . . . Jack Kaplan has joined the advance of the Aut Swenson-managed unit of the Joie Chitwood Auto Daredevils. . . . Charles Cooper, a retired ride manufacturer of Dayton, O., had the Roller Coaster, he constructed, at the Decatur, Ind., Free State Fair and planned to take it to the Canadian National Exhibition, Toronto, after which he will play a number of other fair and exposition dates. . . . Mr. and Mrs. Max Goodman were recent week-end guests of Mr. and Mrs. Ned Torti at their Delavan Lake, Wis., summer cottage.

secretary-manager of Calgary (Alta.) Stampede, was a visitor at North Montana State Fair, Great Falls.

Korean conflict made itself felt at Rockaways' Playland, New York, when it was learned that Richard Marcus, assistant to A. Joseph Geist, park president, would be called for active duty with the navy Wednesday (16).

Mr. and Mrs. Al Sweeney, of National Speedways, Inc., visited at the Northern Wisconsin District Fair, Chippewa Falls, Wis., closing day Sunday (6). Al recently took delivery on a 1951 Frazer. Mr. and Mrs. R. O. Planeri, of the DePere, Wis., fair also visited. . . . Frank Winkley, veteran auto race promoter, made money on a rain-out Monday (31) at Calgary, Alta., for the first time in his many years in the business. When an all-day rain at Victoria Park forced postponement of his Saturday (29) big car races to Monday, Winkley feared for the worst but was greeted by an estimated crowd of 6,000.

Aaron Cushman, p. a. for the Chicago Fair's pageant, "Frontiers of Freedom," is the first member of the expo's staff to be called to service. . . . Holder of an Air Force reserve commission, Cushman left recently for active duty. . . . Charles Yule,

Bands led by William Finzel, Herschel Leib, Toddy Skeel and Clayton Perry have been signed for the Michigan State Fair, Detroit. Dick Geist, who heads up the packing crew at Rockaway Playland, New York, plans a three-week jaunt to California, starting Thursday (24).

# Presque Isle Event Drops

**Crowds and midway, betting down — one-day throng sets new record**

PRESQUE ISLE, Me., Aug. 12.—Northern Maine Fair closed here Saturday (5) with attendance figures bit off from last year. Figures on the two closing days of the annual, which started July 31, were not available.

Business for opening day and Tuesday (1) was only fair, with admission figures around the 5,000 and 8,000 mark respectively, estimated as about 10 per cent below those of the first two days in 1949. On Wednesday (2) total admissions just over the 14,000 mark were up about 200 over the corresponding day last year. It is believed that this figure represents an all-time record for a single day's admissions at this fair. Thursday's (3) total of about 9,000 resumed the 10 per cent lower pattern set earlier in the week.

Wednesday and Thursday evenings produced grandstand sell-outs, with an overflow on the midway. Friday night's grandstand show was lost because of rain just before show time but the rain stopped after a short time and goodly throngs remained on the midway. Saturday night's grandstand presentation was another sell-out.

General admission to the fair was \$1, including tax. Grandstand admission was 75 cents and box seats another \$1.

Harness racing this year was staged from Monday thru Friday, instead of Tuesday thru Saturday as in former years. Frank Whitman, top man on the pari-mutuels, estimated his activities as down about 5 per cent but regarded the drop as no more than proportionate to general business conditions in this area.

World of Mirth Shows, long a fixture at this event, began their fair season here. Owner Frank Bergen reported midway business off 25 per cent from that of a year ago.

Grandstand attractions were a George A. Hamid package. Basis was the Showtime Revue, produced by Peaches O'Neill and paced by the music of George Ventrie's band. Acts included Pierrot and Pirouette, roller skating; the Adamsons, high perch; Green and Dooley, vent; Three Raye Sisters; Ira and Buddy Watkins, climps; A. Robins, clown, and Dick Lane, emcee and vocalist. Joe Hughes was unit manager.

President of the Northern Maine Fair this year is C. Fred Grant. Robert D. Andrews is rounding out his first year as secretary, a post long held by Sen. Albert Brewer.

## Future of Swift Current Frontier Days in Doubt

SWIFT CURRENT, Sask., Aug. 12.—Fate of this city's annual Frontier Days celebration is in doubt with an announcement by the Kinetic Club that it will disband this fall.

Young men's club started the event around a small rodeo in 1935. It is now billed as "the second largest in Canada." Disbandment is due to lack of members, said President Ed Smith.

Kinetics originally framed their own grandstand show and with low operating costs were able to show profits. Imported platform attractions this year cost \$4,500 and the rodeo cost was \$7,500.

Capitol assets at the fairgrounds are \$22,800 and the club's Frontier Days organization has a \$17,000 bond surplus.

Celebration has been handled by a nine-man board named by the Kinetics. Shows have raised thousands of dollars for local improvements such as a youth center, swimming pool and wading pool.

# Talent Topics

Jerry D. Martin's Three Fearless Stars, high contortion-trapeze, have been booked into the Harlicker show at Pittsfield, Mass., this week and follow with dates at the Marshfield, Mass., fair and Playland Park, Rye Beach, N. Y.

Ramon LaRue (Sir Edwards), who recently performed the blindfold drive for three days in Fort Wayne, Ind., in conjunction with the Allen County Fair has signed with Aut Swenson, manager of Joie Chitwood's World Champion Auto Dare-devils, to do his sky escape act from a helicopter at the Oklahoma State Fair, Oklahoma City, September 23-30, and the Louisiana State Fair, Shreveport, October 26-28. . . . Acts playing Jefferson County Fair, Jefferson, Wis., included Six Tip Tops, Ashlons, Allan and Ruth Walker, Widaman's Circus, Terry Ray; Pansy the Horse, Musical Battens, Olympians, Whitson Brothers, Eihel D'Arcy, and Leo Hamilton, emcee, booked thru Barnes-Carruthers, Chicago. Jimmie Lynch's Death Dodgers were on for the matinee August 3, and the Staples Rodeo for the mat and night show the 4th.

The Silverglades, comedy gymnasts, have been booked as a headline act for the free circus to be presented twice daily at the 95th annual Greater Cincinnati and Carthage Fair, September 13-16. . . . Beatrice Dante and her chimpanzees; the Littlejohns, balancing and juggling; Happy Harrison and his dog and pony circus; the McClean Sisters, skating oddities; Happy and Hap, comedy acrobats, and Coach Paul Hartlaub's Coca-Cola Aquacade in

an hour-long swimming extravaganza were featured in the free vaudeville circus presented as part of the Cincinnati Zoo's diamond jubilee celebration August 7-13.

The Skating Schramms Ice Show, featuring April and Roy Schramm, returned recently to Hollywood after 10 weeks on the E. K. Fernandez circuit in the Hawaiian Islands. Unit has been signed to play the Pacific National Exhibition, Vancouver, with the booking handled by Lou Mantell, of the Bert Levey Seattle office. Jim Hesen was recently named manager of the icer.

Roy Barrett opens his fair dates this week after a rest in Chicago since closing with Cole Bros.' Circus at Hornell, N. Y. After making several Michigan fairs, Barrett will move south and close his string of annuals at Tupelo, Miss., October 7. He'll also make indoor and outdoor circus dates.

The Five Riccardis, Dick Clemens, the Rollins Brothers, Mia and Matti and Russ Dodson appeared before the polio and rheumatic patients at the Betty Bacharach Home for kids, Atlantic City, last week during their engagement at George A. Hamid's Steel Pier. . . . Gabby Lee, comedian, who closed recently with the Jewel Box Revue at the Balconadea Club, Pittsburgh, is current at the Knotty Pine Inn, Buffalo.

Mandos Sisters, aerialists with the Ringling-Barnum circus for two seasons, are playing the Stoll vaude circuit in England. . . . Lola Dobritch, wire-walker formerly with the Ringling show, is with Prince's International Circus at the Pavilion, indoor arena at the shore resort of Rhyll, England. . . . Four Phillips, equilibrists, are playing the Tivolis and Folkets parks in Sweden, offering a complete unit, with members of their families presenting eight different acts. . . . Serge Flash, juggler, and the Sing Lee Sing troupe, acros, appeared at the Palace, New York, the past week.

## Cole Price Tag Nips Dickering

CHICAGO, Aug. 12.—No deal for the sale of Cole Bros.' Circus, now in quarters at St. Louis, has been made, according to Jack Tavlin, general manager and former owner of the show, who said he and Arthur M. Wrtz, of Chicago, present co-owner of the org, had been unable to agree on a price so far.

Tavlin, who stopped here en route to the East, repeated that he would take a 15-car show out next year if he were able to buy Cole equipment. Tavlin said there was no chance that the show would make a late-season tour, as had been rumored.

Frank Orman, manager of the Cole show, is in charge of quarters at present and a small crew is on hand. In addition, Tavlin said, Terrell Jacobs' cats and other show-owned acts remain at the quarters.

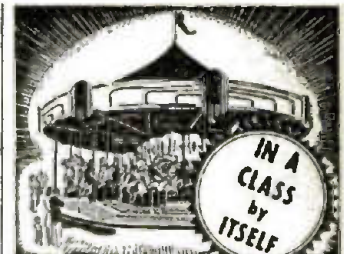
Information this week was that Cole Bros. had not lost money but was closed August 5 because the profit margin was smaller than anticipated.

Two of the final stands for the circus gave good business despite delays. At Scranton, Pa., August 3, the matinee started at 4:30 p.m. and was for a half house, but the night show was a full one. At Hazleton, Pa. (4), the org lost the matinee because of a railroad delay but played to a straw house at night.

## Hunt Near Home; Uses Eddy Label

LONG BEACH, N. J., Aug. 12.—Hunt Bros.' Circus, in here Monday (7), is playing close to its home base in New Jersey, making short jumps thru resort and beach territory.

The show is billed as Hunt Bros.' and Eddy Bros.' Combined Circus, and tickets go for \$1.20 and 90 cents. Side Show and Dave Nemo's concert are 25 cents each.



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Round White N. J. Cardboard Markers, 3 sizes; 1/2 inch dia., 1900 to 1b; larger size 3/4 dia., 1900 to 1b. Either size, 1b. Alpha Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 50¢. See for illustrated circular. For 125.00  
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## '51 Detroit Cele Plans Huge Spec For 7-Week Run

DETROIT, Aug. 12.—A major spectacle modeled after the Chicago Railroad Fair's Wheels A-Rolling the last two years, will be the acc presentation at Detroit's 250th Birthday Festival, to be celebrated next summer.

Pageant is to be put on daily for seven weeks, July 24-September 9, at the Michigan State Fair grounds, and will, presumably, tie in with the State fair itself at the wind-up. The normal dates for the fair are August 31-September 9.

The pageant is expected to take a major part of the million-dollar budget being set up this week by the sponsoring committee under the direction of William A. Mayberry, finance chief and president of the Manufacturers' National Bank.

## Thousand Oaks Club Plans Annual Circus

THOUSAND OAKS, Calif., Aug. 12.—Plans for the fourth annual Thousand Oaks Circus Day September 16 are being made here, with George T. McCarthy being named manager of the event.

Sponsored by the Thousand Oaks Business Men's Association, the event will feature the awarding of \$1,000 in prizes, a circus performance and Western dancing. The program starts at 10 a.m. and runs until midnight.

Acts for the performance are being booked. Some of the circus acts at the World Jungle Compound here will be used.

## Old Settlers' Meet Set

ODON, Ind., Aug. 12.—Plans for the 65th annual Old Settlers' Meeting here August 17-19 have been completed, C. J. Stotts, president, announces. The free-gate event will include commercial, domestic and agricultural exhibits and free entertainment.

## European Shows Doing All Right, Powell Reports

NEW YORK, Aug. 12.—All types of showbiz enterprises are enjoying bountiful earnings in Europe, Bill Powell, globe-trotting American showman, reported recently upon his arrival from Paris by plane after a seven-month tour on the Continent.

In the course of his travels thru 15 countries, Powell visited 36 circuses, including indoor and outdoor varieties; 15 carnivals and 8 fairs, in addition to numerous legit offerings. Countries visited included Ireland, England, France, Spain, Portugal, Italy, Switzerland, Belgium, Luxembourg, Holland, Germany, Denmark, Sweden, Finland and Norway.

### U. S. Dollars Help

There is little war talk in showbiz circles, and countries receiving Marshall Plan dollars have made rapid strides since he visited them a year ago, Powell reported. Germany is in particularly good shape, he said, with the exception of Berlin, surrounded by the Russian zone of occupation.

Circus Apollo, with wagons for each performer and excellent mechanical equipment, struck him as being the best tented unit.

### New Thrill Ride

At Hamburg, Germany, Powell viewed the Rotar, a new thrill ride. Unit is similar to a Motordrome, with a viewing platform for spectators to watch patrons held against revolving vertical walls by centrifugal force. The ride is tremendously popular and six units are being constructed for European parks. It could easily be adapted for portable use, Powell said. John Ringling North, circus magnate, is reported to hold American rights.

In London Powell visited with Bud Abbott and Lou Costello, who were appearing at the Palladium where they broke the house record.

Powell plans to again join Bernard (Bucky) Allen's concession department on the World of Mirth Shows prior to the shows' entry into Canada.

## Cincy Zoo Jubilee In Auspicious Bow

CINCINNATI, Aug. 12.—The Cincinnati Zoo's week-long diamond jubilee celebration opened strong Monday (7), when the 1,000-seat arena at the spot's new ape house was nearly filled for opening ceremonies marking the Federated Civic Association's (FCA) day and the following vaudeville circus and fireworks.

Gerritt J. Fredriks, zoo trustee and FCA president when that org led the drive to bring the zoo out of depression in 1933, chairmanned the opening ceremonies, with the Queen City's acting mayor, Edward N. Waldvogel; Councilman Carl W. Rich, and incumbent FCA president, Charles E. Dornette, as principal speakers. Dornette extended the congratulations of the FCA which handled over-all organization of the 75th anniversary celebration, and Councilman Rich outlined the growth of the animal collection during the park's 75-year history.

Talent line-up for the vaudeville circus, presented twice daily, includes Beatrice Dante's educated chimps, Happy Harrison's Dog and Pony Circus, Happy and Hap, comedy acrobats; McClean Sisters, skating oddities, and the Littlejohns, Australian ball balancers. Following the evening performances of the circus an aquacade, made up of local swim stars, presents a swimming show, which is followed by fireworks. Other features include hook and ladder drill teams from the Cincinnati Fire Department and The Cincinnati Post's Showwagon, which is on display daily.

## Altenburg Sets Celebration Bill

STOCKHOLM, Aug. 12.—Circus Altenburg, which has been touring Sweden since early spring, has pitched its big top here and is presenting a good bill in celebration of its 20th anniversary. Circus Scotti also will soon arrive in Stockholm for a run after three months on the road.

Circus Altenburg features Liberty and high school horses, presented by Albert Altenburg and Charles Lind—the circus proprietors, Louise and berg, plus Franz Trubka with a group of lions.

Line-up of acts includes Merry and Jeff, comedy tumblers; Villy Pauli, comic; Andre Belga, juggler; Dubsy's foot-ball dogs; Syskonen Johanssons, trampoline; Franz Ackert, high school horse; Three Rigetti, equilibrist; Pauli and Roland, Danish clowns, and Rulli Siewers and Partner, comedy.

Circus Scotti bill this season features the high school riding of Michaela Busch and the Liberty horses and elephants of Hans Strassburger, plus Koringa, fem fakir.

Line-up of acts with Circus Scotti includes the Two Saltos, jugglers; Two Rodrys, aerialists; Five Fredonas, Risley act; Bet Holt, juggling on trapeze; Los Onas, aerialists; Three Cavalinis, clowns; Rudi Blum-enfelds, audience-participation gag. Bror Ljunggren fronts the circus band.

## N. Y. Annual Slates Post-Fair Wrestling

BATAVIA, N. Y., Aug. 12.—Booking its first attraction on new grounds here, the Genesee County Agricultural Society will sponsor a wrestling show Tuesday (15), it was announced this week. Genesee County Fair concludes its run here today after starting Monday (7).

In a move that fair management hopes will make the site the scene of many attractions, Gorgeous George, well-known grunt-and-groaner, and Joe Savoldi, top professional grappler, are carded for the first show.

Ed Don George, of Buffalo, is preparing the card. Associated in the enterprise is Ed Canne, of Batavia.

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### San Fran Miracle Mile Queen Contest Expects 15G Gross

SAN FRANCISCO, Aug. 12.—The queen contest, "to choose a nifty for '50," held in connection with the Miracle Mile's Statehood Centennial Week celebration here, Oct. 2-9, stands to gross between \$15,000 and \$20,000, Art Craner, contest manager, said. Competition is on the sale of votes.

Held under the auspices of the Mission Street Merchants Association, the event also will feature a parade and a carnival. West Coast Shows have been signed for the midway attraction and plans to bring in its two units. Show will set up on the street, with the midway extending from Folsom to Harrison streets and from Army to 26th.

Craner said that 16 girls from all parts of the city are competing with Mae Tai Sing, a native Chinese girl, reported among the leaders. Winner will be featured on the Mutual Broadcasting Company's *Queen for a Day* program.

At the conclusion of this event, Craner will conduct the queen contest for the Loyal Order of Moose Hallowe'en Festival here.

### Wirth Talent Used For Mass. Charity

NEW BEDFORD, Mass., Aug. 12.—Talent for the Fire Fighters' Charity Circus, sponsored by the local Fire Fighters' Association, August 7-13, was booked by the Frank Wirth office, New York.

In the line-up were Malikova, high wire; Roberta, comedy animal circus; Jim Wong Chinese Troupe; Hip Raymond and his miniature car; Le-Roy Marionettes; Jack and Jennie, unicycle jugglers, and the Herzog Sisters, trapeze.

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### Beers Org Gets Biz, Adds Acts

ORANGE, Va., Aug. 12.—Beers-Barnes Circus began use of special paper for a new seal act and trained bison for its stand here recently, Gene Christian, agent, reported. Business for the eight-truck show picked up after it entered West Virginia in July, but Pennsylvania gave more blanks than red ones, with a coal strike taking the blame.

The seal act was purchased by Co-Owner Charles Beers from Max Morris, West Palm Beach, Fla., and the bison came from Ed Hiller.

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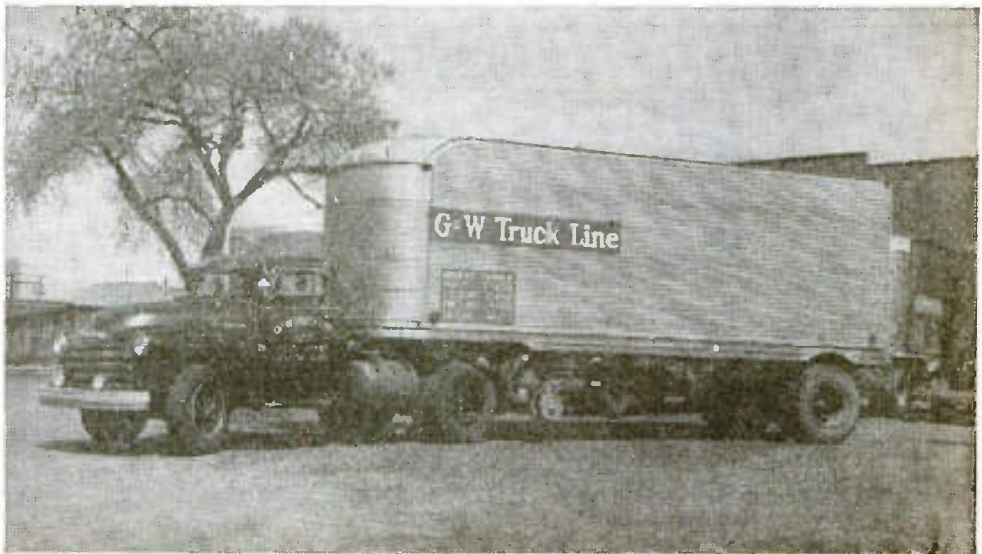
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# To Repeat Harlacker Jersey Event Despite Slim Crowds

JERSEY CITY, N. J., Aug. 12.—CYO (Catholic Youth Organization) Charity Circus and Midway, staged by J. C. Harlacker at Roosevelt Stadium, closed its eight-day run Monday night (7). Despite the fact that total attendance was only slightly more than 23,000 the sponsors expressed satisfaction with the promotion and announced that it would be an annual affair.

Harlacker lined up a good bill of standard circus and thrill acts for the nightly circus performances, with matinees Wednesday (2) and Saturday (5). Limited publicity, cool weather and meager transportation facilities serving the Roosevelt Stadium location were factors in holding down attendance, which hit only 3,000 on one or two nights. Stadium has a capacity of more than 20,000. Even the Saturday (5) matinee, with moppets admitted gratis, failed to fill more than two sections of the big grandstand. Thursday's (3) performance was washed out by all-day rain.

Program included Helen Adams, dogs and ponies; Potus and Folsom, acrobats; Chai and Somay, Chinese melange act; Cycling Kirks, bike and juggling; the Londons, eccentrics; Gladys Gillen, lions; Four Whirlwinds, roller skaters; the Charltons, high sway pole and trapeze; Elly Ardelt, equilibrist-aerialist; Shaller Brothers, trampoline; Judy and Jeanette, the Marquettes, high thrill act, and the Lambertis, high wire. Bob Rubison was emcee, and Mel Spooner was at the Hammond organ.

On the midway were several kiddie rides, a Ferris Wheel, bingo tent and several concessions provided by C. R. Cooke's Fairway Shows and Jim Cates, of Jersey City.

Financially, the promotion profited largely from the penny sales and other lotteries, with Jackpot night

Monday (7) drawing a good turnout. Entertainment features on the closing night consisted of organ music by Mel Spooner, barbershop quartet contest, drum corps exhibitions and a display of fireworks.

## Excursion Rate Set By Hamid for Pier

ATLANTIC CITY, Aug. 12.—On the heels of an earlier admission price cut to 35 cents for children under 12 from 9:30 a.m. until noon each day, including Sunday, George A. Hamid, operator of the Steel Pier here, has instituted a special discount for excursionists using the daily excursion trains on the Pennsylvania-Reading Seashore Lines to the resort.

Under the new excursion rates, youngsters will be admitted for 42 cents after noon daily, excepting Sunday, and adults for 84 cents, up to 8 p.m. Sunday rates, excepting for September 3, will be 55 cents for children under 12, and \$1.05 for adults. Amounting to a 20 per cent slice off the regular admission costs for these times and days, rates are available only to holders of the special excursion ticket stubs and to charter bus groups.

New price schedule, put into effect Saturday (8), will continue thruout the remainder of the resort season, and includes admission to the stage, film and outdoor shows at the Pier and all other features, including dancing in the big ballroom.

## FT. WILLIAMS GATE

(Continued from page 51)

booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, and fireworks.

Afternoon grandstand attendance, never too strong, has been up somewhat. Frank Winkley's thrill show, in the first four afternoons, drew 20 per cent bigger crowds than last year. Acts from the night grandstand bill comprise the matinee attractions the other afternoons.

**Midway Up 15 Per Cent**  
Midway business for the Royal American Shows was up about 15 per cent Tuesday and Wednesday (8-9), Walker said. The RAS opened Tuesday, a day after the fair's regular bow, due to the time required to make the 800-mile move here from the Regina Exhibition, where it had closed Saturday (5).

A new \$100,000 commercial-education exhibit building was used by the fair for the first time. It and the exhibits it housed drew raves from press and patrons and added substantially to the fair's appeal.

## CHICAGO FAIR GATE

(Continued from page 51)

atrical Enterprises, Chicago.

Proposed free dancing to music of name orks is still on the griddle but nothing definite has been done. One State Street merchant has come up with his part of the necessary cash but other business firms seem reluctant, awaiting definite word that the fair's run will be extended.

Total front gate attendance thru Wednesday (9), the 47th day of operation, was 1,017,000 compared with 1,181,535 to the same point a year ago. Pageant attendance continues light with figures running roughly 50 per cent below 1949.

Voorhees-Fleekles ice show and the Cypress Gardens water ski unit are topping other attractions with the exception of the Avenue of American Homes, which is second only to the pageant. Open-air circus and Music-in-the-Round continue to limp.

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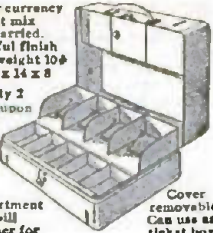


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**Truck Orgs Benefit:**

**Maine Heeds Reciprocity Pitch Of Showman - Solon, Cuts Fees**

ROCKLAND, Me., Aug. 12.—Show organizations traveling on trucks registered in other States will no longer have to pay hefty license fees for the privilege of touring thru and showing in Maine as a result of a new interpretation of the law.

Favorable ruling was instigated by Reid (King Reid) Lefevre, owner-operator of the King Reid Shows and a member of the Vermont State Legislature thru Elmer Marsh, Vermont's commissioner of motor vehicles.

Previously shows, depending on the number of units carried, were faced with charges ranging up to \$8,000, the cost estimated by Reid for his organization under the former set-up, because they were regarded by Maine

as intrastate trucking concerns. It was pointed out to Maine execs that shows were not engaged in the trucking business, but were merely transporting their own equipment on an interrupted tour.

Reid, who as a member of the Vermont Legislature had served on committees concerned with reciprocal agreements, became personally interested in the charges confronting touring showmen in Maine when he booked the Skowhogan State Fair. Even tho he added several other dates within the State, the fees attached to each truck loomed excessively stiff.

Reid pointed out to Marsh, who later expanded the theme at a New England conference of motor vehicle commissioners, that practically all States welcomed visiting shows without charging special fees as long as there was a reciprocal agreement in effect.

It was not necessary to change the law as written since a new interpretation served the purpose. Reid said his interest extended beyond reciprocity only with Vermont and that the new ruling will benefit the amusement industry as a whole with all segs, including circuses and any other show enterprise trucking its own equipment, saving considerable money.

New ruling also will aid railroad orgs, such as Frank Bergen's World of Mirth Shows, which include a number of truck units.

Special legislation passed several years ago exempted circus wagons from the special fees even tho they were hauled over highways from train to show lot.

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**Lancaster, Calif., Constructing Final Steel Exhibit Bldg.**

LANCASTER, Calif., Aug. 12.—Antelope Valley Fair and Alfalfa Festival will open here September 7, with all exhibits completely under steel. Final building in its master plan, a 70 by 200-foot steel Varied Industries Building, is under construction and will be ready for the opener.

According to Don Jacqua, secretary-manager, remaining on the building sked is a combination home economics and restaurant structure, a grandstand and a small park. Drinking fountains also will be installed.

This year's annual will feature the Floricultural Building, constructed of gold ore mined north of this community. Approximately 200 species of desert blooms will be on display.

The fair will stage Rural Olympics September 9, with hayloading and tractor races as highlights.

**Grand National Expo Selects New Slogan**

SAN FRANCISCO, Aug. 12.—The Show of National Championships has been selected as the slogan for the 1950 Grand National Livestock Exposition to be held in the Cow Palace here for 10 days starting October 27, Carl Garrison, manager, announces.

Garrison said the slogan is based on the fact that for the past years the event has been known and accepted as the "West's Greatest Show." With the new catch-line, the event is lifted above the consideration as an essentially Western annual.

This year's event will feature several national championship competitions. These include the International Rodeo Association's championship finals, the American Horse Shows Association's final competition in its Medal Class and the awarding of the Van Sinderen perpetual trophies and the National Cutting Horse Association's finals. In the livestock class the national show and sale of the American Aberdeen-Angus Breeders' Association will be held.

**Leo Carrillo Skedded For Ft. Madison Rodeo**

FT. MADISON, Ia., Aug. 12.—Leo Carrillo, Hollywood film star, will appear at the Ft. Madison Pre-Madison Square Garden Rodeo here September 2-4. Prizes total \$7,500.

Carrillo will provide his own brand of comedy in connection with the same line-up of performers that are to appear a month later at the Madison Square Garden Rodeo, New York.

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo: Anadarko, Okla.
- American Beauty: (Fair) Bloomfield, Ia., 14-18; (Fair) Eldon 20-24.
- American Eagle: Sidel, Ill., 17-18.
- American Midway: Osborne, Kan.; Stafford 21-26.
- American United Caldwell, Idaho.
- Avery's Modern: (Fair) Pontiac, Mich., Peag-beach 22-27.
- Baker United: Winamac, Ind.; (Fair) Martinsville 21-26.
- Beams Attrs.: Apollo, Pa.; Dayton 21-26.
- B. & C. Expo: (Fair) Rochester, N. Y.; (Fair) Vernon 21-26.
- Becht, Lee: Hamilton, O.; Reading 21-26.
- Bee's Old Reliable: (Fair) Brodhead, Ky.
- Bernard & Barry: Valleyfield, Que. Can., 16-19; Peterborough, Ont., 22-27.
- Big Four Am.: Mokence, Ill.
- Big State: Post, Tex.
- Bill, Karl: W. Lakerville, N. Y.; Pike 21-26.
- Blue Grass: Carmi, Ill.
- Bogle, P. C.: (Fair) Osaage City, Kan.; (Fair) Mound City 22-26.
- Boone Valley: Pochontas, Ia., 14-17.
- Borderland: Wharton, Tex.
- Brodbeck & Schrader, No. 1: (Fair) Ellsworth, Kan.; (Fair) Harper 21-26.
- Brodbeck & Schrader, No. 2: (Fair) Ashland, Kan.; (Fair) Turon 21-22; (Fair) Mackville 23-26.
- Brodbeck's: Russell, Kan.
- Buck, O. C.; Elmira, N. Y.
- Buffalo: Clinton, N. Y.
- Burdick's Greater: Caldwell, Tex.
- Burke, Harry: (Fair) Farmington, Ill.
- Burkhart: Farmington, Ill.
- Capitol City: (Fair) Manchester, Ky.; (Fair) Barboursville 21-26.
- Casey, E. J.: (Fair) Red Lake, Ont., Can., 16-19; Sioux Lookout 21-22 (Fair) Kenora 24-25.
- Casey, E. J., No. 2: North Bay, Ont., Can., 16-19; (Fair) Kenora 24-25.
- Casey, E. J., No. 3: (Fair) St. Vital, Man., Can., 18-19.
- Cavalade of Amusements: Erie, Pa.; Toledo, O., 21-26.
- Cavalade of Fun: Manhattan, Ill., 18-20; Yorkville 25-27.
- Central American: Deshler, Neb.
- Central States, No. 1: Norton, Kan., 14-19.
- Central States, No. 2: Hastings, Neb.
- Ceclin & Wilson: Kalamazoo, Mich.; (Fair) Bay City 21-26.
- Chano, Jimmie: (Fair) Kendallville, Ind.
- Cherokee Am. Co.: Ottawa, Kan.; (Fair) Blue Rapids 21-26.
- Coleman Bros.: (Fair) Middletown, N. Y.
- Collins, Win. T.: (Fair) Owatonna, Minn.; (Fair) Worthington, La., 23; St. James 25-27.
- Columbia: Bridgton, Me.
- Continental: (Fair) Westport, N. Y.; (Fair) Caledonia 22-26.
- Cote Am. Co.: Davison, Mich.; Lapeer 23-24.
- Crafts Expo: Woodland, Calif., 14-20.
- Crafts 20-Big: Fairfield, Calif.
- Crescent Am. Co.: (Fair) Northwood, Ia., 13-16; Mammoth Springs, Ark., 18-26.
- Cumberland Valley: (Fair) Winchester, Tenn.; (Fair) Tracy City 21-26.
- Dan-Louis: (Fair) Sumner, Ind.; Rising Sun 21-26.
- Davis Am. Co.: (Fair) Grants Pass, Ore.; (Fair) Newport 23-28.
- Delta Am.: Elmhurst, Miss.
- DeLuxe: Wilson, Conn.; West Hartford 21-26.
- Dickerson: Nichols, S. C.
- Dobson's United: (Fair) Spooner, Wis., 14-18; (Fair) Rice Lake 17-20; (Fair) Ellsworth 23-25.
- Down River Am. Co.: Roseville, Mich.
- Dwain Am.: North Judson, Ind.; Wabash 21-26.
- Drew, James H.: (Fair) Carlisle, Ind.
- Dudley, D. C.: Snyder, Tex.; Roaring Springs 21-26.

- Dyer's Greater: (Fair) Eldora, Ia.; (Fair) Boone 21-25.
- Eastern Am. Co.: Yarmouth, Me.
- Eddie's Expo: West Bridgewater, Pa.; Washington 22-25.
- Ellott, Frank: Shelburne, N. E., Can.
- Evly Bros.: Johnstown, Pa.; (Fair) Ronceverte, W. Va., 21-28.
- Evans United: Effingham, Kan., 15-18; Sparks 24-28.
- Fair Am. Co.: Fair Bluff, N. C.; Florence, S. C. 21-26.
- Ferris, Carl D.: (Fair) Lowville, N. Y.; (Fair) Watertown 21-26.
- Fisher's United: Morris, Ill.
- Fleming, Mad Cody: Hopeville, Ga.; Jefferson 21-26.
- Francis, John: (Fair) St. Charles, Minn.; (Fair) Preston 24-27.
- Franklin, Don, No. 1: (Fair) Frederickburg, Tex.; Brownwood 23-Sept. 2.
- Franklin, Don, No. 2: Sonora, Tex.
- Galely: (Fair) Rochester, N. Y.
- G. & B. Rides: Hundred, W. Va. (Fair) G. & B. Riverville 21-26.
- Gem City: (Fair) Trenton, Mo., 14-18; (Fair) Pleasant Hill 23-25.
- Gensch, J. A.: Jasonville, Ind.
- G. & B. Rides: (Fair) Canton, Kan.; Lamont, Okla., 24-25.
- Gold Bond: Medford, Wis.
- Gull Coast: Fulton, Mo.
- Gold Medal: South Chicago Heights, Ill.
- Gooding Am. Co., No. 1: (Fair) Troy, O.
- Gooding Am. Co., No. 2: (Fair) Celina, O.
- Gooding Am. Co., No. 3: (Fair) Jefferson, O.
- Gooding Am. Co., No. 4: (Fair) Springfield, O.
- Gooding Am. Co., No. 5: (Fair) Zanesville, O.
- Gooding American Expo: (Fair) La Porte, Ind.
- Gooding Greater: (Fair) Connersville, Ind.
- Gooding Park Attrs.: (Fair) Berea, O.
- Graceland Greater: Oxford, Ind.
- Grand American: (Fair) Waukon, Ia., 14-17; (Fair) Electric Park Waterloo 19-20; (Fair) Nashua 21-25.
- Granite State: (Fair) Orland, Me.
- Grant's Am.: Herminie, Pa.
- Greater Rainbow: (Fair) Eustis, Neb., 14-16; (Fair) Culbertson 17-20 (Fair) Clay Center 21-23.
- Griggs Greater: (Fair) Clarinda, Ia., 14-18; (Fair) Mt. Airy 17-19; (Fair) Greenfield 20-25.
- Groves Greater: Columbia, La.
- Hall Denton Ia.; Weeping Water, Neb., 23-26.
- Hames, Bill: Sherman, Tex.; Mt. Pleasant 21-26.
- Hannum, Morris: York, Pa.; Kutztown 21-26.
- Happy Attrs.: (Fair) Mt. Gilead, O.; Bellaire 22-28.
- Happyland: (Fair) Bad Axe, Mich.; (Fair) Cayo 21-26.
- Harrison Greater: Sallisburg, Md.; (Fair) Tasley, Va., 21-28.
- Harry's Greater: Sycamore, O.; East Liverpool 21-26.
- Hawkeye State: Martinsdale, Ia., 14-16.
- Heart of Texas: Perryton, Tex.
- Heiler's Aeme: Hyattsville, Md.; (Fair) Tappanhook Va., 21-26.
- Hennet Bros.: (Fair) Springfield, Ill.
- Reth, L. J.: (Fair) Mayfield, Ky.; (Fair) Dickson, Tenn., 21-26.
- Rivanna: Elk Rapids, Mich.
- RW's Greater: Ft. Benton, Mont.
- Home State: (Fair) Slayton, Minn.; (Fair) Zumbrota 24-27.
- Hottle, BU: Carbonada, Ill.
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Davies, Ayres & Kathryn: Williamston, Mich., 18; Eaton Rapids 16; Grand Lodge 17; Portland 18; Paw Paw 19; Buchanan 21; New Buffalo 22; Hartford 23.

Doyle, Jay: Newton, Ia., 14-15; Gladbrook 17-18; Knox, Iowa, 20-22; LaGrange 23-24; Pittsfield, Ill., 25-26.

Hunt Bros.: Cape May, N. J., 16-17.

Jones, Al, Rodeo & Circus: (Fair) Pomeroy, O. 17.

Kelly, Al G., & Miller Bros.: Albion, Mich., 15; Hudson 16; Coldwater 17; Angola, Ind., 18; Auburn 19; Legioner 20.

Kelly & Morris: Charverle, Kan., 15; Picher, Okla., 16; Webb City, Mo., 17.

King Bros.: Chelan, Wash., 18; Orvill 16; Okanagan 17; Wenatche 18; Suohomish 19; Puyallup 20; Chehalis 21; Longview 22; Astoria, Ore., 23.

Mills Bros.: Holland, Mich., 15; Grand Haven 16; Grand Rapids 17; Ionia 18; Lansing 19; Bay City 21; Oxford 22; Ann Arbor 23; Dearborn 24; Trenton 25; Monroe 26.

Polack Bros. (Eastern): (Stadium) Johnson City, Tenn., 16-18; (Engel Ball Park) Chattanooga 19-20; (Collins Stadium) Knoxville 21-22.

Polack Bros. (Western): (University Stadium) Reno, Nev., 18-19; (Fairgrounds) Chico, Calif., 20-23.

Ringing Bros. and Barnum & Bally: Peoria, Ill., 15; Rock Island 16; Freeport 17; MU-waukee, Wis., 18-19; Madison 20; La Crosse 21; St. Cloud, Minn., 23; Fargo, N. D., 23; Grand Forks 24; Devils Lake 25; Minot 26.

Rogers Bros.: Covington, Ky., 16; Paris 16; Frankfort 17; Louisville 18-20; Tell City, Ind., 21; Owensboro, Ky., 22; Henderson 23; Madisonville 24; Princeton 25; Paducah 26.

Imperial: (Fair) Warren, Ill.

Imperial Expo: Dremerton, Wash., 14-20.

Imperial Expo: Davenport, Ia.; Aberdeen, S. D., 21-26.

Inland: (Fair) Allen, Kan., 14-16; (Fair) Lane 18-19.

Interstate: (Fair) Spencer, Ind.; (Fair) Bos-well 21-26.

Jan Am.: (Fair) Mishicot, Wis., 18-20; Horton-ville 26-27.

J. & B.: Nokesville, Va.

Johnny's United: (Fair) Clarksville, Tenn.

Jollytime: Pocomoke, Md.

Jones, Johnny J., Expo: (Fair) Cedar Rapids, Ia., 14-17; (Fair) Sedalia, Mo., 20-27.

Jones United: White River, S. D., 18-20.

Kaus, W. C.: Draper, N. C.

Keystone Attr.: (Fair) Oriental, (Liverpool) Pa., Bellefonte 21-26.

Keystone Expo: Blasco, N. C.

Kinland Am. Co.: Moultrie, Ga.

Kraus Am.: Philadelphia, Pa.

LaCrosse: Peterborough, N. H.

Lagasse Am. Co., No. 1: (Fair) Barton, Vt., 17-19; (Fair) Hartland 23-26.

Lagasse Am. Co., No. 2: (Fair) Weymouth, Mass.

Lagasse Am. Co., No. 3: North Chelmsford, Mass.

Lagasse Am. Co., No. 4: Methuen, Mass.

Lamb, L. B.: (Fair) Elkader, Ia., 14-16.

Lane, Sammy: (Fair) Owensville, Mo., 16-19; (Fair) Ellington 23-26.

Lawrence Greter: Baltimore, Md.; (Fair) Cambridge, Md., 21-26.

Lee Am. Co.: Montgomery, Ala.; Sylacauga 21-26.

Lee United: Lakeside, Mich., 16-17; Weidman 18-19.

Lone Star: Pindley, O.; Falmouth, Ky., 21-26.

Loney Am. Bowling Green, Md.; Mt. Savage 21-26.

Maine Am.: Island Falls, Me.

Manning, Ross: Syracuse, N. Y.; (Fair) Lockport 21-26.

Marion Greter: Darlington, S. C.

Marus, John H.: Lynchburg, Va.; Galax 21-26.

Marrel: Toulon, Ill., 17-18; Tampico 24-25.

Merit Union, Me.

Mergiam's Midway: (Fair) Algona, Ia., 16-19; (Fair) Hampton 20-22; Oakland, Neb., 24-26.

Merry Midway: (Fair) Williamsport, Ind.

Merryland: Thompsonville, Mich.

Mewerdan, Lloyd, m.: Oillet, Wis.; Wautoma 21-27.

Midway Expo: (Rodeo) Sidney, Ia.

Midway of Mirth: Nashville, Ill.

Midwest: (Fair) Gooding, Idaho; (Fair) Bur-ley 21-26.

Mighty Hoosier State: (Fair) Hartford City, Ind.; (Fair) Ooshen 21-26.

Magic Empire: Lebanon, Ky.; Bowling Green 21-26.

Mighty Page: Orange, Va.; Luray 21-26.

Miller, Ralph R.: Canton, Kan.

Model: (Fair) Humboldt, Ia.

Model Shows of Canada: St. John, Newfoundland.

Modernistic: Ridgely, Md., 15-21; Delmar, Dela., 22-23.

March Imperial: Malala, Ore.; (Fair) Mon-mouth 21-26.

Moore's Modern: Herrin, Ill.; (Fair) Alton 30-26.

Motor State: (Fair) Woodburn, Ind.; Bradner, O., 22-26.

Mound City, No. 1: Boonville, Mo.

Mound City, No. 2: (Fair) Warrenton, Mo.

Mountain State: (Fair) Rays Center, Neb.; Republican City 18-20.

Myers, Wm.: Lynchville, Tenn.; Fayetteville 21-26.

Nelson, George W.: Stewart, Minn., 15-18; Pillager 17-19.

Nessler: Vincennes, Ind.; (Fair) Greenup, Ill., 30-26.

Nolan, Larry: (Fair) Hugo, Okla.

Northern Expo: Glasgow, Mont., 17-19; Circle 20-22; Miller City 24.

Northwestern Am.: Clinton, Mich.

Orange State: Cape Charles, Va.

Page Bros.: (Fair) Scottsville, Ky.; Hartsville, Tenn., 21-26.

Palmetto Expo: Aynor, S. C.

Pan-American Am.: E. Los Angeles, Calif., 18-20; Inglewood 21-27.

Parade: Erie, Pa.; Paola 21-27.

Paul's Am.: Crane, Mo.; Lockwood 21-26.

Peck Am. Co.: Bloomington, Ind.; Lyons 21-26.

Peetle's Celebration Am.: Mouth of Seneca, W. Va.

Penn. Premier: Ridgeway, Pa.; (Fair) Hunt-ington 21-26.

Pine State: Ocala, Ga.

Pioneer: (Fair) Abbotstown, Pa.; (Fair) Troy 21-26.

Pioneer Expo: Montrose, Colo., 14-17.

Playland: Alma, Mich.

Playlans, No. 2: Needham, Mass.

(See Carnival Routes on page 82)

## Akron Revival Plans To Continue in 1951

AKRON, Aug. 12.—Summit County Fair will continue next year, William Griffith, of Griffith & Palmer promotion agency, announced here this week following the close of the seven-day event Sunday (6). The fair drew an estimated 120,000 people thru its free front gate.

The fair, revived after 23 years, was hit by rain the first three nights but from Thursday thru Sunday drew ideal weather and finished strong.

Al Wagner's Cavalcade of Amusements did excellent business and Sally Rand was reported to have played to 8,000 admissions during the week.

Ernie Young's grandstand revue was the only weak spot, and failed to draw good patronage despite a good show. Some observers held that the location of the midway, between the parking grounds and the grandstand, was responsible for the revue's light biz.

## Grass Valley Lets 17G Contract for Utilities Work

GRASS VALLEY, Calif., Aug. 12.—Contract for \$17,182 for the installation of sewer, water and gas mains at the 17th District Agricultural Association fairgrounds here was awarded Tyson & Watters, Inc., Sacramento. Work was let by the State division of architecture. Work on the mains will start at the conclusion of this year's event, which opens August 24 for a four-day run.

Featured this year will be the farm forestry program which is rapidly gaining in popularity on many mountain ranches and farms along the Sierra slopes. A practical demonstration will be given at the fair.

Fitting in closely with the program will be the felling of two towering Ponderosa pines on the evenings of August 26-27. This demonstration will include cutting the trees into lumber for farm use or for the market. The exhibition is designed to show that a mountain farmer with a small stand of timber can profitably harvest the timber for his own use or for sale.

Eight towns and communities will participate in the community booth competition. A like number of 4-H Clubs will compete in the junior divisions. Flower and livestock shows will be featured in premium competition divisions. Entertainment will include night vaudeville, horse show and a pet show.

Loyle Freeman is the secretary-manager.

WAUKESHA, Wis., Aug. 12.—M. T. Gordens Enterprises, Milwaukee, have been signed to provide the rides and concessions at the 1951 July 4 celebration here. Event is sponsored by the Daniel J. Martin American Legion Post and the Soat Vergenz VFW Post.

## Isser Kid Rides For Mineola Annual

MINEOLA, N. Y., Aug. 12.—Phil Isser's I. T. Shows will furnish five kiddie rides, including a Merry-Go-Round, Whip and Ferris Wheel for the Mineola Fair, in addition to supplying the regular midway line-up of rides, shows and games. Event will be held here September 12-16. Fair proxy J. Alfred Valentine says it is the first time the annual is booking rides especially for the moppets.

Further addition to Hunt Bros.' Circus, org set to play the fair, will be three baby elephants now en route from India. They are expected to arrive in New York next week.

## Reidsville Cele Inks Mooney, Gayle Bands

REIDSVILLE, N. C., Aug. 12.—Art Mooney and his ork have been booked for Friday night, September 1, at the Reidsville Harvest Jubilee, annual community celebration staged by local Jaycees, according to W. R. Henderson, chairman.

For the Coronation Ball, at which the queen of the event will be crowned, Harold Gayle and his orchestra, of Winston-Salem, N. C., have been set. Ball is slated for Saturday night, September 2. The Gayle outfit also will furnish music for a bathing beauty review at Kiker Stadium

## Flourtown Take Under '49 Level

FLOURTOWN, Pa., Aug. 12.—With heavy Friday (4) and Saturday night (5) throngs making up for the lighter attendance during the week-days, William J. Goss, manager of the Flourtown Fair, estimated a total attendance of 120,000 for the annual.

Event opened Wednesday (2) and continues thru tonight, sponsored by the Flourtown Volunteer Fire Company. Last year the fair earned about \$9,500, but with lighter spending and crowds total gross this year is not expected to hit the '49 level.

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## Mills Scores Big Turnouts In Michigan

### Dailey Slows Ishpeming

TRAVERSE CITY, Mich., Aug. 12.—Mills Bros.' Circus racked up an impressive score of good business in upper Michigan and Wisconsin during recent days. At least one performance at most towns was for a full house. A notable exception was Ishpeming, Mich. (4) where Mills faced considerable Dailey paper for Thursday (10).

Mills garnered a straw matinee here Thursday. The police-auspice stand also gave a three-quarter night house. A hospital show was given by a number of Mills performers.

At Petoskey, Mich., Wednesday (9) the matinee was a full one but the night show dropped to the half mark with cooler weather settling in late. In Sault Ste. Marie, Mich., Monday (7) Mills played to a three-quarter matinee and full night house. A fuse was blown in the lighting system at night and a resulting small blaze was put out instantaneously.

Manistique, Mich., a Saturday (5) stand, dropped to a three-quarter matinee and half house at night and was preceded by Ishpeming, where the Dailey opposition held biz to a half matinee and three-quarter night house.

Green Bay, Wis., where Mills played August 1, was the best of the string, giving a full house at the matinee and a straw audience for the evening performance in cloudy but pleasantly cool weather.

## New Local High Scored for San Jose by Polack

SAN JOSE, Calif., Aug. 12.—All previous San Jose records for Polack Bros.' Western unit were surpassed by the seventh annual date for the Shrine Club here. The one-week stand ended Wednesday (9).

Ten of the 13 performances were turnaways, with all standing room occupied, and two of the others were near capacity. Total attendance was placed at about 40,000 by Louis Stern, managing director of the unit.

Stern regarded the business as all the more remarkable because of a general tightening of amusement spending, and he attributed the increase to strong promotion and press. During the run, Stern signed a 10-year exclusive circus contract with Jay McCabe, manager of the Civic Auditorium.

The show made an over-night move to San Jose from Santa Cruz, where a three-day stand followed a week's lay-off. A slight drop in business in Santa Cruz was attributed to an earlier date this year at Watsonville, only 17 miles away. The gross also fell somewhat at the two preceding spots, Oroville and Napa.

Jimmy Rison, who reported an increase in his promotion at San Jose, left for Baltimore, where he handles the Eastern unit's annual fall date. He was accompanied by most of his staff and will be joined later by Jack Daugherty, who handled Salinas (11-12) and Art Hansen, who is at Chico (22-23). E. H. (Dixie) Hebert jumped from Santa Cruz to the tri-cities, Pasco, Kennewick and Richland, Wash., a new date this year between Seattle and Klamath Falls, Ore.

## Canadian Paper Hits at Lowered Quality of Orgs

ST. JOHN, N. B., Aug. 12.—Editorial appearing this week in a local paper, *The Telegraph-Journal*, sounded a warning against what it termed "fly-by-night, so-called circuses which have victimized the public and sabotaged the traditional popularity of the circus as a North American institution."

Occasion for the piece was a complaint by a town councillor in Truro, Nova Scotia, that orgs were just "an excuse for a lot of cheap rackets." Truro official wanted to boost the license fee for circuses playing the community so high that orgs would avoid the spot.

The *Telegraph-Journal* editorial claimed that this attitude had gained currency thruout Canada as a result of low-grade offerings, which disappointed potential customers when circuses resumed their tours following a war-time hiatus because of tightened rail facilities.

Editorial held that it was time for owners to put their figurative tents in shape before it was too late. As a means of accomplishing this, the newspaper suggested that "perhaps the better circuses can band themselves together, for their own protection, with a seal of approval or some certification of quality which will mark them as having a highly rated standard."

## CHS Plans Meet At Gainesville

CHICAGO, Aug. 12.—Gainesville, Tex., will be the scene of the 1951 convention of the Circus Historical Society. The site was chosen at the group's annual banquet here Saturday (5), and Mrs. Bette Leonard, president, said the Gainesville Community Circus would be presented at next year's meeting. About 35 persons attended this year's convention.

CHS members inspected the circus collection of Walter Scholl at the Chicago library Friday (4). On Sunday (8), final day of the annual meeting, the group conducted memorial services at Showmen's Rest here, attended the Big Top Circus at the Chicago Fair and inspected three old circus tableau wagons stored at the fairgrounds. The members also viewed circus movies and models.

## Ringling Beams Optimism As Upsurge Pushes Gross

(Continued from page 51)  
for Firestone, and it was pointed out that the set-up meant income from all seats because no paper was involved. The third day at Akron (6) was for the general public, and business, while not strong, was considered "gravy" inasmuch as the show otherwise would have been laying over for the Sunday.

Lima, O., gave fairly good business for Tuesday (8). Despite showers at Toledo (9) the matinee was a three-quarter house and a near-capacity crowd was in the top for the night show. Other Ohio stands during the week were satisfactory to good.

Fort Wayne, Ind., the show's Thursday (10) stop, gave a half house for the matinee in hot weather and a three-quarter house on a rainy night.

Firestone Pleased  
Next on the Firestone schedule

## Beatty Names Moore as GA; Ousts Eagles

### Route Change Expected

LINCOLN, Neb., Aug. 12.—Paul Eagles has been replaced by Bill Moore as general agent of the Clyde Beatty Circus in a mid-season shuffle which also was expected to involve routing changes thru the Midwest. Moore joined the org after the start of the season and had been back on the show until his appointment to the g. a. post.

In confirming the change, Beatty, owner and star of the show, said Fred Donovan, formerly with Cole Bros., had joined as legal adjuster. Morris Etheridge replaced Al Moss as lot superintendent. George Jones has taken over in the white wagon as time-keeper, and Tommy Reale has joined as boss ticket seller.

At Fort Collins, Colo., Saturday (5) the show played to two three-quarter houses in good weather.

Wind-up of the three-day Denver stand Thursday (3) brought turnouts similar to those of the first two days—a three-quarter matinee and near-capacity at night. Some reserved seats went unsold at the final night show.

Beatty became the first org to entertain veterans of the Korean campaign when 50 servicemen from Fitzsimons General Hospital near Denver, including many injured in Korea, were guests of the circus, Frank Lee, press agent, stated.

## Mediocre Crowd For Dailey Org

ISHPEMING, Mich., Aug. 12.—Dailey Bros.' Circus, back in the States after more than two months in Canada, registered only mediocre business here Thursday (10). The matinee was for a half house while at night the audience was about three-quarters of capacity.

The show crossed the border at Sault Ste. Marie August 5. One of the final Canadian stops was Orillia, Ont., Thursday (3), where the circus did half-house business at the matinee in rainy weather and then rallied to score a full house at night despite threatening, cold weather.

## Capell Bros. Back On Road, Enlarges

CHELSEA, Okla., Aug. 12.—Capell Bros.' Circus has resumed its contract dates after a two-week lay-off during which acts played as a free attraction on the Capell carnival.

H. N. (Doc) Capell, owner-manager, said the show's performance is stronger now than at the first of the season, several acts from two other shows having joined. L. V. Lewis's Side Show band also joined.

Capell said that the circus was severely damaged in a storm at Sayre, Okla., and that the lay-off was necessary to repair equipment. He stressed that the circus has reopened as an independent unit and that at no time were any employees laid off. He said the show has been doing fair business.

## Biller Ends Canada Trek

Plans return next season; tour described as "fairly successful" by officials

FORT FAIRFIELD, Me., Aug. 12.—Biller Bros.' Circus closed its 25-stand Canadian tour at Edmundston, N. B., Sunday (7) with a light matinee and three-fifths night house. At Caribou, Me., Monday (8) the show did banner business with two near-capacity houses, but the turnouts at Fort Fairfield Tuesday (9) were weak; with a one-third night house and fewer persons for the matinee.

Manager Arthur Stahlman said that Canadian patronage had been good at most stands but that high fees and licenses together with devaluation of the Canadian dollar had eaten into profits. The tour was described as "fairly successful."

Show officials said that they believed the trek had succeeded in introducing the title and that key cities in Eastern Canada have been booked for next season.

At Bathurst, N. B., Friday (4) the Biller org drew only two half-houses and local sources blamed the small turnout on the fact that Dailey Bros. had played the town recently.

## ABC Skeds New TV Show To Use Outdoor Talent

CHICAGO, Aug. 12.—American Broadcasting Company (ABC) will launch a new TV show using outdoor talent here Saturday (19). The program, *Acrobat Ranch*, will be telecast from ABC's Civic Theater Saturday mornings and will mark ABC's entry into the morning TV field.

Stanza will use a Western ranch setting and will be aimed at the youngster audience. Jack Sullivan will be a permanent fixture on the show along with two children, Billy and Valerie Alberts.

Talent policy calls for use of theater and circus acts, including wire, aerial and trampoline turns but excluding animal acts. Idea is to stress a difference between *Acrobat Ranch* and ABC's Sunday show, *Super Circus*.

The new half-hour show will be produced by Norm Heyne, of Ruthrauff & Ryan Advertising Agency, and sponsored by the General Shoe Corporation, of Nashville.

Talent will be booked thru Biggie Levine, Chicago agent. On the first bill are the Sherwoods, acro trio, and Mr. Jonelli, magic.

**Polack Bros., Western**

San Jose was played indoors. Justus Edwards has returned after a flying visit to his ailing mother and promptly put Harry Dann and yours truly to work with six radio shows in two days. Canasta has taken over here in a big way. Harry Dann's new tag is the Percy Westmore of the White Tops. Tough on the trailer caravans in San Jose. They had to park two and three miles from the building and it made it kind of tough on those with animals, such as Rudy Docky, Nana Woolford and Silvers Madison.

Fred Woolford, who has been visiting Nana for several weeks, flew home to Jersey to take care of the Woolford Homestead. Joe and Chester Sherman's dog, Lucky, who underwent surgery recently, is coming along in fine shape. The Rose Gould Trio came up with new rigging in San Jose—chrome and nickle-plated. Clyde Ferguson and Bozo Baugh, members of the concession department, went on a cook's tour during the eight-day layoff. Larry Cadody was a constant visitor to the concession department in Santa Cruz.

Charles Webb took his Master's Degree in masonry and is on his way to the Shrine. Next on the list will be Arthur Springer, our announcer and equestrian director. Soldier Longsdorf is doing a swell job as mailman and The Billboard sales agent, and always has those Billboards on time. Tommy Upton dropped in from Frisco and showed the colored movies he took of this unit. Jo and Silvers Madison were dinner guests of Virginia Powell at her summer home in Los Gatos, and the Freemans were the guests of Mr. and Mrs. W. J. Dann.

Visitors were Thomas Upton and wife, Herb Scheffel, Virginia Powell, Donald Marcks, CFA; Mr. and Mrs. W. J. Dann, parents of Harry Dann, who are on vacation from St. Louis; James D. Zellenbach Jr., reporter for The San Jose Evening News; Bill Regan, Bernie McKievan, R. H. Waters, Dixie Hebert, Jimmy Rison, Tricie Suday, Ludy May Griffin, F. E. Crickett, Mildred Healey; Madame Waldo Newbury, opera singer and organist; Carl Mutter, Charley Franks and Scotty Kinkald. Ingrid Zenner received many gifts from the gang on her birthday.—FREDDIE FREEMAN.

**Biller Bros.**

Visitors at Halifax, N. S., were so numerous that the crew had trouble getting the lot laid out. Org did a show for the Children's Hospital there. Ramona, of the Raynosa Trio, recently completed new wardrobe for the act. Mrs. Bert Rogers, mother of the late R. W. Rogers, and daughter visited at New Glasgow, N. S. Tripoli Cristiana celebrated her birthday in Glace Bay recently.

A great deal of credit is due Pete March for his work on the show. Rain hit us on Tuesday at Halifax and the org had to do two shows in one. The dressing rooms were flooded and everyone had a hard time changing in the mud. Ritta Biller, who is out of the show, is expected back soon. Bill Danhaly joined from Corpus Christi, Tex. Lockwood Lewis and his band and Bozo, who is with the Side Show, have proved good drawing cards in Canada.

Francis M. Farrow, Punch and Judy man with the Side Show, suffered a stroke during the first show in Halifax and is confined to a hospital.—(See Biller Bros. on page 65)

**Robinson Bros.**

The org has been having good biz. There was a truck accident in Susanville, Calif., but no one was hurt. Living trailer was lost, tractor put out of commission and show lost two llamas. Our elephant and seal are a curiosity in these parts and Dr. Allread lectures on them. Lou Kish is still putting out good food. Lloyd Senter and Prof. Webb are usually the first up and on the lot. Dr. Karr is the mailman. The folks have been getting their money every night.—H. A. PHILLIPS SR.

**DRESSING ROOM GOSSIP****Ringling-Barnum**

The Akron stand was big, with four full houses of Firestone employees. Before each show Harvey S. Firestone Jr. appeared to welcome his people to the circus party. Lot was a parking area across from the Firestone company. During the second matinee special lights were erected in the big top and movies of the show were taken for showing at Firestone plants in other countries. Bill Warner and Johanna Peters, member of the Adus adagio team, were married last week. The Tex Copelands and the Jimmy Watses observed wedding anniversaries. Sergia Scrigda, Jeanne Lalanne, Terry Nachampkin and Eddie Bridgeman celebrated their birthdays.

The Saturday Evening Post carried a story and picture of the Alzanas Family, and the August 15 issue of The New York Sunday Mirror has a two-page spread of Ringling backyard pictures. Phyllis Carrouso has gone to Montreal to teach ballet. Nina Unus has rejoined the show.

Backyard scenes: Sealo of the Side Show started a new fad when he arrived on the lot wearing one black and one brown shoe. . . . Cookhouse really struck it rich when the waiters drove an iron stake thru a 12-inch oil pipe. . . . Joey Amico is taking a deep interest in flowers and plans to raise roses on his Florida land. . . . Agnes Stewart, portress of the girls' car, keeps her flock happy with delicious midnight snacks. . . . Bob Dover is one of the busiest men on the lot.

Visitors: John C. Graham, Bill and Ruth Meinhart, Mr. and Mrs. Bill Meinhart Sr., Jean Meinhart and children, Mr. Underhill and Bubbles, Mr. and Mrs. Charles Jones, Mr. and Mrs. Seifert and grandson, Mr. and Mrs. Tom Gregory and daughter, Ted Deppish, Bob Raupfer and Joe Nowath. Rusty Bader has joined the band.—MARY JANE MILLER.

**Clyde Beatty**

The stand in Denver gave good business for all three days. Most of the personnel took advantage of the time and went to hotels. Bernie Griggs was hospitalized in Denver and underwent surgery. Eddie Craig and Bill Burgess worked with us as clowns during the past week. Also, we were glad to meet Charles Rouse who clowning with Harold Hall and the writer on the old Buchanan show.

Barbara White is knitting a dress and says that figuring in the delays for performances and Side Show ballis she should have it completed by Christmas. The Side Show personnel has taken up Canasta for the spare moments. Albena Beatty is rehearsing daily on the loop-the-loop. Lefty and Joanne Swanson celebrated a wedding anniversary. Bobby Kay has been doubling in the privilege car at night.

Richard Shipley and his elephant department have the elephant acts working nicely now that the two elephants left in quarters are back on the show. Raymond Miles and his department keep the lighting effects for the show up to par. Pat Graham and Jack Malone rejoined to handle the train. Bill Moore took a short trip home and reports that his wife, Mary, is enjoying her stay at home. Frank Doyle fell from his heel-and-toe act at Greeley, Colo., and was hospitalized.

Mel Renick is making a hit as the old lady in the clown camera gag. Billy Temple is doing well in the aerial bar act, replacing George Voise, who received a broken ankle. LaVonda Evans had a two-day visit with her family in Salt Lake.

Recent visitors: Paul Arley, Bob McGowan, Dot Hayes, Ted Gallup and Richard, Bobbie and Janice Frey.—LAURENCE CROSS.

**Kelly-Miller**

Concession department, headed by Jone Stevens, now includes Earl Green, Harold Schneider, Harry and Thelma Edmondson, Marvin and Margaret Dean, Frederick Klaus, Tex Hayes, Herbert Brewer, Buckles Woodcock, Alice Cuthbert, Donnie McIntosh and Al Goodyear.

Wedding bells rang three times recently—for Margaret Walker and Marvin Dean, Evalina Rossi and Robert Snodgrass and Miss Helaine and Eddie Hendricks. Birthdays were observed recently by Charley Cuthbert, Karen Kay, Miller and Bobbie Jean Miller.

Clown alley has been enlarged by the addition of Harold and Jerry Conn and John C. Toy. Leon and Kitty Snyder are the latest additions to the concert. Thelma Edmondson is on the sick list. Johnny Lindenberger and Howard Stratton left the band for fairs and clubs. Jack Evans, trombone, joined recently.

Visitors included P. M. McClintock, Don Howland, Dick Conover and family, Chalmer Condon, Ed Delaney, Mr. and Mrs. Glenn Townsend, Art R. Mitchell, Mr. and Mrs. Franklin M. Ronk and Johnny Vogelsang, all circus fans; Mr. and Mrs. Lee H. Smith, Farmington, Mich.; Lippincott, the Magician and wife, Maxine; Carol, Bob and Carolyn Hodson; Jimmy Ray, Dailey Bros.' wrestler; personnel of Ayres & Kathryn Davics Circus, including Capt. Eugene Christy, Mr. and Mrs. Elmer Quistell, Mr. and Mrs. Jack Plante, the Frazier Family, Mr. and Mrs. Harry Villeponteaux, Peter Davis, Roy Hershberger and Walter Rodenbusch, and personnel of the Madge Kinsey Players, rep show.—EDDIE DULLUM.

**Dailey Bros.**

The boat trip to St. Ignace, Mich., which I made several years ago with Parker & Watts Circus, was missed; they will build bridges these days. Souvenir shops in St. Ignace were as enticing as the Canadian stores and the personnel did a lot of Monday morning shopping. We saw our first Sunday motion picture since we left the States.

The rosin-back riders had to put on a little extra umph to clear the hill in the center ring. Jo-Jo, the lion cub, is back home again after a sojourn to the Canadian Army at Camp Borden as a booster for the circus date there. He must have lived on the fat of the land there because he gained height and weight.

Cornetist Short spent a Sunday in Detroit as a guest of Mr. and Mrs. Teachout. Celebrating recent birthdays were Maria Murrillo and Tommy Tompkins. Visitors included Chief Sugar-Brown and family, who are playing Canadian fairs with Buck and Rose Steele; Jack Mills and wife, Fred Stafford and Mr. Starechy, of Mills Bros.; Mahlon Campbell, Margery Butcher, Obert Miller, of the Kelly-Miller circus, and Doc Waddell, of the Mills show, who reminisced with our old-timer, Kid Cummings. He and the Kid are the same age and went back to events in circus history of the 1880's. Jimmy Ray rejoined the show to resume the wrestling bouts in the aftershow.—HAZEL KING.

**Rogers Bros.**

Everyone is glad that we are out of the hills. Jimmie O'Donnell and family turned over their truck and trailer again but no one was injured. Marmolejo Troupe, Juggling Smiths and Three Bojons joined recently. Those making a hospital show at Gallipolis, O., recently were Gutierrez Trio, Juggling Smiths, Great Arturo, Five O'Donnells, Three Bojons and Clowns Danny Thomas, Shorty and Peggy Sylvester, Eddie Doucette and Lou Walton.—MAURICE MARMOLEJO.

**Mills Bros.**

It was birthday and visiting week as the show wound up its four-week tour of Wisconsin and crossed to Michigan's Upper Peninsula.

Many Mills folks took the boat trip thru the Canadian portion of the locks at Sault Ste. Marie. Visits were exchanged with Dailey Bros. personnel, with that show entering the States at the Soo the same day. Wrestler Ray and Mr. and Mrs. Tom Huftel, of the Dailey show, visited. Mr. and Mrs. Jack Mills, Mike Sarecky and Fred Stafford were Ben Davenport's guests at the Dailey show's Saturday night performance, and Mel Miller, Dailey press agent, caught the Mills night show at Manistique.

Bob Mills's band played Happy Birthday for Yao Chin San, of the Ming Sing Troupe; Jake Mills, Brenda Goehring, of the Wallables, and Harry Mills. Clowns and Chief White Eagle entertained about 400 children before the matinee at Green Bay. Another large group of underprivileged children was on hand at Ishpeming, where the lot was the winter sports arena. Overcoats were welcomed at several night shows but audiences turned out and their applause helped warm things up.

Visitors included Harry Brown and Mr. O'Day, former lot superintendent of Seils-Sterling, at Sheboygan; Mrs. Norman Piccus, sister of Mrs. Jack Mills and Mrs. Jake Mills, and Mr. Norman; Wisconsin State Senators Gustave Buchens, Arthur Kaftan and Tiny Krueger; Assemblyman Robert Lynch at Green Bay, and John G. Buchens, district attorney at Sheboygan.

**Hagen Bros.**

Between performances, the folks exchanged visits with Cole Bros., recently. Moe Hebeler celebrated her third birthday with ice cream and cake for everybody. Jean Davis played drums with our Hammond organ in his home town. On sick list last week were Barth & Maier, Harry Allen, Torchy Townsend, Moe Hebeler, Mary Sue Suesz and Bill Ward. Recent visitors were John Reed, Dr. Chester Hoyt, Mylo Smith, Kenneth Krouchman, Doc Paibe, Terrell Jacobs, George Hanneford family, Ed and Pat Parkinson, Bill McGroth, Don English and Everett Elanshan.—FRANK CAIN.

**Siebraud Bros.**

Continuing rains in Great Falls, Mont., did not seem to hurt attendance with three shows being given daily between and during the showers. The sunshine and grassy lot at the Midland Empire Fair, Billings, Mont., looked good to all of us.

Jerry Van Deventer is giving Harry Ross a run for his money in the stake-driving department. The writer is giving Jack (Koko) Fairburn a run for his moola in the comedy strip department. Ma and Pa Quaekenbush again visited the Roches in Great Falls and are playing a bistro in Billings during our engagement. Smithers, the photographer, and Bill Jolly, both of Butte, were recent visitors. Marsha Patine's ladder practice under the guidance of her father is going very well.—JOE HODGES HODGINI.

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17 EAST 16 STREET  
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**FISH NET ELASTIC  
OPERA HOSE**

Black or White, \$4.95.  
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**WANTED**  
FOR  
**4TH ANNUAL THOUSAND OAKS**  
**CIRCUS DAY**  
THOUSAND OAKS, CALIF.  
Acceptance Thousands Oaks Business Men's Assn. Saturday Sept. 16 10 a.m. till midnight.  
Phone Men to work entire Ventures County. Program and U.P.C. Tickets. CLOWNS—NOVELTY ACTS that will fit in. Trained Wild Animal Circus. Major and Kidde Riders.  
Also need Major and Kidde Riders. Concessions for more than 5-day Labor Day Celebration near Los Angeles. Contact  
**CIRCUS HEADQUARTERS**  
World Jungle Compound, Thousand Oaks, Calif.  
Phone: Thousand Oaks 751  
Gen. T. McCarthy, Mar.

**COMPLETE CIRCUS**  
FOR SALE  
**BARGAIN FOR CASH**  
90-Ft. Round Top, one 40-ft. middle piece. Remarproof, all poles, stakes, rigging, marquee, etc.  
22 Sections of High Buses with safety chains and safety pin high locks.  
22 Kw. Westinghouse Gas Generator on 2-ton GMC Truck, all cable, junction boxes, switches, light towers, etc. Combination Ticket Wagon and Office, slaps 4.  
Jeep—John International flat bed, 12-ton Hobbs Trailer—No Tractor.  
Everything brand new, used only 18 days.  
Write—Wire—Phone  
BOX 100, The Billboard  
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**HORSE TRAINER WANTED**  
I want a man capable of training beautiful, golden Palominos into an act that will be in demand from the best shows. One who is capable of developing the act and go with it for showing. No booster need apply. Please state experience and give references in first letter.  
**Prairie Haze Stable**  
H. L. CONAWAY, Owner  
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**VERNON THOMAS**  
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**BOBBIE HALL**  
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**PHONEMEN . . . Year Round!**  
Jobs of money in wealthy, bustling Houston area! Strong supplies (C. of C., Churches, Youth Orgs.). Deals all year. Tickets—Programs—Fchibury.  
**BERNARD BENNETT & CO., INC.**  
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**ATTENTION, CIRCUS PRODUCERS ONLY**  
The St. Louis Police Relief Association will entertain proposals on the production of a circus to be held in St. Louis in the early spring of 1951.  
A meeting will be held at the association offices, Room 101, Police Headquarters Bldg., 12th & Clark Avenues, on September 5, 1950, at 10:00 a.m., at which all producers will be given an opportunity to present their proposals.  
**CLARENCE HAMMAN, Secy.-Treas.**  
St. Louis Police Relief Assn., 1200 Clark St., St. Louis, Mo.

**JOYCE O'HARA**  
**HELL'S ANGELS ON WHEELS**  
Wanted: Drivers, Phonemen, Advance Men and Banner Men. One Girl Entertainer, one Clown. A few more Fair dates open for September, October and November. No drinks or collect wires. Route will be as follows: Before August 18 contact  
**JOHNNY GUNNERS BOOKING AGENCY**  
SIOUX CITY, IOWA  
August 18, Ida Grove, Iowa; August 17 & 18, Rapid City, S. D.; August 19 & 20, Worland, Wyoming; August 22 & 23, Chappell, Nebraska.

**ANIMAL TRAINERS WANTED**  
**Elephants, Lions, Chimps**  
Good salary, year-round work for right party. Must be sober, reliable.  
**JEROME O. WILSON**  
2028 BENEFIT STREET NEW ORLEANS, LOUISIANA

**UNDER THE MARQUEE**  
Kris Krenkel, Polack Bros.' Eastern Unit assistant manager, recently gifted with a huge straw hat shaped like a cowboy's bonnet by the Albuquerque, N. M., Shrine committee, is getting plenty of use from the hat on the Wisconsin and Illinois tour. . . . The Nobles on the show were made honorary members of the Cheyenne, Wyo., Shrine Club when the show played there. Among those given cards were **Nate Lewis**, equestrian director; **Henry Barrett**, promoter; **Sam T. Polack**, manager; **Ernie Wiswell**, performer, and **Bill Green**, show's press agent. . . . **Adolph and Clara Delbosq** and their musical wonder horse, **Serenado**, who have been playing on the West Coast, recently finished a picture, "Foot-Light Varieties," which RKO will release in a few months. They are now with Spade Cooley's show.  
Don't look now, but have you noticed that the old-time drink butchers pronounce the word soda as so-dee?  
Everett A. Fuller, Schenectady, N. Y., CFA member, visited Hagen Bros.' Circus in that city recently. . . . **Frank H. Board** visited with **Red Maynard** on Rogers Bros.' Circus at Bluefield, W. Va. . . . **Frank B. Hildebrand**, whose **Warren Bros.**' Circus recently staged an outdoor event for the Mobile, Ala., Elks, left there for Pensacola, Fla., to promote a similar event. After a short lay-off there he plans to leap to Shreveport, La. . . . **Nina Unus**, bareback rider, elephant girl, rope climber and dancer with **Ringling-Barnum**, who underwent an appendectomy in Evansville, Ind., during the shows' stand there, rejoined in Akron August 5. **Nina** is the stepdaughter of **Unus the Great**, whose one-finger stand is a featured act with R-B.  
Remember when managers brushed off beginners with, "Can't use you. This is a circus—not a school?"  
**Herta Baker**, German acrobat with the **Ringling-Barnum** show, was injured in Pittsburgh July 31 when she fell 20 feet from a pole. **Miss Baker**, a member of a perch act imported by the Big Show, was taken to Mercy Hospital with lacerations and a possible fractured ankle.  
During the Lexington, Ky., engagement of the Polack Bros.' Eastern Unit, a group of the show's executives were guests of **Lieut. Lee Allen Estes**, of the Kentucky State Police and **Mrs. Estes** at their Lexington home. Included in the group were **Mrs. Bessie Polack**, Mr. and Mrs. **Walter Howell**, Mr. and Mrs. **Nate Lewis**, Mr. and Mrs. **Henry** (See Under the Marquee on page 64)

**King Biz Holds At Firm Level; Animals Arrive**

**PROSSER**, Wash., Aug. 12.—King Bros.' Circus this week was finding the moving somewhat easier and the business generally lighter at Washington stands than on its recent Canadian tour.

The unusually good turnouts of the Dominion spots had given away to what appeared to be substantial and steady business in the States, and the show wasn't blowing towns because of transport kinks.

In here Thursday (10) the King org did full-house business in the afternoon and had a three-quarter house at night, something better than the recent average. At Cle Elum, Wash., Monday (7) the org drew two three-quarter houses, and at Shelton, Wash., Friday (4) it was a half matinee and three-quarter night show.

A shipment of animals arrived on the show here from San Francisco, where they were landed a week earlier. The new animals will considerably augment the menagerie. **Jack Neville**, former assistant, was named boss canvasman here. **Harper Joy**, Spokane circus fan and banker, joined. **Ray Newsom**, driver, escaped injury when a King show truck was damaged in a crash with another car on a mountain road Monday.

Some spots in this area considered the \$2.20 reserved seat total too steep.

**Kelly - Miller Plays To Twin Turnaways, Two Capacity Houses**

**TAWAS CITY**, Mich., Aug. 12.—What townspeople described as two of the largest paying crowds for an amusement program in this area caught the **Al G. Kelly-Miller Bros.**' Circus here Saturday (5), giving the show twin turnaways. Two more full houses were entered in the books at **Rogers City, Mich.**, Thursday (3). The show is winding up its lucrative trek along the county-seat route in this State and will return to Indiana next.

**Two PHONEMEN U.P.C. AND BANNERS**  
This is a Mills Bros.' Lions' Club date covering Camden metropolitan area. Phone  
**SHAFFER**  
Merchantville, N. J. 8-3112.  
Spencer, Cuthbert Smith, Steve Lewis, answer.

**PHONEMEN**  
UPCs, Banners. Largest sponsored Circus.  
Contact  
**MEARL N. JOHNSON**  
Harrisburg Hotel, Harrisburg, Penn.

**SINGLE AND DOUBLE NOVELTY ACTS**  
Six to Fifteen Weeks on Commercial Units—20 Mile Jumps—1 show a Day—must be Recognized Act. Selling Units now to start in November, December, January. Send letter, photo, permanent or forwarding address to  
**ELMER McDONALD III**  
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**WANTED**  
**Working Men in All Departments**  
**Also Boss Property Man**  
**Wire Per Route**  
**CLYDE BEATTY CIRCUS**

**ROGERS BROS.' CIRCUS**  
**WANTS ACTS**  
Doing 2 or more. Want Wild Animal Act. 14 weeks yet to go, pay every Sunday. No salary cuts or holdbacks. Enlarging show for fall trek toward Florida. Contact  
**SI RUBENS**  
Covington, Ky.; Aug. 14 & 15; Paris, 16; Frankfort, 17; Louisville, 18, 19 & 20; Tall City, Ind., 21; Owensboro, Ky., 22; Mendenon, 23; Madisonville, 24; Princeton, 25; Paducah, 26.

**ELEPHANT HELP**  
MAN OR WOMAN WHO CAN WORK GENTLE ELEPHANT WITH CARNIVAL. Must drive semi trailer. All winter's work. Wire salary expected. No drinks—WIRE OR CALL 903.  
**C. A. VERNON**  
Bellwood, Illinois (Phone: 903)

**PHONEMEN**  
For Stageshow and Circus Deals. Strong auspices. Office opens here Wednesday, August 16. **Eddie Debold**, **Chet Reese**, **Ross**, others, answer. Standard commissions.  
**ED CLARKE**  
Exchange Hotel Montgomery, Ala.

**WANTED**  
**2 BILLPOSTERS AND LITHOGRAPHERS**  
For 4 weeks' work. Top wages. Contact  
**PAT FORD**  
ARKANSAS LIVESTOCK SHOW  
LITTLE ROCK, ARK.  
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**PHONEMEN**  
**GOLD STAR MOTHERS DANCE TICKETS, 25%**  
Plenty of work. Wire or call  
**BILL KRAFT**  
Post Tavern Hotel Battle Creek, Mich.

**HIGH ACTS**  
**CIRCUS RIGGINGS**  
MADE TO ORDER  
**RICARDO**  
ADEL, IOWA  
Order new while material is still available.

**8 EXP. PHONE MEN-8**  
Sell U.P. Tickets sponsored by the Juvenile Court of Atlanta. Indorsed by the Better Business Bureau and Chamber of Commerce.  
**JACK SCHENCK**  
Lakewood Park Atlanta, Georgia  
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**COLE & WALTERS CIRCUS**  
Entering Show for Long Season South. Want Acts for Big Show and Side Show Men to operate Pit Show, Boss Canvasman for new Side Show. Salary sure every week. **Frank Ellis** can use Concession People: **Chas. Johnson**, **John Scott**, **Raymond Ferguson**, wire at once. **Camden, 16th; Red Cloud, 17th; Franklin, 18th; Alma, 19th; Curtis, 21st; all Nebraska.**

**FOR SALE**  
Two full-grown Female Elephants with transportation. Do good act. Perfect condition. Cheater, answer.  
**GEORGE HUBLER**  
223 Superior Ave. Dayton 4, Ohio

## Venice Lake Water Shows Draw 14,000

### Weekly Events Hype Biz

VENICE, Calif., Aug. 12.—Four Water Ski performances Saturday (5) and Sunday (8) at Venice Lake Park here drew 14,000 persons at 75 cents per head. Show was staged by Guy Scott, formerly of Cypress Gardens, Fla., who has leased the lake, in association with Janet Dee, who presented her Surfboard Ballet.

Show was the second of several week-end events planned by the park to hike business. On Saturday and Sunday (29-30) the park featured Doye O'Dell and his Western band. Staged as a free attraction, O'Dell gave out autographs to the kids. Rufe Davis is the attraction this week-end.

Homer Snow is now making the park his headquarters, with his seals being displayed in the kid boat ride moat.

Ralph Hopkins, press agent, said that a series of events has been planned to honor communities in the county. Compton has already held its day and Pacoima is featured tomorrow. Advertising for the park is done in the local papers and all the newsboys are admitted free if accompanied by their parents. Adults are being lured by the Mrs. America contest, the Southern California franchise for which is held by the park.

## Promosh Pulls U. S., Canada \$ At Old Orchard

OLD ORCHARD BEACH, Me., Aug. 12.—August Days, new promotion sponsored by the local Chamber of Commerce, opened here Saturday (5) with an air race from Boston to the beach, with hundreds of pilots participating. Scheduled is a contest for the title of Mrs. America for New England wives, with the winner to compete in the national competition.

Chamber has pitched heavily since the season's start for Canadian dollars, employing the slogan, Playground of Two Nations. A heavier-than-usual influx of Canadian visitors was noted. The new Scarborough racetrack, opening for its first year a few miles from the beach, drew thousands of additional customers.

Dancing to name bands at the pier, night kite racing, free movies on the pier, sports events, sailing, fishing and amusement parks with free acts are the attractions being pushed by the chamber.

Ops have reported good business this season, with spending crowds coming from both the U.S. and Canadian sides of the border.

## Chain of Rocks Pool Okayed For Junior AAU Contests

ST. LOUIS, Aug. 12.—Chain of Rocks Park pool has been sanctioned by the Ozark Amateur Athletic Union as official pool for junior swimming meets, it was announced by Carl Trippe, owner of the park, and Thomas C. Turner, manager.

The pool is arranged so that six lanes may be used for racing. A three-meter board is used for diving competitions. The latest meet, held July 28, attracted 423 contestants. This year Trippe presented each registered swimmer with a ticket good for free rides and admission to the pool and roller rink in the park.

## Op Voices Park Man's Gripes; Bemoans Bathhouse By-Passers

NORFOLK, Aug. 12.—Dudley Cooper, operator of Ocean View funspot here, aired grievances of many a park man in a story and picture spread in The Norfolk Virginian-Pilot August 6. Amusement seekers who short-circuit the park's offerings came in for the chief complaint. The story also told of the park's operation and Cooper's interest, with the net result being top-grade publicity.

"We've got a bathhouse—modern, concrete, clean and fireproof. So what do some of them do? Go to the toilet for 5 cents and change their clothes there. And if that isn't enough, they'll hold the door open for their friends to save them a nickel," Cooper was quoted as saying.

### Bathhouse By-Passers

He also told the newspaper that a park official who asked how many swimmers in one group had used the bathhouse—and offered passes to those who had—got a greater shock than expected when no one in the crowd raised a hand.

Once in the mood, Cooper came up with more kicks:

"We give them free ice for the water in the picnic grounds and they steal the ice out of the chest. They swing on the stanchions holding up the sunshades for picnic tables and bend them all out of shape. They come in to see the fireworks and leave right after it's over."

The optometrist-turned-park-op, who also runs Seaside Park and Seaview Beach, the latter a park for Negroes, was quoted as saying the Kiddie Boat is replacing the Merry-Go-Round at Ocean View as the youngsters' favorite. Others in his line-up are Kiddie Train, Airplane and Roto Whip. Major devices in-

clude Airplane, Fly-o-Plane, Roll-o-Plane, Roller Coaster, Ferris Wheel, Old Mill, Pretzel, Scooter, Cuddle-Up, Merry-Go-Round and Funhouse.

Cooper said that per capita spending at his three parks averages 60 cents and that if a person went for everything in the spot he'd spend about \$2 in two hours. Free acts, fireworks and special events are used at the park, which Cooper took over in 1942.

## Rain Nicks Good Gross At Palisades

### Swim Pool Biz Fair

NEW YORK, Aug. 12.—Business at Palisades Park, Palisade, N. J., over last week-end was good, according to Treasurer Anna Halpin, with the take pared slightly by rain Sunday (6). Biz at the funspot's swim pool was only fair, she said.

Free attractions playing the week at Palisades were Coco, Steve and Eddie, comedians, and Jack Staulcup's ork.

Special feature at the park last night (11) was a talking marathon, with the woman customer who held out the longest on a strictly all lb basis getting a guest shot on John Reed King's Give and Take show, today, over New York radio outlet WCBS.

Wednesday (23) is designated as Zeke Manner Day at the park, with listeners of the manners WJZ-TV stanza, emanating from New York, tendered free admission to the park. Manners also is slated to appear the same night in conjunction with the staging of the weekly eliminations for the Mrs. America competition.

## New W. Va. Spot Skeds Westerns

WEST NANTICOKE, W. Va., Aug. 12.—Harry Ratchford and H. K. Snyder, of Wilkes-Barre, Pa., have acquired 14 acres here for their new Riverside Park.

Spot will include a Kiddieland, river beach and ranch-style outdoor theater for Western movies. A stage will be built for presentation of Western music orgs on week-ends and talent hunts on weekdays. Don Fattine will be in charge of these events and two Wilkes-Barre radio stations, WILK and WHWL, will broadcast events. Independent Theatrical Enterprises will book the talent.

Snyder formerly was with American Amusements, Inc., a park operating firm.

## Woodside Lowers Rates in Tie-Ups

PHILADELPHIA, Aug. 12.—Reduced rates for all amusement spots on specified days thru tie-ups with local merchants have been effected by Woodside Park for the remainder of the summer.

Reduced rate certificates for amusements on designated days are being distributed by local dealers handling Freihofer bakery products, Breyer's ice cream and Hires root beer.

## Belmont Take Ahead of '49 Despite Rain

### Jump of 5 Per Cent Recorded

MONTREAL, Aug. 12.—With six weeks left in the season, Belmont Park here reports a 5 per cent increase in the gross to date and a smaller increase over last year's record attendance, according to Managing Director Rex D. Billings.

Jump in the take has been scored despite the fact that rainy week-ends have been the rule as contrasted with last year's good weather. Parallel industries in the area report declines from last year.

Billings said that the reason for the increase was a continued program of improvement of the physical plant and the use of name free acts. The director claimed that use of pest control apparatus was also a considerable aid.

Pete Kortess Side Show, in its third successive season at Belmont, reports an increase in over-all biz. Kortess has boosted the number of attractions in his unit from 12 to 16.

Rounding out the second of two weeks at the park is the Zoppe Zavatta Family, free attraction. They will be followed by the Walkmirs. The Idalys will wind up the season.

## Rain Again Cuts Gross At Olympic

### Biz Off 9 Per Cent From '49

IRVINGTON, N. J., Aug. 12.—Rain that has plagued Olympic Park here with an overdose of bad luck all season again held down the tak over last week-end. Park treasurer Robert Guenther reported that showers Saturday (5) night cut the gross for the day, while intermittent showers and one near-cloudburst Sunday (6) gave the park only an average half-day's biz.

Guenther said that figures compiled on Olympic biz for the season thru July showed that business so far this season is 9 per cent off last year at the same time. He attributed practically the entire drop to the loss in revenue ordinarily accruing to the park swim pool. In turn, he said that the bad weather experienced to date had caused the much lower pool take.

Promotion skedded for the funspot this month includes the annual baby parade to be held Saturday (26). Cash awards will be given to the three prefirst kids under six years.

Free attractions for the week at Olympic were Smokey the Horse, handled by Joe Phillips; the Three Rays, aero dancers, and Siems the Magician.

## Gary, Ind., Kid Spot Closed by 100G Fire

GARY, Ind., Aug. 12.—Savage Center Kiddieland here has been closed following a \$100,000 fire Sunday (6).

The flames destroyed the spot's log cabin restaurant and cocktail lounge but left its six rides and concessions undamaged.

Park will, however, hold its first auto race of the season August 20 with a stock car meet.

## Longer Season At Indian Point May See 250,000

CRUGERS, N. Y., Aug. 12.—With plans for Indian Point Park here calling for a season extending to either September 10 or 17, operator Ed Kelmans reported that he looked for a seasonal attendance figure of at least 250,000 persons.

Kelmans said that the park, now in its first season as a full-fledged funspot, had already doubled the crowds recorded in 1948 and that the ratio would hold for the entire season. He pointed out that the park would have to register such figures to make operation profitable. Since previously the spot was run primarily as a stopping-off point for Hudson River excursion boats.

Kelmans said that, despite rain Sunday (6), last week-end saw 20,000 persons at the park. Today and tomorrow (13) the park plays host to 4,000 motorcyclists, who will hold a gypsy tour encampment. Cyclists are set to stage their own races, motor polo games, beauty contest and dancing party.

## A. C. Luxury Tax Take Drops Below Last Year

ATLANTIC CITY, Aug. 12.—Inclement weather during the spring and in June was blamed by officials this week for a marked falling off in luxury tax collections, which for June were about \$25,600 below those for the same month last year, producing a drop of \$15,488.59 in collections of this tax until July 1 this year.

Total collections for this June were \$119,912.64. Collections for the first six months of this year were \$532,269.62, as compared to \$538,758.21 for the corresponding period in 1949.

## Rockaway Playland Ticket Tie-In Builds Up Hefty Takes

NEW YORK, Aug. 12.—Aided by a tie-in ticket deal, biz at Rockaway Playland continued at a lively pace over last week-end, President A. Joseph Geist reported. The gross for last week-end was double that for the corresponding period a year ago, up 25 per cent over 1948 and on a par with the take in 1947.

Long Island Railroad's recently inaugurated cut-rate ticket fee for travel between the center of the city and Rockaway outlying location has been coupled with a free ducat from park management for holders of the train stubs. Park ticket gives patron his choice of one of four rides at the spot. Geist says it has proved a valuable biz bolster.

In the matter of patron distribution, the Rockaway management found that the Borough of Queens, which formerly supplied 50 per cent of the spot's customers, dropped to 20 per cent this season. Long Island communities, which in the past gave only a small number of patrons to Rockaway, jumped to 40 per cent.

Geist attributed the latter increase to an unprecedented building boom all thru Long Island. Since a fire earlier this year destroyed a trestle carrying trains directly to Rockaway, trains have been forced to detour thru these heavily populated areas.

The added transit facilities have meant added biz for the park.

Upcoming promotion for the park includes a Miss Taxi-Cab of 1950 beauty contest to begin Saturday (19) in conjunction with the Yellow Taxi System, Inc., New York, other cab firms and Station WMCA. Winner will be chosen in a series of five city-wide elimination contests. Top contestant will get an RKO Pictures audition, vacation and personal appearances on local TV stanzas.

Heaviest newspaper plug of the season for the park came in Sunday's (6) edition of *The New York Daily News*. Rockaway was given a full page in the roto section of the paper, which has a Sabbath circulation of 4,500,000.

Free attraction in for the week at the funspot were the Gibsons, double swaypole.

### Kingsley Beach Chartered

TALLAHASSEE, Fla., Aug. 12.—Secretary of state has issued a charter to New Kingsley Beach, Inc., Kingsley Beach, to operate bathing and beach amusements. Authorized capital stock is 50 shares, par value \$100 each. Directors are George Louis, Josephine Louis and Joseph Kimala.

## Jones Beach, Rockaways Eye Record-Breaking '50 Handle

NEW YORK, Aug. 12. — Jones Beach, swankiest of Long Island's south shore funspots, this summer expects to equal or top the record attendance of last year, when 6,000,000 heat-dodgers visited the big resort. Week-end crowds, running around 250,000 so far this season, are figured to up the final total.

Attendance figures of Jones Beach are more accurate than the estimated attendances reported by many resorts, as they are largely based on the number of cars entering the resort, which is only accessible via toll-gate causeways. Capacity of the resort's parking lots has proved inadequate for week-end patronage and work is under way on additional space for 1,400 autos. Paving contract for this field has been awarded and lot will be completed prior to next season's opening.

Home-building boom thruout in the

### UNDER THE MARQUEE

(Continued from page 62)  
Barrett, Mr. and Mrs. Hewitt Baker and daughter, Frankie; Jim Harrison, Mr. and Mrs. Sam T. Polack and son Sammy; Bill Green, and Barton Battie, well-known Kentucky photographer. Estes's collection of programs, photos and playbills of magicians occupied considerable attention of the guests.

Railroad conductors like to talk about their experiences while moving circus trains.

John Schmidt, Terre Haute, Ind., reports that the Ringling-Barnum date there August 13 was the first Sunday stand for the town in many years. . . . Hi Lo Merk, clown, writes that Polack's Eastern unit will make Chattanooga, August 18-20, and that Mr. and Mrs. Clyde Harrison, Al Perry, Mr. and Mrs. A. D. Harrison and Mr. and Mrs. Dusty Rhodes have been in Chattanooga several weeks. . . . Willard J. Oakley caught Hunt Bros.' Circus at Neptune, N. J. . . . William Flinn and son, Arthur, Canton, O., and Rose Dobo, Detroit, visited with Irving and Faye Romig on the Ringling show in Akron. . . . Hagen Bros.' Circus played to two straw houses at Kingston, N. Y., August 4. Jack Carter, cowboy singer and member of the sponsoring Moose Lodge, was an added attraction, H. P. Eighmey reports. . . . Frank Kindler, St. Cloud, Minn., circus fan, caught the Jay Gould show at Monticello, Minn.

Canvasman is a guy who can always look breakfast in the face with pleasure.

Kelly & Morris Circus is contracted to play Shreveport, La., September 2. Gil Gray's indoor org is set there for September 20-23. Both shows will use the State fairgrounds. . . . Rogers Bros. will play Louisville for three days starting August 18. . . . Al G. Kelly & Miller Bros.' Circus has added a program booklet, prepared by Emmett Sims and including a story by the late Lon Ramsdell. . . . The Cole Marionette Circus has disbanded. . . . Benny Fowler, general agent of Dailey Bros.' Circus, was in St. Louis recently for several days to make railroad contracts.

Famous last words: "The office never tells us anything."

The town band of Starbuck, Minn., has built a bandwagon with wood carvings and a circus wagon bought from Terrell Jacobs. It includes parts of the old "Russia" wagon and a six-horse hitch which Cole Bros. once had used with it. . . . Don F. Smith, Detroit member of the Circus Historical Society, recently visited the Big Top Circus and George Warner, former Ringling-Barnum harness maker, at the

Jones Beach vicinity is one of the factors boosting attendance at the resort. One firm alone has constructed over 6,000 homes only a few minutes' drive from Jones Beach, and other firms have erected homes along the parkways leading to the beach. Another factor is the recent opening of the new tunnel under New York Bay, from downtown Manhattan to Brooklyn, which links up the Long Island parkways serving Jones Beach with New York State and New Jersey highways and which provides an almost continuous parkway route to the resort within a radius of 100 miles or more.

The Rockaways, with several miles of fine beaches, also hopes to set a new attendance record this summer, according to George Wolpert, executive secretary of the Rockaways Chamber of Commerce. Total attendance so far this year (from opening Decoration Day to August 1) is estimated at 30,335,000, topping the attendance during the same period of last year by 225,000. July also chalked up a record 22,650,000.

Secretary Wolpert, however, concedes that concessionaires and food caterers of the Rockaways are complaining that the per capita spending this season is lower than that of last year. In fact, July expenditures on amusements and meals, or refreshments, were below those of any July during the past five years. Insufficient parking space and increased fares on the Long Island Railroad and bus lines serving the Rockaways are blamed by some for the drop in spending. On week-ends most of the free public parking space is occupied well before noon, with the result that motorists arriving at lunch time continue on to less congested spots farther out on Long Island.

Creation of Marine Park along Jamaica Bay, work on which is now well advanced, will perhaps ease the congestion in the Rockaways, as it adjoins the Rockaway peninsula, and economy-minded families will favor that spot for picnic parties and simple shore recreations.

The El Patio Cabana Club, at Atlantic Beach, in Nassau County, has been selected as the spot for a dinner celebrating Wolpert's services as secretary for 17 years of the Rockaways Chamber of Commerce. Arranged by Wolpert's friends, dinner is set for August 22 and the 400 tickets available have already been sold.

Chicago Fair. . . . Eddie Howe, contracting press with Cole Bros. until recently, has taken a promotion position with Paramount Pictures in New York.

Mr. and Mrs. Fred Timon, Oswego, N. Y., spent three days on Hagen Bros.' Circus, July 24-26, at Auburn, Oswego and Oneida, N. Y. Straw was used in all three towns and at Auburn and Oswego, three performances were given each day. . . . Charles Hilderra, clown and comedy magician, closed with the Clyde Beatty Circus July 24. He will start his school auditorium dates in October with magic turn. . . . Mr. and Mrs. George E. May, Rockford, Ill., visited Wille and Jeannie Krause, of the Ringling show, during its Chicago run, and renewed old friendships with Bob and Ann Porter and son, Larry, on Polack Bros.' Eastern Unit in Janesville, Wis. They entertained the Ward-Bell flyers at their Clear Lake home. . . . Line-up of Lockwood Lewis's Band-Minstrels on Biller Bros.' Side Show Annex: Lewis, trumpet; Charlie Hart, trumpet; Druie Bess and Harvey Lankford, trombones; H. Hall, bass; Alrook Duncan, traps; Billy Dee Freeman, bass drum and comic dancer.

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# Star Pitcher Draws Crowds At Sandusky

### Feller at Cedar Point

SANDUSKY, O., Aug. 12.—Bob Feller, Cleveland Indians baseball pitcher, attracted several thousand youngsters to Cedar Point-on-Lake-Erie here Sunday (6) when he was guest at the championship game of the Sandusky Knot-Hole League.

Appearance of the hurler was set by Torrence C. Melrose, resort proxy. Bob Lemon, another Indian pitcher, was unable to attend. Dan Schneider, Cedar Point general manager, said exact attendance figures were unavailable.

The event followed Cedar Point's big Sandusky Day, Thursday (3), when the 28th annual event was staged at the park by a Chamber of Commerce division.

Nearly 20,000 persons are expected August 19, when Westinghouse Electric employees from Mansfield, O., converge on the park for its large single picnic of the season. Later this month Sen. Robert A. Taft will address a major Republican rally at the spot.

Russ Carlyle's orchestra closed Thursday (10) and Wayne Gregg's band took over to remain until August 24. Victor Lombardo winds up the season, playing from August 25 thru Labor Day.

Final two weeks of the season will put Miss Maybelle, sway-pole act, in the park as a free attraction. Wimpey, the English clown, who has been working picnics and other events at the park since mid-season, will continue thru the Erie County Fall Festival, which closes on September 10.

# CONEY ISLAND, N. Y.

By UNO.

Another week-end (August 5-6) of perfect weather brought large attendances and big biz to all concessions. . . . Semi-finals of the Magazine Cover Girl Beauty Contest will be held August 23 on the open-air stage on Stillwell, where Night of Stars celebs entertain every Friday night. . . . Estimated total number of concessionaires on Coney, according to Stanley Reiben, Chamber of Commerce proxy, runs to 500. Of these 25 per cent are the biggies who have contributed toward and want a Mardi Gras. Collections, so far, are about 20G short, which makes the outlook for such a celebration dim. At the start of the season the amount necessary for the new promotional events, together with fireworks and Mardi Gras, was figured at 77G. Only half of this sum has been realized to date.

Irving Dworman, with son Lester, now operates the new golf-drive range at the former Luna Park site. At their large Ravenhall pool are such celebs as Joe Pasco, bag-punching expert, as athletic instructor; Shirley Mae Franco, long-distance swimmer, as life guard, and Ben Vitale, athletic director. Leonard Rubin is in charge of the golf at Luna. Bath spot features are an aquacade show thruout August and dancing in the open every second Saturday. Alvin Dworman another son, is a student in New York Law School.

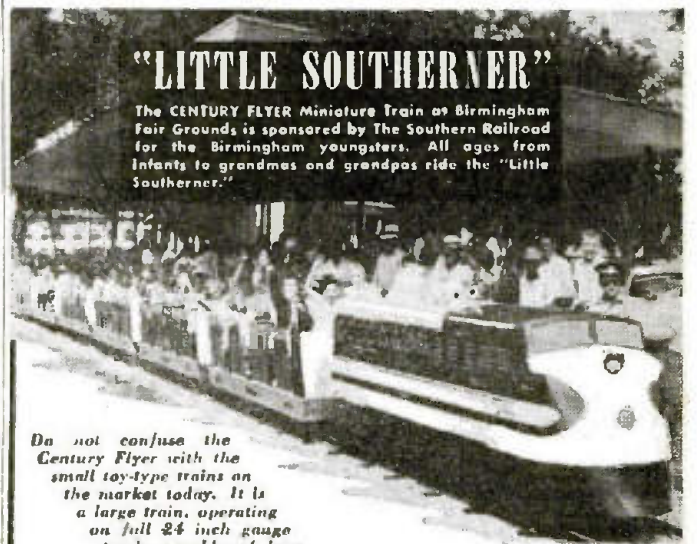
Garto Brothers, Tony, Al and Joseph, operate one of the largest concession areas in Feltman's Park with three adult rides, Sea Cruise (new this season), Ferris Wheel and Roller Coaster; four kiddie rides, buggy, boat, fire engine and airplane; a pony track and a kiddie zoo. Employees comprise Joe Nespoli, mechanic for Sea Cruise; Lou Negliaccio, for the Ferris Wheel, and Joe Zsan, Roller Coaster. Ticket sellers are Carmen Nespoli, Carol Garto, Bertha Honsenke and Teddy

Jacobs. Stephen Divyakor is animal trainer at the zoo and Barney Teneycka is in charge of the ponies, with Michael Herman and Frankie Showl, assists.

Island newcomer is Angeline De-Sposito, proxy of the A. & J. Enterprises, operator of two waffle and ice cream spots, one on the Boardwalk with Angelina, supervising, and one on Surf with Jennie Palomba in charge. Surf branch also tenants seven Bowl-O alleys from the Square Manufacturing Company, Chicago, and nine Sutphen Products soda machines. . . . Murray (Sporty) Kaufman, of Fun-in-the-Dark ride on the Bowery, plans opening a casino in Reno, Nev., after the Island season, with Danny (Red) Farzell and Lester Levitt, as partners, and with Gee Gee Dursten, as entertainer. . . . George G. Telsar left Jacobs Bros.' balloon bust on Surf for Sindell's Girl Show, where he assists at the candy concession. . . . Russell Carew continues as ticket

seller for Johnny DeRito's Whirl-A-Way and motorboat rides on West 12th.

Erwin Jackman, of the Jackman Bros., divides his time between the Walking Charlie ball-throwing game on Surf and the law office in Brooklyn, where he is associated with Philip Greenspan. Assists at the game are his mother Rose, Jack Peterson and Marsha Fishman. . . . Candy Kane and Sandy Wayne arc back at Sindell's Girl Show after three weeks for Jack Kane at his theater in Geneva-on-the-Lake, O. . . . Louis Blancher, an Islander for 15 years, has been with Morris Joffe and Irving Harrison the last three. Besides being large retailers in popcorn, candy floss, molasses coated apples and other sweets, they also are specializing in Christmas canes. . . . Windy Billy McCay is doubling as hillbilly entertainer at the Blue Bird Casino for the Falcon family and as Western New York editor of Orchestra World in New York. . . . Stable Irish House, on Surf, has as singing waiters Law Brice, Eddie Cassidy, Bob Waters, Johnny Wardell, Tom Mulvaney, Louis Valentine, Al Wilson and Nick Hufford.



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## Hampton Beach Sets Queen Competish To Bolster Biz

HAMPTON BEACH, N. H., Aug. 12.—Carnival Week will be held here August 24-31, and a queen, Miss Hampton Beach of 1950, will reign over the celebration designed to draw spending crowds to this resort. Judges will choose the queen August 22 with ceremonies on the bandstand.

Promotion gimmick was sponsored by the local Chamber of Commerce, which distributed applications for the queen contest and arranged a schedule of events for the week.

## BILLER BROS.

(Continued from page 61)

pital. The two-day stand in Halifax was a success and a contract was signed for next season.

Now that we are back in the States, we all hope to get rested up from our long jumps thru Canada. It took most of the night and into the morning before all of our trucks were across the border at Edmunston, N. B., but with the crews working hard we were able to go in for the matinee at Caribou, Me., at 2:30 p.m. The Cristiani Troupe made it to the lot just in time to dress and do their act.

Little Joe, the pusher, is working harder than ever these hot days. Side Show business has picked up since Lockwood Lewis's band has added Give My Regards to Broadway and Bozo had added a new dance. Ken Maynard's horse, Tarzan, is working again despite a leg injury. Sally Montana and Tex Don almost missed the first show in Maine because their car broke down just after crossing the border. Clown alley wasn't the same without V. O. and we are glad to have him back. Many on the show stocked up with new clothes in Canada so that the sleepers are loaded with packages, boxes and blankets by the score.—BOB LORRAINE.

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## Ionia, Mich., Gets Favorable Weather, Nudges '48 Figures

IONIA, Mich., Aug. 12.—Ionia Free Fair was running ahead of 1949 in all departments and approaching the higher grosses of 1948, according to figures thru Friday (11). The annual closes its six-day run Saturday (12). Attendance increase at the free-gate event, estimated on the basis of midway and grandstand increases, was pegged at 325,000 by Rose Sarlow, secretary. The annual got off to a somewhat slow start, attributed to farmers' reluctance to leave their fields during the first few days, but children's attendance was outstandingly better than last year, when a polio epidemic hit. Weather was favorable, with temperatures around 80 and only a few minutes' rain Thursday night.

Grandstand attendance thru Friday was 44,321, compared to 41,716 last year. Surprisingly, advance mail orders were down but box-office sales more than compensated.

### D-C Revue, Races

Barnes-Carruthers revue was the night attraction, with five acts appearing each afternoon. Harness races were Tuesday-thru-Thursday afternoon features and auto races held the spotlight on Friday and Saturday. Friday races drew a rather light turnout. Kochman's thrill show appeared Monday afternoon only.

Helicopter demonstration, landing on infield and track and touching high act rigging, was a draw at all shows Tuesday and Wednesday.

Cetlin & Wilson Shows won grosses equal to 1948's, which were the highest in Ionia fair history. Business was up 15 per cent over 1949 on the midway. Last year was nearly 10 per cent under 1948 because of polio.

Exhibits at Ionia were slightly ahead of last year, with farm machinery requiring additional space outdoors. Automotive exhibit was exceptional for a local fair because of a pooling arrangement by local dealers' association.

### Ad Budget Boosted

Advertising budget for the annual ran 10 per cent ahead of last year, with the increase being spread over all media.

Grandstand prices were adjusted. Track tickets for children were reduced from \$1.50 to \$1 but for adults were upped from \$1.50 to \$1.80, the same as regular reserved seats. Children accompanied by adults were admitted free to bleachers each night and on afternoons Tuesday thru Thursday, with the result that bleachers, which went to adults for 50 cents, were doing the best business since they were built.

Square dance contest all day Friday proved popular and winners demonstrated at the evening grandstand show. Opening-day parade lasted an hour and included floats, antique cars, farm implements and other units. The procession thru town and around the fair's track has been adopted as a permanent feature to give the event a strong kick-off in the community.

## Chippewa Falls, Wis., Gets Good Week-End Finish for Good Run

CHIPPEWA FALLS, Wis., Aug. 12.—Northern Wisconsin District Fair wound up its six-day run with a week-end (5-6) of ideal weather and business that matched that of the good '48 run. As a result, the fair finished with attendance and income close to the '48 level. Last year the fair was hard hit by polio.

Jimmie Lynch's Death Dodgers played to about 4,000 Saturday afternoon (5) and about 8,000 Sunday (6). Imperial Shows, owned and operated by the Amusement Corporation of America, registered good week-end business. Midway gross for the full run was reported at close to '48.

## Biz Tops All Prior Years At Clearfield

### Kochman Thriller Scores

CLEARFIELD, Pa., Aug. 12.—Clearfield Fair, July 31-August 5, broke all records despite the fact that the first day of the event was held down by rain, according to Ed Clark, president of the fair association. He said that business at the annual was about 15 per cent ahead of any previous year.

Frank Wirth Booking Association, New York, supplied attractions, band, revue and guest star for the fair. The revue, *Wake Up and Sing*, included a line of girls and featured Alphonse Berge, the Great Drapo, the Raffertys, John Panter's Singers and Mickey Sullivan's band. Acts included Les Kimris, the Yacopi Troupe, Laddie Lamont, Robert's comedy animal circus, and Johnson and Owen, horizontal bars.

Guest star for Saturday night (5) was the Columbia Broadcasting System (CBS) quizmaster, John Reed King, who proved a strong draw. Jack Kochman's thrill show played to turnaway biz Saturday afternoon. Clearfield event was watched closely by other Pennsylvania annuals, as it was the first major fair to be held this season and furnished a good idea of what business for other fairs in the State might be like.

## Wausau Annual May Beat 1948 If Sun Shines

WAUSAU, Wis., Aug. 12.—The Wisconsin Valley Fair today, the fourth day of its five-day run, was rocking along with attendance at levels close to the good '48 run, and execs figured that if the weather holds good thru tomorrow the gate may top that year's total. Polio scare last year whittled down attendance.

Good attendance was racked up in the face of an early evening rain Wednesday. Barnes-Carruthers *Chuck Wagon Revue*, in for the first two nights, pulled a small grandstand the first night, due to the earlier rain which mired the track, but jumped to a half a stand the following night.

Big car auto races, presented by National Speedways (Al Sweeney and Gaylord White), were run off to a capacity stand Thursday. Joie Chitwood's thrill unit, in Friday afternoon, played to a two-third grandstand. Gertrude Avery Revue, in front of the grandstand for three nights, opened Friday to a good stand.

Ernie Farrow's Wallace Bros. Shows are running substantially ahead of last year's midway business.

## Barnes-Carruthers Lavish Fair Revue Pleases at Ionia

By Haviland F. Reves

IONIA, Mich., Aug. 12.—A Barnes-Carruthers unit with a lavishly produced revue bowed this week at the Ionia Free Fair. Its costumes, lighting, settings and choreography were tops, and its leisurely pace met with favor. Use of dark light effects in production numbers was outstanding.

Twenty-five Dorothy Hill and Ainsley Lambert Dancers, mixed group, were the mainstay of the show and appeared in four numbers. Rhythmic African number and romantically staged *Dutch Treat* were notable productions.

Ten Stewart Singers, in costumes contrasting with the dancers', blended nicely in big numbers to provide musical background. The mixed group was a highly effective part of the show.

Preston Lambert, as emcee and lead male vocalist in major numbers, was effective, and the orchestra cut the show cleanly in circus style under direction of Izzy Cervone. Staging was by Hill and Ainsley.

Chester (Bobo) Barnett worked the come-in with his tiny auto and gave a full-length clown routine with a canine friend. Three Wiles, novelty and rhythm dancers, stress comedy effects and their wooden-legged soldier routine registered well. Nita and Pepl, juvenile hand balancers are extraordinarily flexible with spectacular control. Mother and seven-year-old brother assist effectively.

Rex Ramer was exceptionally versatile on vocal imitations of sundry instruments and groups from classical to Spike Jones style.

Torina and Erie, high pole topped by an impressive quarter-moon, produce a unique routine as the gal works acrobatics in rigging supported chiefly by a rope around her partner's neck. Gautier's Excess Baggage, five well-trained pups, stress comedy and novelty effects. Adrian and Charlie, trampoline act, get some startling comedy, especially with dead stops. The girl is the skillful understander.

Stewart Morgan Dancers have a fast adagio thrill number, three handling a girl with skill and audience impact. Three Wlere Brothers, with Mildred Seymour as pianist, do novelty violin work with screwball antics and dialog for an entertaining close before the fireworks finale by Hudson Fireworks Company.

## La Crosse, Wis., Is Up Slightly; Ice Show a Hit

LA CROSSE, Wis., Aug. 12.—*Ice Varieties of 1950*, owned and operated by Voorhees-Fleekles Fair Booking Association, is scoring something of a sensation at the Interstate Fair here. Performances have the natives raving. Attendance thru the first three days built and prospects were for a bang-up week-end biz. Three performances were given Friday (11), with the matinee to a fair crowd, one night show to capacity, and the other night show to a good turnout. Grandstand and bleachers combined seat 4,450.

Fair itself was up over last year in attendance the first three days. Billy Collins, of the William T. Collins Shows, also reported that midway business was running slightly ahead of '48.

## Langford In; Raye Cancels At Syracuse

### Sked 2 Eddy Arnold Shows

SYRACUSE, Aug. 12.—In a major change of the entertainment card at the New York State Fair, to be held here September 2-9, Frances Langford, radio singer booked by the William Morris Agency, this week was substituted for comedienne Martha Raye. Price was undisclosed.

Morris agency, also comic's agent, said that she was forced to drop out of the fair bill due to previous contractual agreements. It was reckoned that Raye's fee for outdoor dates would be about the same as her price indoors—\$5,500. She was to have played five night shows at the Syracuse annual, September 2-6. Singer Langford will fill in this same slot as stellar attraction of the night horse show.

In addition to Langford, the entertainment bill of the fair will include TV topper Milton Berle, James E. Strates Shows and guitar-playing Eddy Arnold, the Tennessee Plowboy. Arnold is set for night shows September 7 and 8.

Irish Horan's Lucky Hell Drivers, Jim Eskew's JE Ranch Rodeo, Joe Basile and His Madison Square Garden Band, and a program of 10 acts, headed by A. Robbins, the Banana Man, also are set for the annual, booked by the Hamid agency.

United States Army Field Band, a 100-piece group, will present afternoon concerts on the last two days of the fair's run. Organization includes a 40-voice male chorus and will be sponsored by the Army and Air Force Recruiting Service in Syracuse.

It was also announced this week that Roy Shudt would call the trotters and pacers during racing events at the fair.

## Santa Rosa Gate Tops '49 Despite Cold

### Finishes 1,000 Ahead

SANTA ROSA, Calif., Aug. 12.—Sonoma County Fair ended its nine-day run here Saturday (5) with an attendance of 153,490, about 1,000 over 1949. Pari-mutuel handle for the eight days of racing was \$1,265,834.

Getting off to a good start Friday (28), the event pulled 84,780 the first three days as compared with 56,811 for the same period in 1949. However, bad weather with cold nights cut the attendance the first of the week, with the annual averaging 17,000 per day. Top day was the closer, when 39,000 trekked thru the turnstiles.

Commercial exhibits for the event were up this year with 72 firms exhibiting. The 1949 total was 45. According to Blanche Hansen, who handled the space, the flower exhibits were arranged down the center of the building to allow for more displays. Miss Hansen moves from here to the California State Fair to handle transportation and hotel accommodations for the stagers.

The fair was under the direction of George R. Caden, auditor, and J. W. Jamison, manager.

Midway attraction was the Foley & Burk Shows.

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Clean Concessions.

Write W. T. WILY, Mitchell, S. D.

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Rides without carnival for County Fair, Sept. 13, 14, 15, 1950. Also could use Photo and Shooting Gallery.

**OWEN H. BILES, SEC.**  
Clinton, Arkansas

**Bangor Event  
Scores Gains  
In All Units**

Stand Up 20% Over '48

BANGOR, Me., Aug. 12.—Snapping back with a bang after a year's absence, the Bangor State Fair, held here from Monday (7) thru today, was up in all departments, according to Fair Secretary Roy Sinclair.

Fire last year destroyed the grandstand, necessitating postponement of the event. At a cost of \$90,000, a modern structure with a seating capacity of 3,400 was built.

Sinclair reported that opening day gate was about 9,000; the Tuesday (8) throng, 15,000, and Wednesday (9), 20,000. Altho he had no official count for Thursday (10) and yesterday (11), he said that these two days, plus today, would all certainly exceed gate marks registered in 1948.

Pari-mutuel play built thru the week in the same fashion. Monday the take was \$15,590; Tuesday, \$23,298, and Wednesday, \$29,215. Sinclair said that the haul Thursday was about \$35,000 and that yesterday's figure would run \$45,000.

Sinclair estimated that the gross from the grandstand show, a George A. Hamid package, was up 20 per cent thru the first four nights of this year's run as compared with the corresponding evenings in 1948. Irish Horan's Lucky Hell Drivers played to a near-capacity crowd Saturday (5) preceding the start of the fair. Despite rain, the Horan unit staged a complete presentation, except for its new cannon act.

Hamid talent line-up, tagged Show-time Revue, included Pierrot and Pirouette, roller skating; Ladd Lyon, equilibrist; Ben Yost Singers; Montana Kid and Coley Bay, the wonder horse; the Jacksons, knife-throwing act; Paul and Paulette, trampoline; Bobby Whaling and Yvette, bike act; Aerial Snyders, swanpole, and a 17-girl line directed by Peaches O'Neill.

George Ventrie's ork supplied the music for the revue, with Eileen Sutherland at the organ. Dick Lane emceed the show, and Joe Hughes was unit director.

**Mass Vacation Melts  
Peoria Ice Show Biz;  
Expo Preps Opening**

PEORIA, Ill., Aug. 12.—A seven-day outdoor run of Holiday on Ice closed here Saturday (5) at Exposition Gardens, site of the Heart of Illinois Exposition, August 29-September 4, with a gross \$4,000 below last year's.

L. R. Huckstead, executive secretary of the exposition, blamed overlapping of ice show dates with mass vacation of 25,000 persons in a major Peoria industrial plant for the drop. He said the advance sale ran about \$5,000 below last year's and that on-the-spot sales made up part of the difference. A \$3 top in place of 1949's \$3.50 also affected the gross.

Huckstead said preparations for the second run of the annual are set. Royal Crown Shows, a Barnes-Caruthers revue and Thearle-Dumfeld fireworks are scheduled. IMCA big cah races will be September 1 and AMA motorcycle races are in for September 2, while a 100-lap stock car races will be September 1 and 4. Harness racing August 29, 30 and 31 will be followed by a society horse show September 3-4.

Exhibit space has been going well. Four radio stations will do broadcasts direct from the grounds. While the entire fair is under canvas, show fronts have been built for grounds and tents.

**3 BIG DAYS—3 BIG NIGHTS!  
AUGUST 31-SEPTEMBER 1 and 2  
Revival of Old-Time**

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Sponsored by Lions' Club of Washington, Inc.

Accredited Horse Show—Cattle—Poultry—Goats—Sheep—Home Arts—Drawing Contests—Industrial Exhibits and many other features to interest all ages.

**WANTED**

All those with us last year contact. Motordrome, Iron Lung, Walk-Thru Shows, Monkey and Wild Life. Legitimate Concessions of all kinds, American Palmistry, Age & Scales, Novelties, Hi Striker, Long and Short Range, Basketball, Cig. Gallery, Ball Games, Glass Pitchers, Dart Balloon, Jewelry, Frozen Custard, Snow Cones, Candy Floss, Candy Apples, Merchandise Stands of all kinds. Cookhouse wanted. Those coming on may be booked for five more Big Fairs. We have plenty of Rides and Bingo. Absolutely no racket.

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THE GREAT EASTERN SHORE FAIR**

AUGUST 21-26 — CAMBRIDGE, MD.

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Ball Games, Scale and Age, Duck Pond, Cork Gallery, Photos, Grab, Hoopla, Jewelry and any other 10c Concession.

**THRILL SHOW AND HAMID ACTS MAKE THIS THE BIGGEST DATE  
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CLINTON, N. C., SAMPSON COUNTY FAIR**

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Want to hear from Thrill Show, Irish Horan, Jole Chitwood also. One or two more acts, high.

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CONCESSIONS • RIDES • SIDE SHOWS • FOOD • DRINK • NOVELTIES • THRILL SHOW • CIRCUS • FREE ACTS • PHOTOS • JEWELRY • WILL BOOK COMPLETE SHOW.

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Grounds Open for Inspection Every Sunday 9-12 A.M.

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**FOR LYONS COUNTY FAIR, AUGUST 22-25**

"One of the Best"

Rides of all kinds. Popcorn, Grab, Concessions working for stock. Shows of all kinds. Pitchmen, come on.

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GREAT FALMOUTH FAIR**

FALMOUTH, KY., AUGUST 24-25-26

RIDES—SHOWS—CONCESSIONS. No Flats or Gypsies. All replies:

M. B. BEST, Owner Falmouth, Kentucky Phone 371 or 2411

RUSS BALLINGER, Concession Mgr. Falmouth, Kentucky Phone 343

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**FOR HANCOCK COUNTY FAIR**

FINDLAY, OHIO, SEPTEMBER 5 THRU 8.

Legitimate Concessions. Need Hanky Pank Agents.

All replies to **ROD LINK, FREMONT, OHIO**

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For Fair week of Oct. 8-14. Large industrial may roll. Minimum wage starts \$1.12 hr. Over three thousand employees. Mills run twenty-four hours daily. No grandstand. Want plenty rides, with forty or fifty concessions. Only legitimate games considered. No strips or Gypsies wanted. Must have own adequate Light Plant. Your net far above average of city with 12,775 population as this country seat is. Three hundred dollar deposit for appearance on dates is required. Write or wire:

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Acts and Attractions of all descriptions for Northern Michigan, Sept. 2 & 4 and other dates. Also have dates for South Dakota territory.

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**WANTED**

Rides without carnival for County Fair, Sept. 13, 14, 15, 1950. Also could use Photo and Shooting Gallery.

**OWEN BILES, Secy.**  
Van Buren County Fair Clinton, Ark.

## Dodds Sees Fast Finish In No. N. Y.

### Gate, Stand Take Mount

GOUVERNEUR, N. Y., Aug. 12.—Gouverneur and St. Lawrence County Fair here, which started Monday (7) and ended today is sure to finish a winner in all divisions, according to fair Secretary Bligh A. Dodds.

With the weather holding practically perfect thru the week, Dodds said gate and grandstand takes had been building each day of the event, and that final figures should see last year's gate and stand grosses bettered 10 to 15 per cent. He estimated this year's gate total at about 80,000.

Irish Horan's Lucky Hell Drivers were the grandstand attraction opening day, drawing a crowd of 6,000, a mark which was up 3,000 over last year's presentation of the Jack Kochman Thrill Show.

Bill Holland's Auto Daredevils were slated for a performance this afternoon at the fair. In view of the crowds registered earlier in the week Dodds said he looked for heavy attendance, with extensive advance publicity lending considerable aid.

### Hamid Riz Light

George A. Hamid unit, titled Grandstand Follies of 1950, opened to light biz Monday night, but Dodds termed this characteristic of all grandstand revues presented at the annual. In line with over-all business, the take from the revue increased nightly. Dodds called the Hamid aggregation one of the best to play this event in years, and added that Mark Huling and Sharkey, the Seal, used as a closer for the revue and as a special feature, proved a show-stopper.

Included in the Hamid line-up were the Great Smetona, slack wire Florence Hyn Lowe, contortionist; Paul and Jimi Kohler, marimba and acros; Victoria Troupe, bicycle act, and Baranak Duo, perch. In addition to an 18-girl line, John Barry was featured singer and emcee, Adrienne Parker was featured dancer, and Jerry Glaze was at the organ. Joe Basile and his Madison Square Garden band cut the show.

Dodds reported that O. C. Buck Shows, org holding down the fair midway, had built its take daily along with the rest of the units at the event. Per capita spending on the Buck show was up slightly from last year, Dodds said.

Non-pari-mutuel trotters and pacers staged 11 races for total purses of \$6,000 during the fair's run. Dodds added that agricultural, livestock and 4-H exhibits at the fair had reached a new high this year, both in number and quality.

## New Buildings, Repairs Slated At Barrington

GREAT BARRINGTON, Mass., Aug. 12.—Four new buildings plus general repairs for many of the present structures are slated for the Barrington Fair to be held here September 1-16. New structures include a poultry building, exhibit hall entrance to the main agricultural display building, a permanent paddock and jockey facilities.

Massachusetts State Racing Commission offices at the fairgrounds have been enlarged, the infield mutuel department changed to provide additional windows, and stables have received general repairs. Fair President Edward J. Carroll also is pro-

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended August 11. The complete List of Fair Dates was published in the issue dated July 29. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

**ARKANSAS**  
Mulberry—Crawford Co. Fair. Sept. 18-21. T. J. House.

**COLORADO**  
Hayden—Routt Co. Fair Assn. Sept. 15-18. George A. Simonton.

**GEORGIA**  
Americus—Americus Civic Fair. Oct. 10-21.  
Venna—Dooly Co. Fair. Oct. 2-7. W. V. Harvard.

**MISSISSIPPI**  
Cortina—Tri-State Fair. Sept. 11-16. Richard J. Penny Jr.

**NORTH CAROLINA**  
Kings Mountain—Bethware Community Fair. Sept. 14-16. John H. Rudisill Jr.  
Warrenton—Warren Co. Fair. Oct. 2-7. Scott Gardner.

**VIRGINIA**  
Rocky Mount—Rocky Mount Fair. Aug. 21-26. H. P. Pralin.

## Billings, Mont. Gate, Business Close to 1949

### Late Season on Farms Hurt

BILLINGS, Mont., Aug. 12.—A late season on Montana's farms, which kept many at home harvesting wheat and hay was blamed for a slight dip in attendance and business generally at the Midland Empire Fair and Rodeo here thru Thursday (10), fourth day of its six-day run.

The drop from last year's figures, however, was not more than 8 per cent in any one department. Mutuel betting was off that much, but grandstand attendance was off less.

### Weather Mars Opening

Weather, excepting Monday (7) was good. The opening day was marred by wind, duststorms and sprinkles and the combination caused the attendance to sag under last year's total. The following two days yielded a gate almost level with the corresponding days last year, while Thursday's turnout matched that of last year. The night grandstand turnout overflowed onto the track.

Seating capacity of the grandstand is 8,600, an increase of 400 over last year resulting from the construction of a new 180-foot section, built of steel and concrete, to replace that portion of the old stand. Night grandstand program is a Barnes-Carruthers revue, plus fireworks by Thearle-Duffield, Chicago.

### Good Midway Biz

Rodeo, staged by Leo J. Cremer, Big Timber, Mont., supplements the running horse races in the afternoon.

Siebrand Bros., holding down the midway, registered excellent business, the ride and show take for the first four days was down "a trifle" from last year, according to Harry L. Fitton, fair secretary. Siebrand org presents a strong and well-fashed line-up here.

viding a kitchen for horsemen on the back stretch of the track.

About half the display space available in the present North Hall and the projected South Hall has already been sold, according to fair officials.

Carroll is now setting his staff for the event. Starting next week, four billposting crews will spread paper heralding the fair thru four states.

## Strong Finish Boosts Regina Ahead of '49

### Gate, Stand, Midway Up

REGINA, Sask., Aug. 12.—Regina Exhibition, overcoming rain and mud its two final days, ended on a strong note Saturday (5) with the six-day gate up 8,967 over last year and the grandstand up 1,295. Total attendance was 137,819 compared with 130,852 in 1949, with grandstand totals of 66,076 against 64,781. Royal American Shows ended slightly ahead of last year.

Financially, the front gate grossed \$30,255 compared with \$29,820 last year and the grandstand \$59,808 against \$41,468 in 1949. Pari-mutuel play was \$442,986, slightly off from last year's betting turnover of \$447,538.

### Rain Hurts

A heavy rain immediately after the Travellers' Day parade Friday cut into attendance. Races continued in the afternoon-long downpour but other activities were halted. A brief respite in the evening permitted the grandstand show to be held but further rain necessitated some paring. Midway biz that night was small. More rain Saturday turned the grounds into ankle-deep mud but attendance was well ahead of last year's finale when blistering 104-degree heat kept customers away.

Friday's gate was 12,005 against 23,270 in 1949 and Saturday's was 30,239 compared with 19,151. Grandstand Friday drew 7,792 against 12,675 a year ago and Saturday's total was 12,696 compared with 8,615.

### Strong Wagering

Pari-mutuel take was up every day of the six-day horse race meet except Friday when the entire card was run in a downpour. Bettors poured \$105,835 into the mutuel wickets Saturday, up \$16,440 over last year, and Wednesday (3) set a new single day wagering mark of \$113,953.

Net position of the fair is not expected to be much better than last year because of increased payrolls, more expensive grandstand attractions and higher costs in nearly all departments, according to C. B. McKee, president. McKee termed the fair a success and said they were particularly gratified with the reception accorded the Barnes-Carruthers grandstand show, Exhibition Revue of 1950.

### Baseball Finals Hit

Rain forced postponement of the finals of the fair's \$3,500 baseball tournament. Other features during the week included a three-day light horse show, livestock parade, visiting bands and nightly fireworks presented by the Hand Fireworks Company at a cost of \$4,300.

The Parade of Prairie Progress, a collection of old-time machinery and conveyances, was regarded as the most popular exhibit.

Two cars were given away in front of the grandstand Saturday night by the Kinsmen Club.

Arren and Broderick, the Four High Notes and the Singing Martinis, from the B-C show, visited shut-ins in Regina Hospitals Thursday.

## New Terre Haute Grandstand

TERRE HAUTE, Ind., Aug. 12.—Vigo County Fair here will open its six-day fair August 22 with a new 3,300-seat grandstand. The structure was financed by residents who subscribed \$100,000. Bogno Family, Riskey, and the Great Noel, high act, will be included in the free attractions booked by Boyle Woolfolk Agency, Chicago.

## Strates Take At Clearfield Edges '49 \$\$

### Rain Cuts Gross

CLEARFIELD, Pa., Aug. 12.—First fair of the season for the James E. Strates Shows, the Clearfield County Fair, gave the org grosses slightly higher than those registered here last year. A few bad weather breaks Monday (31) and Tuesday (1), when the night grandstand come-outs were lost thru rain, held the take below or on a par with the corresponding days in 1949.

Spending was freer during the remainder of the run (July 31-August 5) and money seemed more plentiful than last year when the mincs were worked only three days a week.

Nate Eagle's Hollywood Midget Movie Stars did capacity business from the start, weather permitting. Joining the Eagle show here were Ronald and Lela Mae Street and their four-month old baby, who are appearing as the midget family. They proved a strong draw.

Jack Norman's Broadway to Hollywood Revue topped its 1949 take for this stand. With some opposition in the form of a free wild life exhibit operated by the State, Doc Hartwick stepped up his Animals of the World gross about 15 per cent.

With Bobby Hasson on the front, Claude Bentley's Freak Side Show was also a topper. George Murray, operator of the Lion Thrill Arena and Motordrome, said his biz was up over last year. Walter McCracken's Monkey Circus also reported a better-than-last-year gross.

Wednesday night (2) members of the fair association were given a dinner in the show's cookhouse. Those attending were Edward A. Clark, president; J. R. Hogentogler, secretary; E. W. Davis, treasurer; F. L. Brion fair manager; J. J. Sansone, carnival superintendent, and board members L. R. Cowder, John Harry, W. C. Lanich, Frank Show, P. E. Welmer, Kay Bloom and F. W. Kerr. Members of the Strates org present were James E. Strates, James E. Strates Jr., Dick O'Brien, Roy Jones and Starr DeBelle.

With Buffalo the only still date ahead, the task of repainting and re-decorating equipment will be finished there next week.

## O. J. Gilbert Dies After Long Illness

BOSSIER CITY, La., Aug. 12.—Funeral services were held here Wednesday (2) for Ole J. (Whitey) Gilbert, widely known carnival cookhouse and concession operator, who died at his home in this city July 29 following a lengthy illness. Burial was in Forest Park Cemetery, Shreveport, La. Numerous shows and friends sent floral offerings.

Last year Gilbert attempted to play some fairs in the North, but ill health forced him to return to his home here where most of the time since then had been spent in hospitals. He entered outdoor show business with Tuby Snyder and subsequently toured with C. A. Wortham, Beckmann & Gerety, Royal American, Morrison & Castle, Noble C. Fairley and Hennies Bros.' shows.

Surviving are his widow, Roba; three brothers, Britt, of Nelson Bros.' Shows; Art, who is in the motion picture business in New Orleans, and G. C. Gilbert, of Duluth, Minn.; two sisters, Mrs. Walter Rother, Kenosha, Wis., and Myrtle Gilbert, Fairfax, Alaska.

## Regina Gives RAS Increase Over '49; "A" Circuit Off

REGINA, Sask., Aug. 12.—Royal American Shows wound up their six-day stand at the Regina Exhibition with a strong finale Saturday (5) that boosted grosses slightly above 1949 figures. Heavy rains most of Friday and Saturday morning, which turned the lot to ankle-deep mud, kept the org from chalking up a substantial gain over last year.

All segments shared in the increase. The Bonnie Baker show and Leon Claxton's Harlem in Havana tied for honors in the back-end, with Lorow's Side Show and Kramer's Midgets next in line.

Weather prior to Friday had been ideal but that day's business was off sharply. The few attractions open at night drew good crowds, with the Baker unit and Side Show getting the best play.

RAS execs termed the Western Canadian Class A tour satisfactory but slightly below last year due to bad weather in many of the spots. Brandon was off 12 per cent due to cold, Calgary down 9 per cent from rain, Edmonton up 20 per cent and Saskatoon off slightly due to heat.

Before Friday's rain, Regina Shriners of Wa Wa Temple together with the Royal American Shrine entertained 112 underprivileged children on the midway.

Bob Parker continued at the helm of Lottie Mayer's water ballet. Among those plodding thru Friday's mud was Irving Grossman, of the Gus Sun-Irving Grossman Agency, en route on a fishing trip. Grossman was skedded to join his grandstand unit at the Prince Albert, Sask., Exhibition.

## Vivona and Prell Combine Shows For Fair Dates

SANATOGA, Pa., Aug. 12.—Vivona Bros.' Amusements of America and Prell's World's Fair Shows have merged their operations for a tour of Southern fairs, according to Apela Reneo, of the Vivona shows. Combine was effected here Monday (7) at the Montgomery County Fair.

Shows will operate under the Prell title, with the wedding of attractions giving the combo 17 rides, 12 shows and about 50 concessions.

Business at the opening of the fair was good and it has perked up each day, according to Reneo. The entire staff of the Vivona shows came on, and Jesse Bozaman, boss billposter, and Fred Stetson, helper, were added.

## Ernie Farrow's Wallace Bros. Tops '48 Biz at Wis. Annuals

WAUSAU, Wis., Aug. 12.—Ernie Farrow's Wallace Bros. Shows, here this week at the Wisconsin Valley Fair, have been enjoying excellent business. Grosses here thru Friday (11), third day of the five-day run, greatly exceeded that for polio-hit '49 and were running slightly ahead of the good '48 fair.

Better than '48 business also was scored at two Wisconsin fairs, Monroe and Jefferson, played prior to the event here. Both those annuals also were hurt by polio last year. The better-than-'48 biz at Jefferson and Monroe were registered despite the loss of two days to rain in each spot.

There was some rain here Wednesday, but it failed to put any dent into the business. Kids' Day was observed that day and again on Thursday, and rides and shows did a bumper busi-

## Hennies Gets Whopping Biz At Illinois State Fair Opener

Ride, show gross close to excellent 1948 figure—concessioners get good play—Velares' Sky Ride carries big load—new building pulls 'cm to midway

SPRINGFIELD, Ill., Aug. 12.—Opening day at the Illinois State Fair here Friday (11) was pretty much like the corresponding day in '48 for the Hennies Bros.' Shows on the midway. It yielded whopping biz, just as it did in 1948, the last year the Hennies org had played the fair. A polio scare last year cut the fair down, attendance-wise, from one-half to one-third its normal size, and another show, holding down the midway, was jolted hard because of the small turnouts and particularly because of the absence of kids. Opening day this year, as in the past, was Kids' Day, and the crowd was estimated at 47,000, many times over that for the same day last year, when the fairgrounds gave off an almost funeral air because of the sparse attendance. What's more, opening day patrons turned out early, stayed late, and showed a disposition to spend money.

## C&W at Ionia Equals Gross Of Record '48

### Increase Spread Evenly

IONIA, Mich., Aug. 12.—Cetin & Wilson Shows, midway org at the Ionia Free Fair here this week, won its way back to grosses at the 1948 level, highest in the annual's history by a small margin. Business was up 15 per cent over 1949, when polio clipped the returns to 10 per cent below 1948.

Improvement was spread evenly over all departments, with kiddie rides showing exceptional pick-up. Concessioners in general did not do quite as well proportionately but customers on the midway were in a spending mood. Rides did a steady business thruout without long line-ups.

Midway gross thru Thursday (10) night was \$4,500 ahead. Total attendance for rides and shows for four days was given as 128,194, compared to 107,351 last year. Monday, Children's Day, was the best single stanza but grosses were ahead every day. Exceptionally good were Raynell's Girl Show, Mickey Mansion's Side Show and Earl Chambers's Monkey Circus.

The layout was a long double eclipse toward the rear, with two extensions and kiddie and of five rides near front of the grounds. Power attractions were spotted effectively to get crowds, judging by midway inspection. C. & W. carried 17 shows, 24 rides and 50 concessions.

Midway biz was in line with other trade on the grounds. All departments of the fair showed increases. Barnes-Carruthers revue was in front of the grandstand along with horse and auto races.

SPRINGFIELD, Ill., Aug. 12.—Opening day at the Illinois State Fair here Friday (11) was pretty much like the corresponding day in '48 for the Hennies Bros.' Shows on the midway. It yielded whopping biz, just as it did in 1948, the last year the Hennies org had played the fair. A polio scare last year cut the fair down, attendance-wise, from one-half to one-third its normal size, and another show, holding down the midway, was jolted hard because of the small turnouts and particularly because of the absence of kids. Opening day this year, as in the past, was Kids' Day, and the crowd was estimated at 47,000, many times over that for the same day last year, when the fairgrounds gave off an almost funeral air because of the sparse attendance. What's more, opening day patrons turned out early, stayed late, and showed a disposition to spend money.

### Opening Day Big

At the close of business Friday night (11), ride and show grosses far exceeded that for the same day last year and practically matched that of the '48 opening. Concessions, moreover, did a brisk business. No fewer than 81 were reported in the line-up assembled by Paul Olsen, Hennies' concession manager.

Two new shows joined the Hennies org here. Mark Travisano, of Los Angeles, came on with his ice show, a lavishly costumed unit, with a 10-person cast, that uses a 24 by 24 ft. rink, and Flash Williams joined on with Merma, gal in tank, mounted attractively on a trailer.

### Sky Ride Scores

Added feature on the midway is the Velares' Sky-Ride. The double wheel registered bang-up business opening day, carrying more than 4,200 persons. Meanwhile, two Ferris Wheels carried by the Hennies org also did excellent business.

Midway business here is being helped by the location of the Illinois State Building, a new fair structure costing about \$1,000,000 that is used to house exhibits of State agencies. Situated close to the midway, the building is a potent lure to fairgoers and is pulling many customers into the area fronting the midway.

## Strong Route Gives Avery's Modern Biz About Equal to '49

DETROIT, Aug. 12.—Avery's Modern Shows, now in their second season, have enjoyed biz about equal to 1949 because of a stronger route. Org is owned by Eugene and Verna Avery, who broke into the business last season with the late Leslie Curtis as general agent. Major personnel change has been the replacement of Curtis by Edward (Red) Jorwitz, veteran in the park-carnival field.

Out since March 31, org has played thru Southern and Eastern Michigan, with all dates under auspices. Unit has 3 rides and 20 concessions, with a Kiddieland expected to join later. Typical operation includes additional concessions, usual large ones, operated directly by sponsor.

### Roster includes:

Rides—Robert Mackey, Octopus foreman; John Welch, assistant; Don Orinke, Ferris Wheel foreman; Clarence Jones, Merry-Go-Round foreman; Glenn Cook, assistant.

Concessionaires—Al Zakarian, popcorn; Junior Pak, age and scales; Albert Goodball, caramel corn; Mr. and Mrs. Frank Cook; Sam Maitin, toy wheel; Louis Maitin, add-'em-up; Isadore Retener, aero-ball; Fred Klein, cookhouse; C. Dobleski, dart balloons; Bob Crawford, bingo and long-range shooting gallery; Bill Chesser, high strike; Mrs. Robert Smith, penny pitch; Mrs. Jean Jones, ball game.

Agents—Mrs. Thelma Biddie, duck pond; Ray Eches, dart game, and Betty Michael, dart balloons.

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15,000 Watt, 28½ Volt D.C. 5 H Pneumatic Tired Tyres, Continental Engine.

Excellent Condition REG. \$1,800 \$425 P.O.B. Phila.

"Onan" 2,000 Watt Battery Charging Generator, 12 Volt, 1/2 Cyl. Engine. Regular \$475. Special \$125. F.O.B. Phila.

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"Waukesha" 5,000 W. 28½ Volt, D.C., 175 Amps. With 4 Cyl. Waukesha Red. Cooled Eng. Reg. \$1,550. Spec. \$275. F.O.B. Phila.

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214 N. 32nd St. Philadelphia 3, Pa.  
The Oldest Equine House in Phila.

**MIDWAY CONFAB**

Carl Meyers, p.c. dealer of Kansas City, Mo., has joined the Paterson concessions on the Klausen Shows.

Dorothy Hawkins, dancer, has left the road for West Coast night club engagements. En route she visited Sandra Lee and Lola Conklim on the Tivoli Exposition Shows and Mona Hayes on Johnny J. Jones Exposition. Mrs. John Marks was hostess to the weekly card party August 3 when the John H. Marks Shows played Washington. About 25 attended, with the proceeds going to the Miami Showmen's Association Ladies' Auxiliary. Neva Heiman and Hilda Roman will be hostesses for the next party. Rose Lange, Betty DiAllo, Leona Plas, Ruth Schreiber and Hilda Roman visited Winnie Edwards, who is convalescing in Frederick Memorial Hospital, Frederick, Md., following an automobile accident.

E. (Red) McFarlin, veteran legal adjuster with the D. S. Dudley Shows, is in Veterans' Hospital, Dallas, but expects to be released soon. He'll rejoin the shows. Mr. and Mrs. Ted Snyder and daughter have folded their Motordrome after three months of poor business. They plan to return to the road next season. Rita Rays has joined the Dumont Shows with the Girl Show and Side Show for Southern fairs. Lewis Perry, bingo and concessions manager at New Liberty Park, Buffalo, is in Pinecrest Sanitarium, Beckley, W. Va. He'll be there several months and would like to hear from friends.

L. D. (Bill) Dollar, general agent of Lee Amusement Company, while in Mobile, Ala., on a recent buying trip, called on Walter B. Fox and the two old-timers cut up jackpots for several hours. Dollar advises that his org will play the Atmore, Ala., Tri-State Fair for the third consecutive year. Jennie Adams, who had charge of Cavalcade of Amusements cookhouse for several weeks this season, has returned to Mobile, Ala., to re-enter a commercial business with his father. He reported that heavy rains ruined a good week for Cavalcade at Milwaukee. Emory Kelly, Mobile, Ala., concessionaire, left there August 5 for Philadelphia, Miss., to join the Floyd Kile Shows at the Philadelphia Fair.

A. L. (Dinty) Moore, veteran Penny Arcade op, has settled down on his 200-acre farm at Corpus Christi, Tex., and infos that he's catching a lot of fish. Dinty recently disposed of 300 acres of property there at double the price he paid for the land. Danny McNamee, former carnival show operator, is producing quiz programs with the Shadow Art Studios in Southwest Texas.

Mr. and Mrs. Harold Cleavers, co-owners of the Carol Shows, Toronto, had a teddy bear store and derby game on the Motor Shows at Windsor, Ont. While there, the Cleavers visited the Cetlin & Wilson Shows at Hazel Park, Mich., and shopped in Detroit for their planned post-season Bermuda trip.

Robert (Bobby) Mansfield, former midway Girl Show op, writes from a Miami sanitarium expressing thanks for the get-well cards, letters and financial aid from officials and personnel of the James E. Strates, Johnny J. Jones Exposition and Royal Crown shows, and from the Ladies' Auxiliary of the Miami Showmen's Association. Bill Rawlings, with the World of Today Shows last season, is operating a cookhouse on the Don Franklin Shows No. 2 unit assisted by his son Jack. Ray Spencer, veteran carnival general agent, was a recent visitor at The Billboard's St. Louis

**WANTED**

Concessions, Midway Attractions for Three-Day

**LABOR DAY**

Celebration, Sept. 2, 3, 4

**STREATOR, ILL.**

Biggest of Central Illinois

**FRED J. SALVATI**  
Gen. Chairman  
STREATOR, ILLINOIS

**VOLUNTEER SHOWS**

Out till Xmas. Fairs from now on in Kentucky, Tennessee, Alabama, Louisiana, Scottsville, Ky. Fair, this week; Adairville, Ky., next week.

Can use Mug, Short and Long Range, 10-Cent Grad Stores, Wm. X. Reno wants Men for office Concessions, Swinger, Country, Beehive, Long, sure season. Frank Miles, better get in touch.

Can use small Merry-Go-Round from Adairville on. Get with one that is making money.

**WANTED**

TALKER FOR MONKEY CIRCUS

**LEO CARRELL**

e/o Royal American Shows  
This week, Superior, Wis.; next week, Minneapolis, Minn.

**ROSE CITY SHOWS**

Want Agents for Ball Game, Pea Pool and Stock Outfits. Will book Peanuts and Popcorn, Novelties, Seals, Age, Milk Camp, Hoop La, Lead Gallery, Long or Short Range Mug, Cane Rack and Bumpers. Can use Agents for Roll-down and Sit. Will book Grab Stand, Happy, Tex., Picnic, Aug 17-19; Richardson, Tex., Biggest Little Fair in Texas, Aug. 22-26; Bridgeport, Haverfield, Teague and Livingston, Tex., Fairs to follow. W. E. KILGORE, Owner & Mgr.

**SECOND-HAND SHOW PROPERTY FOR SALE**

325 beautiful mounted Buffalo Head with Horns. 525 Wax Head, General Red Chinese Army. 550 3 Monkey Banners, 10x18 ft. Good condition. 515 Bass Drum with good heads. Bergin. 545 Concession Tent with bally cloth, 16x14 ft.

**WEIL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 4, Pa.

**Producing America's Best SHOW BANNERS**

**SNAP WYATT STUDIOS**  
Rt. 3, Box 1180 TAMPA, FLA.  
(Phone: Y-42443)

**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 91 going south, Atlanta, Georgia. Fairfax 2625.

**EVANS' NEW CIGARETTE WHEEL**

**NEW FLASH!**

**NEW EARNING POWER!**

Great new, fast playing cigarette store! Plenty of punchy appeal! 40" wheel operates on excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live-action bally! Beautifully colored, mounted on nickel-plated stand at about 45 degree angle. Evans quality-built to give you many seasons of big earnings. This is the right one! Don't wait!

Write for information and latest catalog.

**H. C. EVANS & CO.**  
1528 W. Adams St. Chicago 7, Ill.

**HORSE RACE WHEELS • BIG SIX WHEELS**

**MONEY WHEELS • PENNY PITCH BOARDS • MERCHANTISE WHEELS • OVER-UNDER • LAY DOWN CLOTHS • BEAT THE DEALER • DICE CAGES • CHUCK-A-LUCK • ELECTRIC PENNY PITCH • PENNY PITCH CLOTHS.**

Write for Catalog • Buy Direct and Save

**CARDINAL MFG. CORP.**  
430 Keap St. Brooklyn 11, N. Y. Evergreen 7-5027

All Other Types, Too

**BAKER'S GAME SHOP**

**THE BEST, NOT THE CHEAPEST**

Wheels, all sizes, both flat and upright; Skilloo, Spindlers; Tracks, 12, 15 & 24 numbers; Chuck and P. C. Wheels; Bazaar Mice Wheels; Baker Four Ball Rucketa (also new style old fashion Bucketa), new Six Cats and Big Fome Razzles, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Fags, Chuck Logs, Penny Pitches, Pea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Beat the Dealer Cloths, new Country Store Slum Spindle, size 28x28 inches; new Ping-Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

**CATALOG TO PROFESSIONAL OPERATORS ONLY**

**8108 DESOTO DETROIT, MICHIGAN**

**WANTED**

FOR BELLEVILLE, ILL. CELEBRATION, ALSO WEST FRANKFORT LABOR DAY CELEBRATION, THEN 6 TEXAS FAIRS TO FOLLOW.

CONCESSIONS: Hanky Panks, Photos, Ice Cream, SHOWS: Independent Shows, Special Proposition to Mechanical Show, RIDES: Can place Trains, Kiddie Cars, Airplane, Want Ride Help who drive. Going South after this week. Wire:

**C. A. VERNON, Mgr.**  
BELLWOOD, ILL. (Phone: 903)  
P.S.: Red Killen, call 903

**NOW DELIVERING!**

**New Apex 4 Star Carnival Wheels**



**Apex 5 Star BINGO BLOWERS**

12" 27.25	47.00
14" 32.00	57.00
16" 37.00	67.00
18" 42.00	77.00
20" 47.00	87.00
22" 52.00	97.00
24" 57.00	107.00

Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

Heavy Duty Mounted BINGO CARDS in Various Colors

**MORRIS MANDELL, INC.**  
24 East 17th St. (Dept. B) New York 3, N. Y.  
Phone: ORegon 3-5913

**United Exposition Shows**

**WANT**

FOR BELLEVILLE, ILL. CELEBRATION, ALSO WEST FRANKFORT LABOR DAY CELEBRATION, THEN 6 TEXAS FAIRS TO FOLLOW.

CONCESSIONS: Hanky Panks, Photos, Ice Cream, SHOWS: Independent Shows, Special Proposition to Mechanical Show, RIDES: Can place Trains, Kiddie Cars, Airplane, Want Ride Help who drive. Going South after this week. Wire:

**C. A. VERNON, Mgr.**  
BELLWOOD, ILL. (Phone: 903)  
P.S.: Red Killen, call 903

**AMERICAN EAGLE SHOWS**

**"WE ARE HEADING SOUTH" WANT**

For Sidell Jamboree, Aug. 17-19, and other good Celebrations to follow.

SET OF SNAKE SHOW BANNERS (must be cheap for cash). HAVE ONE NEW ROYAL BLUE TOP, 30x40; also ONE 20x30—WHAT HAVE YOU TO PUT IN IT? HAVE BEAUTIFUL FRAME UP FOR GIRL SHOW. (New P.A. System and new Banners). You must qualify! NEW CHOICE CONCESSIONS OPEN—one of a kind. No scraps, no racket, no P.C. All address:

**DANNY ARNETT, Mgr., Sidell, Ill.**

**EDGAR**

Will you please send us your address, so we can answer your postcards.

**LEE LEAK**

**JOHN CHAPMAN WANTS**

Retail Coffer, Counter Men. Must drive.

Write e/o CODDING GREATER SHOWS  
Cannonsville, Ind., Aug. 13-18; Big Rapids, Mich., Aug. 22-26.

**BILL MCCOY**

Mickey is no longer with me. You can have the job as superintendent. Call or wire collect.

**JACK MARTIN**  
383 Broadway Bayonne, N. J.

**TWIN CITY SHOWS**

Want Concessions of all kinds, 5 more Missouri Fairs and 8 Arkansas Fairs. Due to disappointment can book flashy Bingo, McNears, contact me. No phone calls, please. Wire:

**SAM WELLS**  
Cameton, Mo., Aug. 14-19; Hamilton, Mo., Aug. 23-26.

**MARVEL SHOWS**

**WANT**

Stock Concessions of all kinds; open, come on. What have you?

Toulon, Ill., August 17-18; Tampa, Ill., August 24-25; Donahue, Iowa, August 26-27. Contact: Law Reese—Marion Fullerton

# CONCESSIONS

**WANTED**  
for  
**COLORED ELKS'**  
**NATIONAL CONVENTION**

**August 15-28**  
On streets of Chicago.  
**MUST BE LEGITIMATE.**  
**500,000 visiting Elks.**  
Apply to  
**ALDA McCUE**  
637 Deming Place Chicago, Ill.

office while on a vacation trip. Spencer has been managing a neighborhood motion picture house in Chicago the past two years.

**Al (Red) Cohn**, former concessionaire on the Royal American Shows, returned recently to his home at 311 N. LaJolla, Los Angeles, following a spinal operation in a Santa Monica hospital. Cohn infers that he appreciated the many letters and cards received during his hospitalization.

**John (Peewee) Miniak**, concessionaire on O. C. Buck Shows, is confined to Massena Memorial Hospital, Massena, N. Y. . . . Also on the Buck org, **Larry Narcassio** is confined to his trailer, suffering from a leg injury and would appreciate hearing from friends. . . . **Lou Leonard**, concessionaire on the Royal American Shows, rejoined that org at Superior, Wis., after a business trip to Chicago while the RAS was playing Fort Williams, Ont. . . . **Louie Berger**, general agent of the Cavalcade of Amusements, headed south recently after spending some time in Chicago arranging for the Cavalcade's railroad moves.

**Patty Sue**, daughter of Mr. and Mrs. John Fone on the Johnny J. Jones Exposition, has left for her home in East Liverpool, O., and will attend school there. **Mary Fone** works in the "Follies" and husband, **John**, has the Glass House. The Fones celebrated their 16th wedding anniversary August 3 in Muncie, Ind. In attendance were **Delores Gomez** and **Ted and Duke Warren**. . . . **Frankie Shafer**, West Coast showman, is playing lots around Chicago.

**James (Swazette) Muldoon**, annex attraction, recently renewed acquaintances on the Mighty Page Shows at Seat Pleasant, Md., and also visited on the John H. Marks Shows at Washington. . . . **Mrs. Lena Schlossberg** is back in Chicago after vacationing in Atlantic City and visiting her son, **Bob White** (former partner of **Billy Gray**), in Philadelphia. Her other son, **Norman**, who owns the Crown Propeller Lounge in the Windy City, presented her with a TV set upon her return.

# LAWRENCE GREATER SHOWS

Can Place for  
**ONE OF THE STRONGEST MONEY FAIR ROUTES**  
STARTING AT CAMBRIDGE, MARYLAND, AUGUST 21  
**14 — BIG FAIRS — 14**

CONCESSIONS: Everything open for all our Fairs. Can place Hanky Panks, P.C., Ball Games, Novelties, Games Your Age, Scales and Photo, French Fries, Eating and Drink Stands. SHOWS: Can place Grind Shows with their own outfits. RIDES: Can place Dipper or Dark Ride. HELP WANTED in all departments and on all Rides. Experienced Fly-by-Plane Foreman, Man and Wife to handle Fun House. First-class Talker for Monkey Show. Eddie Fitz and Art Freeman, please contact. Mechanic for fleet of International Trucks. Flash Williams, Motor Drama man, get in touch at once. COOK HOUSE: Want first-class Cook House that is capable of handling a large volume of business.

All Concessions address **SAM LEVY**.  
All others address **LAWRENCE GREATER SHOWS**, Baltimore, Maryland, this week.  
P.S.: Office wants Hanky Pank Agents.

# 54th Soldiers, Sailors and Marine Homecoming Reunion

## MAMMOTH SPRING, ARK.

**WEEK AUGUST 21**

6 Days—6 Nights. Ask any one who has played it. Followed by Rolla, Mo., Fair and all Fairs until Nov. 11th.

CONCESSIONS: Short Range, Bumper String Game, all P.C. open, preference those with Hanky Panks. Book Six Cats, Buckets, Swinger, open midway, come on. Arcade, Ice Cream, etc. Will book large modern Cookhouse or will turn over Cookhouse to capable operator who can stay sober. Drunks, Bums, Brokers, stay away.  
SHOWS: Want complete Colored Minutal with Band; Boisey Delegates, wire; Colored Performers and Musicians come on to Mammoth Spring.  
RIDES: One more Major Ride, Chairplane (Kid Burns, wire). Looper, Caterpillar, Rolloplane. One more Ferris Wheel dual with ours. Open Rolla, Mo., Aug. 28 or Marshall, Texas, Fair, Sept. 21.  
RIDE HELP: Second Man Wheel, Ride-o Foreman, Spitfire, Bingo Help. Truck Drivers come to Mammoth Spring. Blackie Jeff wants Agents for four Concessions: Two Count Stores. One Pin and Slum Skillo. They will be the only ones on this fifteen Ride Show. All Fairs until November. Wire or come on Mammoth Spring, Ark., week Aug. 21.  
We play Northwood, Ia., Fair, Aug. 13, 14, 15, 16; will leave Northwood Thursday for Mammoth Spring, after that wire **Les Wrigley**, care Western Union, Mammoth Spring, Ark.

Address **L. C. McHENRY**, Manager, Crescent Amusement Co.  
Northwood, Ia., until Thursday Noon, after that Mammoth Spring, Ark.

# BAKER United SHOWS

"A Clean, Modern Midway"

**MORGAN COUNTY FREE FAIR**  
Martinsville, Ind., Aug. 21-26

**MIAMI COUNTY FREE FAIR**  
Converse, Ind., Aug. 28-Sept. 2

THEN CELEBRATIONS UNTIL MIDDLE OF OCTOBER

Want legitimate Stock Concessions of all kinds. None other wanted. Have two Cookhouse locations in Converse only. Want Ice Cream, French Fries, Foot Long, Root Beer. Also have all Demonstrations and Pitch privileges open, both Fairs.

RIDES: Can place one more Major Ride and one Kid Ride. Can use Wheel for Duals for these Fairs, then for second unit until closing.

SHOWS: Any with own outfits. Side Show, Monkey, Animal, Fun House, Arcade or Motordrome. Want A-1 Girl Show for Converse.

RIDE HELP: Can place Octopus Foreman and Second Men on all Rides. MUST DRIVE—DO NOT MISREPRESENT.

Address all communications to **TOM L. BAKER**,  
Winamac, Ind., this week.

# W.G. WADE Shows

**SANILAC COUNTY FREE FAIR**

SANDUSKY, MICH., AUG. 22 TO 26

CAN PLACE Hanky Panks, Eats, Drinks and other LEGITIMATE CONCESSIONS of all types.

★ Also have room for two more small GRIND SHOWS and especially want DARK RIDE for rest of season

WRITE OR WIRE NOW!

**W. G. WADE SHOWS**

MASON, MICH. (Fair), all this week

P.S.: Following Sandusky Fair is the Oscoda Gala Days, Aug. 28-29-30-31. NOTE: The Alpena Co. Free Fair opens Saturday, Sept. 2, to Wednesday, Sept. 6. Don't miss this big LABOR DAY WEEK-END FAIR!

## WANTED FOR THE FOLLOWING FAIRS

Osage City, Kansas; Mound City, Kansas; Girard, Kansas; Fort Scott, Kansas; Labor Day Picnic; Louisville, Kansas; Marysville, Mo.; Harvest; Sheldon, Mo.; Reunion; Webb City, Mo.; Fall Festival; Buller, Mo.; Fair and the Tri-County Free Fair, Aurora, Mo.  
CONCESSIONS: Wastable, Set Spindle, Blum Spindle, Fish Pond, Dumper, Novelties, Short or Long Range, Custard, Cookhouse, Grab, Ball Games, Jewelry, Clothes Pins, Baseball, Coke Bottles, Country Store, Merchandise Wholesale. Best is right. \$100.00. Have two 20 by 30 Tops for Girl Show or what have you? Will book any Show with own equipment.  
RIDES: Need one Major Ride for the above Fairs, prefer Octopus, Tilt or any thrill ride. Will book Boat Ride or Kiddie Autor. Can always use good Side Man. Wire, do not phone.

**F. C. BOGLE SHOWS, INC.**  
OSAGE CITY, KANSAS, FAIR, AUGUST 16-18

## Fairs—DICKERSON SHOWS—Fairs

Want for Loris, S. C., Tobacco Festival and all Fairs and Celebrations to follow: Stock Concessions all open. Will furnish complete outfit for any show. Want Agents for Stock and P.C. Concessions. Ride Help for Merry-Go-Round and Chairplane. Man and Wife for Middleland; Jim, come on. Will take or buy Ferris Wheel. All address: DICKERSON SHOWS.

**EARL MILLER**, Business Manager  
Nichols, S. C., this week; Loris, S. C., next.

## 14 FT. HOOPLA TENT

AND PORTABLE FRAME, AWNINGS ATTACHED

Neopla, 8 yr. old. Cost \$700 to frame. Has 2 Trucks of Stock, Two Wheel Trailer for haul on. Want complete, \$250. No Stock and Trailer, \$100. Can be seen at Old Mill Park and Tavern on Hwy. 12, 2 miles So. of Wisconsin Dells, Wis. Also Vagabond House Trailer, \$750.

**E. JOE HENKE**

## FOR SALE

### QUEEN CITY SHOWS

No. 12 El Wheel, 2 abreast Allan Herschell Junior Merry-Go-Round, Smith & Smith Chairplane, transportation for all, with 75 KVA transformer mounted on truck and all rubber covered cable. Show up and working. Can be bought with two fair contracts. Come look it over. All replies to

**CURLEY LITTLE**

Queen City Shows, Dillonvale, Ohio, this week.

## T. J. TIDWELL SHOW

WANTS

For Balance of Season

Ride Foremen for Little Dipper and Ferris Wheel. Ride Men, contact Everett Morris. Have complete frame-up for Girl Show. Greeley, Colo., Aug. 14-19; then Cheyenne, Wyo., Fair; Liberal, Kansas, Five-State Fair; then West Texas Fair. All wire

**T. J. TIDWELL**

# BEAM Attraction

## THE GREAT DAYTON, PA., FAIR—AUGUST 22-27

Space Available for Hanky Panks and Eating and Drinking Stands. Want Operator for Motor Drome with Riders who can report at once. Have good line-up of fairs until November. Need experienced Wheel Operator. Manager of Snake Show.

Write or wire **M. A. Beam** or **Steve Decker**

Apollo, Pa., this week; Reynoldsville, Pa., Centennial Celebration follows the Dayton Fair.

## FOR SALE FOR SALE FOR SALE

### TURNER BROS.' SHOW

**7 RIDES**

**18 TRUCKS**

60 KW. Caterpillar Light Plant — 100 KW. Transformer, Cable, Show Tops and other show equipment.

Sale of complete unit will only be considered. Cash and Terms to responsible party. Show can be seen in operation at the Princeton, Ind., Fair this week; Terre Haute, Ind., Fair next week. Fair this week of November in Cinton country. Route to be included and dates to be filled with sale of the Show.

## SMITH'S FUNLAND SHOWS

WANT WANT WANT

For Middlebourne, W. Va., Fair (Fireworks), August 17-18-19; Street Celebration, Barnesville, Ohio, August 21-26; Big Labor Day Celebration (Fireworks), Spencer, W. Va.

SHOWS: Snake, Monkey, Girl Revue. CONCESSIONS: Duck Pond, Guess Your Age, Scales, Ballon Dart, Ball Games, Pitch-Till-You-Win, Diggers, Hoopla or Novelties. Any Hanky Panks not conflicting. Please Wire, don't Write.

**ORVILLE LEE SMITH**, Middlebourne, W. Va.

# INTERNATIONAL CONGRESS OF ODDITIES

OLDEST, MOST FAVORABLY KNOWN  
MUSEUM

WANTS NOW FOR A LONG SURE SEASON  
OF FALL FAIRS TO BE FOLLOWED BY  
ALL WINTER'S WORK INDOORS

A-1 Talkers and Cashiers, outstanding Freaks: Ester or Christine, Alligator Girl; Leopold or Saddle, spotted people; Iron Tongue, Anatomical Act; Rubber Boy, Albert Short, come on; real Magic Act, strong on pitch, Red Friend or Delano, wife; Yattooer with real flash; strong Musical Act (Musical Sings); Pin Cushion or Glass Ester; any novel Working Act, Bag Punch, etc., etc. All wanted to join week August 21 or before if possible. Reply in detail, state salary or no reply.

**RAY MARSH BRYDON**  
New Mason, Mich.; then Mt. Pleasant, Mich.

## GOLD MEDAL shows

CAN PLACE CAN PLACE

10 MORE BIG FAIRS TO GO

CONCESSIONS—Sell "X" on Diggers, Candy Apples. Good opening for Ball Games, Six-Cat, Bucket and Swinging Ball.

SHOWS—Good opening for single-O Girl Show, Motordrome, Wild Life, Snake Show.

RIDES—Book Sky Fighter, Little Dipper, Fly-o-Plane, Spitfire. Can place Foreman for Chairplane.

Wire **JOHNNY DENTON**

South Chicago Heights, Ill., this week.

**WANTED—TO JOIN AT ONCE—ALL FAIRS**

HIGH CLASS — MERITORIOUS — WELL COSTUMED  
AND STAGED COLORED REVUE AND MINSTREL  
COMPANY AND BAND

Not Less Than 26 People

Finest Show Front, Stage and Setting in Showbusiness

WIRE OR COME ON TO TALK BUSINESS

**CAVALCADE OF AMUSEMENTS**

Eric, Pa., Week August 14th; Then Toledo

## PENN PREMIER SHOWS

world's cleanest midway

**GREAT HUNTINGDON COUNTY FAIR**  
DAY AND NIGHT

**HUNTINGDON, PA., AUGUST 21-26**

CONCESSIONS: Can place Long Range, Jewelry, Waffles, Hi-Striker and all legitimate Concessions open. SHOWS: Want Man with Geek to take over Snake Show. Come on HELP: Can place Merry-Go-Round Foreman and Second Men on all Rides who drive. Long season and top salary every week. Show closes Armistice Day. Address all mail and wires to

**LLOYD D. SERFASS**

Ridgway, Pa., this week; Huntingdon, Pa., County Fair, next week.

**TOPSFIELD FAIR**

**TOPSFIELD, MASSACHUSETTS**

**SEPTEMBER 3-9, INCLUSIVE**

No gift at Topsfield Fair. Mitt Camps, Flat Stores, etc., save your gasoline and tires. Can use legitimate Concessions only.

Hanky Panks, Grab Stands, Custard, Long and Short Ranger, Floss, etc. We have no Shows of our own.

Can use a good clean Girl Show, Animal Show, Ten-In-One or what have you?

**CONTACT RIDES, INC.**

397 Riverside Avenue, Medford, Massachusetts

MYatic 8-9671—6-2288

Jack Flynn of C. S. Borggaard

**Want—KARL W. BILL SHOWS—Want**  
**For Wyoming County Fair, Pike, N. Y., August 21-26**

CONCESSIONS—Ball Games, Photo, Jewelry, French Fries, Floss or any Concessions working for week. SHOWS—Hillbillies, Wild Life or Snake. RIDE HELP—Ferris Wheel Foreman for new 25 ft Wheel, must be reliable. Can always use extra good Ride Help. This week, Aug. 14, at Lakeville, N. Y., for Firemen & Sportsmen's Big Annual Celebration, and Pike, N. Y., next week. Write or wire

**KARL W. BILL SHOWS**, Walker's Amusement Park, Silver Lake, N. Y.

# WOM Bangor Date Biz Off 20% From '48

Press Hits Stride

BANGOR, Me., Aug. 12.—Swinging into the final day of the Bangor State Fair date here, Monday (7) thru today, Frank Bergen, owner of World of Mirth Shows, midway attraction, reported that business was off 20 per cent from 1948, the last time the shows played the fair. The Bangor event was canceled last year after a fire destroyed the grandstand.

Bergen said that the weather held good thru the week and that little biz was lost when showers struck on the go-out of the Thursday night (10) grandstand show. The stand presentation was a George A. Hamid package, which Bergen said scored good takes.

The facking job, under the direction of Gerald Snellens, was thoro, with stories and pix of the World of Mirth hitting the front page of the Bangor Daily News consistently during the week.

Rides Cramped

Several rides had to be eliminated for the Bangor stand, Bergen said, due to lack of space. Fair management plans call for the extension of the midway at the annual to include an additional 300 feet in time for the 1951 event.

Due to earlier success this season, Bergen was not concerned over the drop in the gross at this date. World of Mirth is slated to play a four-day still date at Rumford, Me., ending Friday (18). From there the org heads into the Central Canadian Exhibition at Ottawa, Monday (21) thru Saturday (26).

A new wagon front for Hermines Midgets, who recently joined the shows, was completed in time for this stand. L. Harvey (Doc) Cann had his Motordrome repainted and two new riders joined the unit here.

In preparation for the Ottawa date, Glen Porter will join with a Torture Show, a new front will be framed for the org's Kiddie Land, and Zorita will add a dance team and other attractions as yet undecided to her Girl Show.

## Raftery Sets Rides For Long N. C. Stand

NAGS HEAD, N. C., Aug. 12.—Mrs. Carrie Raftery, owner-operator of Raftery's Shows, has decided to keep the org's rides here until Labor Day, with fairs and celebrations to follow. Rides are located adjacent to the casino which is operated by Ras Wescott.

Shows and other equipment are undergoing repairs in winter quarters at Wilmington, N. C., under the direction of John Haddad. Fred A. McKinney, general agent, announced completion of booking activity for the season.

**John T. Hutchens Joins  
Alamo Exposition Shows**

OKMULGEE, Okla., Aug. 12.—John T. Hutchens, operator of Hutchens' Modern Museum and widely known as a Side Show operator, joined Jack Ruback's Alamo Exposition Shows here recently.

Hutchens started the current season on the William T. Collins Shows but illness compelled him to close his Side Show with that org in June.

Hutchens has regained his health following a six-week recuperation period at his Cassville, Mo., home and plans to finish the season with the Ruback org.

## OKLAHOMA EXPOSITION SHOWS WANT

Hanky Panks of all kinds for Celebration, Meller and Forsyth, Missouri; then Arkansas and Oklahoma Fairs. Jimmie Gattis wants Agents, Skillo, Bucket, Nail Joints and capable Outside Help, Junkies, drunks, save your time. Will book or lease small Merry-Go-Round Contact

**JOE STARR or JIMMIE GATTIS**  
Oklahoma Exposition Shows

## GIRLS

For Girl Show and Posing Show. Top salary, paid nightly. Also want Talker, Grinder and Ticket seller.

**F. W. MILLER**  
WORLD OF PLEASURE SHOW

Midland, Mich., this week;  
Marshall, Mich., week of Aug. 21.

## SOUTHERN STATE SHOWS WANT

Kiddie Rides and Shows with own transportation. Want Legal Adjuster. Concessions all kinds, Grind Store, Bingo, Lead Gallery, Milt Camp, Scales, Age, Six Cat, Cook House. Want Wheel and Octopus Foreman, C. M. Diesel Electrician, Office Secretary, Concession Agents. P. C. Dealers, Woodbury, Ga., this week.

## JIMMIE FERENZI

**Wants—GIRLS—Wants**

For my second show, also Talker with girls. Fairs start this week. If you girls are tired of proules on pay day, I GUARANTEE YOU \$50.00 A WEEK, PAY EVERY NIGHT. Don't write, wire or come on. Wardrobe supplied. Experience unnecessary.

WANT ANIMAL OR MONKEY SHOW for proven Labor Day spot, Williams Grove Park. Will book for 25%. Get in touch with JIMMIE FERENZI, Prett's World's Fair Show, Carlisle, Pa., this week; then Williams Grove Park, Mechanicsburg, Pa., week Aug. 27, Sept. 4.

## RIDE HELP WANTED

**FERRIS WHEEL and OCTOPUS**

Must be sober and reliable.

**HADJI DELGARIAN**

2303 N. Melvina Ave., Chicago, Ill.

## COOK HOUSE MAN

**WANTED**

SALARY OR 50-50 BASIS. New Cook House on trailer. Contact

**ERNEST LUTHER**

c/o Don Franklin Shows, #2 Unit Sonora, Texas, this week; then per route

## WANTED

Athletic Show Manager, Girl Show Manager. Will book any Shows. Concessions of all kind, Popcorn, Ride Help, Electrician, come on. Agents for Stock Joints.

**Central American Shows**  
Fair Grounds, Deshler, Neb.

## LOU PEASE

**WANTS DANCING GIRLS**

For Hawaiian Village. Pay nightly. Free living quarters. We have 12 Fairs. Also use Canvasman.

Care C. A. STEPHENS SHOWS  
Monticello, Kentucky

## FOR SALE

At Sacrificing Prices  
1 Allan Herschell Merry-Go-Round, 1947  
1 Allan Herschell Kiddie Auto Ride, 1948  
1 Edison Miniature Train, 1949  
1 Ferris Wheel  
All these Rides can be seen in operation at Chicago

**CATTANEO AMUSEMENT ENTERPRISE**

953 Webster, Chicago, Ill. Divarney 8-3058



# Morris Hannum Shows

*One of the Great Eastern Shows*

**KUTZTOWN FAIR, Aug. 21-26; MANSFIELD FAIR, Aug. 28-Sept. 2; LEHIGHTON FAIR, Sept. 4-9**

**THESE ARE ALL BONA FIDE EASTERN PENNA. FAIRS**

Can place concessions of all kinds. Shows with own equipment except Side Show and Girl Shows. Can place experienced Ride Help on Merry-Go-Round and Wheels. All replies to

**MORRIS HANNUM**

Yorktown Hotel, York, Penna., this week; then Kutztown Fair, August 21-26.

# PRELL'S BROADWAY SHOWS

*"BROADWAY AT YOUR DOOR"*

**Get Well With Prell**

**WANT FOR CUMBERLAND, MD., AUG. 21-26; INDIANA, PA., TO FOLLOW**

**WANT**—Pitchmen, Novelties, Derby Reer, Photos, Penny Arcade for best Fairs in Pennsylvania. All kinds Grind Stores.  
**SHOWS**—Fat, Midget, Mechanical City, Unborn Show.  
**RIDES**—Pony Ride, Scooter, Rocket, Fly-o-Plane, Kiddie Boat Ride, Kiddie Ferris Wheel. Also Ride Help who drive semis.  
**FOR SALE**—Grab on Wheels and '39 Chevrolet Panel Truck, complete, \$1,500.00. Can be seen on this midway as per route.  
**WANT**—Ticket Sellers, Talkers for balance of season.  
 Jerry Buck wants Girls for Posing Show.  
 Prof. Vidala wants Entertainers for Minstrel Show.  
 Al Merly wants Dancing Girls; office paid.  
 All answer to **SAM E. PRELL, Gen. Mgr.**  
 Butler, Pa., this week; Cumberland, Md., to follow.

# C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

**WANT FOR**  
 Bridgeport, Illinois, Fair, starting week August 21; also for the mammoth Labor Day Miners' Picnic at Boonville, Indiana, 2 big days, Sunday, Sept. 3, and Labor Day and 12 bona fide Southern Fairs.  
**LEGITIMATE CONCESSIONS** of all kinds that work for stock: Ball Games, High Striker, Balloon Dart, Pitch Till You Win, Custard, Short Range, Slur Spindle, Glass Pitch. Can place Class or Fun House. Special proposition. Want a Lat Man who can lay out 12-ride show.  
**C. C. GROSCURTH, CARM, ILL.**

# PEARLESS CELEBRATION Amusement

Moorefield, W. Va., August 21-26, State Firemen's Convention. Parades, bands. Six nights—three days. Plenty people and money.  
 Want good Girl Show, two or more girls. Any good Grind Show, Snake, Monkey, Illusion, Mechanical. Good show territory. Want good Agents, Bingo Help, P.C., Stock Games. Concessions open—High Striker, Jewelry, French Fries, Floss, Custard, Glass Pitch, Dumper, Stock Concessions. All address or come on:  
 Mouth of Seneca, W. Va., Reunion, this week.  
**Wm. T. Mesplet, Owner-Mgr., or Tomm Scott, Business Mgr.**

# MODERNISTIC SHOWS

**FOR SALE, CHEAP**—Tampa Choo Choo Train, just painted, good condition. First \$900 takes it. Also two 15-Kw. Light Plants at a bargain.  
**WANTED**—A 30/60 Tent, good condition; must be reasonable. Jimmy Shaffer wants good Hanky Pank Agents. No drunks.  
 Ridgley, Md., August 15 to 21; Delmar, Del., following week.

# JOHNNY T. TINSLEY SHOWS

*"America's Most Modern Midway"*

FAIRS—CELEBRATIONS—FAIRS
MARIETTA, GA., ANNUAL LABOR DAY CELEBRATION, SEPT. 4-9
ROME, GA., FALL FESTIVAL, SEPT. 11-16
GRIFFIN, GA., SPALDING COUNTY FAIR, SEPT. 18-23
NEWMAN, GA., COWETA COUNTY FAIR, SEPT. 25-30
THOMASTON, GA., UPSON COUNTY FAIR, OCT. 2-7
BARNESVILLE, GA., LAMAR COUNTY FAIR, OCT. 9-14
ROANOKE, ALA., RANDOLPH COUNTY FAIR, OCT. 16-21
ALEXANDER CITY, ALA., PIEDMONT EXPOSITION, OCT. 23-28
LUVERNE, ALA., CRENSHAW COUNTY FAIR, OCT. 30-NOV. 4
TROY, ALA., PIKE COUNTY FAIR, NOV. 6-11

**WANT WANT WANT WANT**

**★ SHOWS ★** Mr. Showman, if you have an outstanding attraction catering to ladies, gentlemen and children, we feature our Shows and Rides and can place Minstrel Show with or without outfit, Side Show, Monkey Circus, Animal, Wild Life, neat Platform Shows or anything new or novel. (Sorry, no Girl Shows or Sex Attractions.)

**★ RIDES ★** Will book any of the following Rides beginning Sept. 4th: Moon Rocket, Tilt-A-Whirl, Dark Ride, Looper, Funhouse or any Major Ride not conflicting with what we have. Will book the following: Kiddie Rides, Boat Ride, Train, Buggy Ride or Little Dipper.

**★ CONCESSIONS ★** Legitimate Merchandise Concessions of all kinds, Frozen Custard, Candy Floss, Novelties, Jewelry, Photos, Hat and Pennants, Hanky Pank of all kinds, Long Range Gallery. (Positively no flat joints.)

**★ FREE ACT ★** We want sensational Free Act in keeping with our high standard. Can place this Act beginning Sept. 4 thru balance of season. Especially interested in good Cannon Act or four or five people High Wire Act (we are not interested in Platform Acts); must be an Aerial Act and outstanding. Arturo's, Zschinni, please answer.

ADDRESS ALL COMMUNICATIONS TO  
**JOHNNY T. TINSLEY SHOWS**  
 ATLANTA, GA., UNTIL SEPT. 2

# BAY COUNTY FAIR

August 21st to 26th Incl., Bay City, Mich.

# INDIANA STATE FAIR

August 31st to September 8th Incl., Indianapolis, Ind.

# OUR FAIR CIRCUIT ENDS ARMISTICE WEEK, SOUTH CAROLINA

**CAN PLACE**—All Legitimate Merchandise Concessions and Eating and Drinking Stands at fair.  
**WANT**—Hey Day, Fly-o-Plane and Rock-o-Plane or any rides that don't conflict. Will furnish wagons if necessary.  
**CAN PLACE EXPERIENCED RIDE MEN AND WORKINGMEN** IN ALL DEPARTMENTS.  
**WANT**—Good Show Painter to join immediately.  
 All address this week:

# GETTIN' and WILSON SHOWS

WORLD ON PARADE

KALAMAZOO, MICH.

# HELLER'S ACME SHOWS

**FAIRS FAIRS FAIRS**

Want Concessions of all kinds, few Wheels, and what have you? Ben Braunstein, contact. Want Mechanical, Motorcade, Girl Show and Posing Show, Monerex, Jack Kearns and others, contact. Anna Lee Tinsley, write. Will buy 1/2 Show Front or complete outfit. Dan Riley, contact. Will book Kiddie Rides (Aster Philips, write), Train, Whip, Pony Track or Boat Ride. Will book Octopus, Holloplane, Whip or Tilt-a-Whirl. Dick Gladders, Geo. Mort, contact. Will buy Snake Show Banners. Want Mechanic. Want Custard, Grab, Candy Floss, Hanky Pank. Contact for now and the following fairs: Yappshannock, Va., Aug. 21; Danville, Va., Negro Fair, Aug. 22; Franklinton, N. C., Sept. 4; Martinsville, Va., Sept. 11; Leesville, N. C., Sept. 16; High Point, N. C., Sept. 25; Reidsville, N. C., Oct. 2; Madison, N. C., Oct. 17; Carteret Fair, Buford, N. C., Oct. 16, and 3 other dates to be announced later. All address: **HARRY HELLER, Myrtleville, Md.,** this week. All joinings now given preference. I positively hold above contracts and will play and fill them.

# FOR SALE—24 SEAT CATERPILLAR

Recently overhauled and painted; in good shape. May be seen in operation at Silver Lake Amusement Park in Virginia, Minnesota.  
**Virginia Fire Department Relief Association**  
 Virginia, Minnesota

# RIDE HELP WANTED

Foreman for Smith & Smith Swings, Second Men on Wheel and Merry-Go-Round. Also any useful Ride Help. You have to be good to stay. Must have Driver's License and drive Semi. No Drunks or Chasers wanted. Want Coke Concession and Bowling Alley. Bill Stoppel wants Agents.  
**LEE BECHT SHOWS**  
 Hamilton, Ohio, Aug. 14-19; Reading, Ohio, Aug. 21-27.

# BARNIE TASSELL UNIT SHOWS

## That Big Little Show

WEEK OF AUGUST 21, HOPEWELL, VA., FOR ST. MARY'S CATHOLIC CHURCH, Right in Town, 12th Avenue and Lynchburg Street

WEEK OF AUGUST 28, PRINCESS ANNE COUNTY VOLUNTEER FIREMEN'S FESTIVAL AT PRINCESS ANNE SPEEDWAY, Right on Norfolk, Va., Line. (Nine Volunteer Fire Departments in One Big Affair.) Auto Given Away, Fireworks, Parades, Etc.

WEEK OF SEPT. 4, VICTORIA, VA., the Only Show Playing This Season. Right in Town

CAN PLACE RIDES, SHOWS AND CONCESSIONS.

No Gift or Girl Shows.

Write or wire this week, Croveton (Alexandria), Va.

## PRELL'S WORLD FAIR SHOWS

WANT FOR MEYERSDALE, PA., FAIR, AUG. 21-26; THEN WOODSTOCK, VA.

Want: Long Range Shooting Gallery, Photo, Novelities, Jewelry, Hanky Panks, Ball Games, Hoop-La, Derby Racer, Pan Game, Palmistry, and Eating and Drinking Stands.

Want: Girl Show, Minstrel Show, Unborn, Penny Arcade, Wild Life or any other Grid Show. Want: Tilt-a-Whirl, Caterpillar, Ferris Wheel, Pony Ride, Capable Help in all departments, Drunks, save time and money. Semi Drivers given preference. Will buy 100 Kw. Transformer. This Show has 14 bona fide Fairs, then Florida tour with Prell's Broadway Shows. All answer:

**JOE PRELL or JOHN VIVONA**

Carlisle, Pa., this week; Meyersdale, Pa., to follow.

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MORE  
FAIRS

## WANTED For WASHINGTON COUNTY FAIR, August 22-26 inclusive

**RIDES SHOWS CONCESSIONS**

Have space for Pit Show, Athletic Show, Girl Show, Mechanical, Penny Arcade.

**RIDES** — Can place Train, Boats. Joe Ricco, let me know.

**CONCESSIONS** — First come, first locations.

Four more fairs to follow, with the Great Chatham Fair, Sept. 2-3-4.

**A. B. ROGERS SHOWS**

Corinth, N. Y., now.

## CAN PLACE

All classes Hanky Pank Concessions for Brown County Fair, Aberdeen, S. D., week of August 21; Red River Valley Fair, Fargo, N. D., week of August 28; South Dakota State Fair, Huron, S. D., week of September 4.

Address—Davenport, Iowa, this week.

## IMPERIAL EXPOSITION

## DU QUOIN, ILL., STATE FAIR

WANTS WANTS

BEGINNING SUNDAY, AUG. 27, ENDING SEPT. 4, LABOR DAY, 9 BIG DAYS AND 9 OTHER BIG FAIRS AND CELEBRATIONS.

**RIDES:** Spitfire, Octopus, Dark Ride or any Major Ride that doesn't conflict. **SHOWS:** Mechanical, Himation, Glass House, Minstrel Show, Snake Show or any Grand Show. Can place Ten-in-One Side Show with or without equipment. **CONCESSIONS:** Hanky Panks that don't conflict, no grapes and no flats. Want large first-class Cookhouse. Also want Box Caravan to handle Ice Rescue Top to join at once, must drive semi. **Girl Help:** Help wanted on all Rides, must drive semi. Our route includes the following, all bona fide Fairs until November 1: Madison, Wis.; Georgetown, Ill.; Du Quoin, Ill.; Brownsville, Tenn.; Camden, Ark.; Macon, Ark.; El Dorado, Ark.; Vicksburg, Miss.; Charleston, Miss.; Delzoni, Miss. Join now for first consideration.

Contact M. W. PETERSON, Gen. Mgr., or B. J. COLLINS, TIVOLI EXPOSITION SHOWS Madison, Wis., Celebration, this week; Georgetown, Ill., Fair, next week.

## VOGT'S SOUTHERN AMUSEMENT CO.

WANTS

Two weeks Fort Worth; then ten big days, Soldiers' Pay Day, Balton, Texas; Robertson County Fair, Franklin, Sept. 11-14; Waller County Fair, Hamstead, Sept. 18-23. Man to take charge Girl Show, must have Girl. Agent for Baldwins, Pin Store and Skillo. Will book Fish Pond, Lead Gallery, MID Bottle, Hoopla, Balloon Darts, Slum Spindles and other Ten Cent Concessions. Also two Grand Stairs and Line-Up Store. Can use Ride Help who drives semi, and capable Show People in all departments. All answers

W. D. VOGT, 903 Texas Hotel, Fort Worth, Texas

## Buck Org Registers Capacity Biz During Gouverneur Annual

GOVERNEUR, N. Y., Aug. 12.—Rides and shows on the O. C. Buck Shows, providing midway attractions for the Gouverneur and St. Lawrence County Fair, did capacity biz during the annual's run, Monday (7) thru today.

Previous stand at Massena, N. Y., despite rain, proved a good spot, with kid matinees Wednesday (2) and Saturday (5) yielding solid grosses. Merchants in the community co-operated in the distribution of 8-cent moppet tickets and the Saturday take was the second best of its kind registered this season.

Working conditions in Massena were good, with the local aluminum plant going on full-time basis. Prior stand in Plattsburg also was a winner.

Earl and May Davis joined here to finish the fair season with the org, as did Mr. and Mrs. Charles Hillert with Science and Wild Life shows. Mrs. Alice Cutler and daughter, Jane, joined husband George to help with the Goodwill French fries concession. Mr. and Mrs. Richard Agne joined his father, Harry, on bingo.

New kiddie ride, an Allan Herschell Sky Fighter, is topping the junior rides in the size of its take, with this fair date marking its first use on the show. Little Dipper also is supplying good grosses.

Clayton Campbell overturned his house trailer en route here, damaging it slightly. No one was hurt. Mr. and Mrs. Jack Gibson have their new house trailer on the shows and will live in it the rest of the season.

Visitors here included George Ryder, secretary of the Boonville Fair; Cyril Seymour, secretary of the Lowville Fair; Mr. and Mrs. Jake Geroud, Warren J. Wood, and William Saunders, State inspector and director of the Ballston Spa Fair.

## Vancouver Park Buys Three Crescent Canadian Rides

VANCOUVER, B. C., Aug. 12.—S. Constantine, new op of the Crescent Canadian Shows, has sold three major rides to Happyland Park here, a Silver Streak, Spitfire and Heydey Two other rides are working on a commission basis at St. Georges Park, Calgary, Alta.

Crescent shows have been cut to 6 rides, 1 show and about 20 concessions which, according to the op, is about the correct size for the majority of towns they play.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Aug. 12.—Some visits planned for the past two weeks were canceled as we were obliged to remain in New York several days. In spite of this, our visitation program continues fairly extensive and has included the following: July 23, Joie Chitwood Auto Dare-devils, Henrietta, N. Y.; 24, Grotto Rodeo, Rochester, N. Y.; August 2, Ontario County Fair, no organized show; 3, Jones Concessions, Chili, N. Y., and Firemen's Carnival, Henrietta, N. Y.; 4, Gaity Shows, Boxall Concessions and DiMarco Concessions, Holley, N. Y., and Holman's Rides and Boxall Concessions, Brockport, N. Y.; 5, Karl Bill Shows, West Webster, N. J.; Jones Concessions, Sea Breeze, N. Y., and the Firemen's Carnival, Grandview Heights, N. Y.

Important tax dates during the next few weeks include August 15, corporate, individual and partnership tax returns for fiscal years ended May 31; also withholding and Social Security taxes for July, 1950, where the amounts exceed \$100; August 31, final date for July, 1950, admission taxes.

## Miracle Mile Cele To West Coast Org

SAN FRANCISCO, Aug. 12.—West Coast Shows have been signed to play the Miracle Mile Centennial Celebration here September 1-9, Mike Krokos, general manager, said. Event is expected to be one of the biggest ever staged here and will feature a parade and queen contest.

Krokos said that his shows will move in here from Oregon, where they again will play Multnomah County Fair, Gresham. Shows close there August 27.

Following the local date, organization again will be featured at Santa Clara County Fair, San Jose; Madera County Fair, Madera, Monterey County Fair, Monterey. Season closes with the Armistice Day Celebration in Porterville, a date the outfit has played for many years.

## New Graham Show Ordinance

GRAHAM, N. C., Aug. 12.—Graham commissioners recently passed an ordinance prescribing that no show be operated within 400 feet of any dwelling within corporate limits of the town and set a \$50 penalty for each offense.

## WANTED for WESTCHESTER-PUTNAM COUNTY FAIR

VAN COURTLANDVILLE, NEW YORK, AUGUST 21 TO AUGUST 27

All kinds of Concessions: Grab, Soft Drinks, Custard, Popcorn, Candy Floss, Hanky Panks; Duck Pond, Age and Weight, Novelty, High Striker, Ball Games, Glass Pitch and any Ten-cent Grand Store. Will place a few Merchandise Wares. What have you Shows? Can place two Girl Shows, Monkey Show, Ten-in-One, Motordrome, Athletic Show and any other worth while attraction with own equipment and transportation. Due to disappointment can place a Bingo for balance of season. All replies to: WILLIAM KUNTZ, 6208 Grand Avenue, Leonia, N. J.

## DAN-LOUIS SHOWS

WANT for SUNMAN, IND., FREE FAIR this week.

CONCESSIONS of all kinds. Then OHIO COUNTY FAIR, RISING SUN, IND., week Aug. 21 to 24; Maeda County Fair, Brandenburg, Ky., week Aug. 28 to Sept. 2; Brockbridge County Fair, Hardinsburg, Ky., week Sept. 4 to 9. BIG LABOR DAY HERE. Then Free Fair to follow right on through.

We have 5 office owned Rides—2 Light Towers. Opening for Stock Concessions such as Ball Games, Darts, 6 Cats, Bumper, Fish Pond or any Hanky Pank, Candy Floss, Saus-Cone, Ice Cream, Jewelry, Kitchen Gadgets, Photo Gallery. Join this week as per route.

LOUIS T. RILEY, Gen. Mgr. DAN C. STRATMAN, Concession Mgr.

## H. B. SPENCER & SON AMUSEMENTS

WANT WANT WANT

For the following Fairs: Chester, Conn., Aug. 26 & 27; Portland, Conn., Sept. 2.

Legitimate Concessions: Wheels, Hanky Panks, Duck Ponds, Scales, Age, Glass Pitch, Slum Skillo, Hoop-La. One or two small Shows with own equipment. Will book any Rides not conflicting. Address: HADDAM, CONN. WILL BE ON LOT AUG. 21.

## WANTED—C. A. STEPHENS SHOWS

Side Show, have new top and frame-up. Girl Show with at least two Girls, Big Snake. Rides—Joe Duncan can place Second Man on Octopus. Concessions—Photos, Custard, Novelities, Jewelry. Counter Man on Bingo. Monticello, Ky.; Burkesville, Ky., Fair.

**INSURANCE**

— • —

**IDA E. COHEN**

178 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**WANT AGENTS**

Can place now and for 12 more Fairs. Nail and Swinger Men, Man and Wife to take over Rat Game; Glass Pitch, Short Range and Coke Bottle Agents. Wire or come on.

**JULIUS WATTS or PAUL BOYETTE**

**Magic Empire Shows**

Lebanon, Ky., now; Bowling Green, next week.

**CATERPILLAR For Sale**

1947 Model 18 Car Streamlined in A-1 condition. Can be inspected Aug. 16-17-18 at Sherfield, Ill.; Aug. 23-24-25-26 at Princeton, Ill.; or Sept. 6-7-8-9-10, Sandwich, Ill. Will deliver Sept. 11. This RIDE is no junk, come look it over.

**Wilson Famous Shows**  
Ray Wilson

**SAM WEINTROUB**

**Wants—Agents—Wants**

For Pea Pool, Under and Over, Pan Game, Also Agents for Three-Marble Throw, Ball Game and Penny Pitch for 10 Fairs in Missouri, Arkansas and Louisiana. This Week, Care **BAKER UNITED SHOWS** Winamac, Indiana

**Can Place an EXPERIENCED LOT MAN**

For a large Motorized Show. Address: **BOX D-416, c/o The Billboard Pub. Co.** 2160 Patterson St. Cincinnati 22, Ohio

**AGENTS WANTED**

Swingers, Buckets, Fish Pond, Boze Bennett, contact Fielding Graham. Call collect.

**ROY I. DUFFY**  
c/o 20th Century Shows New Ulm, Minn.

**FOR SALE --- FOR SALE**

1 #5 Ell Ferris Wheel operated by 10 Horse Power Electric Motor or Gas Motor, perfect condition, price \$4,900.00; 1 Kiddie Airplane Ride, \$500.00. Can be seen in operation on Midway, Mayfield, Ky., this week; then see per route.

**L. J. HETH SHOWS**

**BINGO OR LUNCH TENT & FRAME**

42 Seats, good shape, \$45.00. Curtains attached. See it.

**E. JOE HENKE**  
416 W. Juneau Milwaukee 3, Wis.

**AGENTS WANTED**

Two Set Concession Agents. One Bucket Agent. One Milk Bottle Ball Game. (Crash Williams and Bill Tilden, get in touch with me.)

**GEO. W. PETERSON**  
c/o Turner Bros.' Shows Princeton, Ind.

**Mrs. Bill (Dorothy) Walker**

PLEASE GET IN TOUCH WITH ME AT ONCE. YOUR HUSBAND IS VERY SICK.

**DANNY ARNETT**  
AMERICAN EAGLE SHOWS  
Sidell, Ill., Aug. 17-18-19

**BILL PAPPAS**

**WANTS AGENTS**

For Six Cats, Buckets, Rattle and Pins. **VETERANS UNITED SHOWS** Emmetsburg, Iowa, Aug. 14-15; Jackson, Minn., 17-20; Pipestone, Minn., 21-24.

**FOR SALE**

**60x90 PUSH POLE, ROUND END TENT**

Flameproof, complete with Side Walls, etc. Cost Wholesale \$1800.00, will sacrifice for \$1000.00. Practically new.

**REV. M. C. HIGGINS**  
8730 Buxton Granite City, Ill.

enroute....  
or  
on  
location....



**Enjoy HOME COMFORT!**

DESIGNED WITH YOUR COMFORT IN MIND

**A MODERN APARTMENT**  
Smart interiors for thrilling new living comfort.

**YOUR CHOICE OF BEDROOMS**  
Island or twin beds, a floor plan to suit your need.

**EFFICIENCY KITCHENS**  
Spice 'n' span utility—modern to the last detail.

**SHOWER AND TOILET**  
New independence, makes New Moon a real home.

"Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure beats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made".

**NOW! THE NEW MOON E-Z PAYMENT PLAN FOR SHOW PEOPLE**

WRITE today for details on E-Z payment plan for show people and free literature on the New Moon Fleet.

**Hedman TRAILER COMPANY**  
54 BRIDGE STREET, ALMA, MICHIGAN

**MARKS SHOWS**

**MILE LONG PLEASURE TRAIL**

**WANT FOR WANT FOR WANT FOR**

**GALAX AGRICULTURAL FAIR, Week of August 21 to 26.**  
Largest Fair in Southwestern Virginia

**THE GREAT ROANOKE FAIR, Roanoke, Va., Week August 28 to September 2,**  
Plus 12 More Outstanding Fairs To Follow. . . . .

**CONCESSIONS:** Legitimate Concessions of all kinds. Photos, American Palmistry, Jewelry or any stock concessions.

**SHOWS:** Wild Life, Fanhouse, Glass House. Have good opening for **MOTOR DROME.**

**RIDES:** Dark Ride, Octopus, Rolloplane, Little Dipper or any new and novel ride. Can always use **SOBER AND RELIABLE Ride Help.**

**ADDRESS ALL REPLIES: Marks Shows**  
Lynchburg, Va., this week; Galax, Va., next week.

**WORLD OF PLEASURE SHOWS**  
MICHIGAN'S FINEST MIDWAY

**MARSHALL, MICH., FAIR, AUGUST 21-26**

**WANT — Mechanical City, Unborn, Snake, Animal and other Grind Shows. Especially want Side Show, Illusion or large animal to feature. Ride Help who drive semis on all rides. A-1 Mechanic for truck and ride motors.**

Midland, Mich., Fair now; Warsaw, Ind., Fair follows Marshall.

**EAST LIVERPOOL, OHIO, STREET CELEBRATION**

**DOWNTOWN, AUGUST 21 THRU 26**

**WANT Penny Arcade (Dutch Pastors, answer), Custard, Photos, Novelties, Hit-Striker, Short Range Gallery, French Fries or any legitimate Concession.**

**WANT Man and Wife or 2 Agents for flashy 24-foot Milk Bottle Ball Game.**

**E. C. Bandler wants Agents for Scales and Age, Hoop-La and Stum Set Outfits.**

**HARRY'S GREATER SHOW**  
BYCAMORE, OHIO, THIS WEEK

**SHOW TENTS**

**CARNIVAL — CIRCUS CONCESSION**

**QUALITY and FLASH WORKMANSHIP SERVICE**

Ask the man who owns one.  
**30 Years' Experience**  
**BILL SANDERS**

**AMERICAN TENT & AWNING CORP.**  
132-4-6 W. Main St., Norfolk 10, Va.

**Royal Exposition Shows NOW BOOKING**

Shows, Rides and Concessions for their Fair Circuit beginning at Eatonton, Ga., Sept. 11, and ending at Palham, Ga., week of Nov. 11, 1950. This is a proven circuit. Watch for list of fairs and dates in The Billboard issue dated Aug. 28.

This week, Tecora, Ga.; week Aug. 21-26, Union Point, Ga.

**J. P. BOLT, Gen. Mgr.**  
P.S.: DeWayne McClenahan, wrote you letter. No answer. Advise.

**NOTICE**

I am building an entire new Show, so can use all kinds of legitimate Concessions and Shows. Agents, Iowa, Fair, new; Hampton, Iowa, Aug. 20-22; Oakland, Neb., 24-26; Schuyler, Labor Day.

**Merriam's Midway Show**

**WANTED**

Foremen and Second Man for new Ell #5. Must be sober and able to drive semi. Can piece medium size Cook House and few non-conflicting Stock Stores for long season south.

**JOHN HANSEN**  
CHICAGO, ILL.  
6448 Milwaukee Ave.  
Phone: NE 1-3737

**American Beauty Shows WANT**

**CONCESSIONS:** Long Range Gallery, Mug, Candy Floss, Hanky Pankies that work for stock. **SHOWS** of all kinds except Monkey and Girl. Can place Hanky Pank Agents for the following Fairs: Bloomfield, Ia.; Eldon, Ia.; Farquoid, Ark.; Paris, Ark.; Russellville, Ark.; Newport, Ark. Contact **J. H. SHARP OR HAROLD BUTAN** Bloomfield, Ia., this week

**JOHNNY TAYLOR**

Please come back. Had wreck. Urgent.

**BILLIE BELL**  
c/o J. A. GENTSCH SHOWS  
Jaxsonville, Ind., this week

**FOR SALE**

Smith & Smith Chairplane, 7-Car Tilt-a-Whirl, Looper, No. 5 Ferris Wheel, Comet and Addison Miniature Train. Priced right for cash. Immediate delivery.

**BOX D-414, c/o The Billboard**  
2160 Patterson St. Cincinnati 22, Ohio

**FOR SALE**

15 KW. AC. 110 volt gas powered Generator mounted on pneumatic tired Trailer. Brand new, \$695.00

**JESS F. HOWES**  
Sidney Center, N. Y.

**8-Seal Kiddie Ride**

Like new. 18 ft. diameter, electric drive, \$325.00.

**FRED ZIEGLER**  
Phone: Harrisburg, Pa., 6-5170 person to person for appointment.

**WANTED**

Monkey Circus or Snake Show that can Jan. Sept. 4 for ten Fairs. For Sale: One Roll-a-Whirl, \$800.00. Will book same on show for Fairs.

**LEE AMUSEMENT CO.**  
Montgomery, Ala., Aug. 14-15; Sylacauga, 21-24.

## LOCKPORT, N. Y., FAIR

WEEK AUGUST 21 TO AUGUST 26

CONCESSIONS: Can place all Concessions that work for Stock, Grab, Drinks, Novelty, Hats. SHOWS: Will give good proposition for balance of season for any Grand Show. Have all equipment. Want Colored Show for six Southern Fairs and ten weeks in Porto Rico. RIDES: Want Pony Ride for balance of season. Tilt, Whip or Rolloplane. Ballston Spa Fair week Aug. 29 to Sept. 3; Garden State Fair, N. J., week Sept. 4-9 (Labor Day); Ooyastewa, Pa., Fair week Sept. 11-16. Write or wire

### ROSS MANNING SHOWS

Syracuse Hotel, Syracuse, N. Y.

## QUEEN CITY SHOWS

WANT FOR WOOD COUNTY FAIR, PARKERSBURG, W. VA., AUG. 21-26; FOLLOWED BY PENNSBORO, W. VA., FAIR, AUG. 29-SEPT. 1.

Legitimate Concessions of all kinds, Water Games, Ball Games, Hi-Striker, Cone Rocks, Penny Pitch, Photos or any Concessions that work for stock. Can use Cookhouse, French Fries, Custard and Pitchmen of all kinds. Can use two or three good Shows. Need Hanky Pank Agents for four Fairs. Ride Help: Wheel Foreman for #12 Ell. Other Ride Help come on. Will book any Rides that does not conflict.

Address replies to: **CURLEY LITTLE, Queen City Shows**  
Dillonville, Ohio, this week.

## FIDLER'S UNITED SHOWS

WANT FOREMEN AND SECOND MEN FOR TWO UNITS GOING INTO ARKANSAS AND SOUTH-EAST MISSOURI. Also need Men with ride knowledge and willing to work to see that Rides set up and down. STOCK CONCESSIONS OF ALL KINDS. SHOWS WITH OR WITHOUT OWN EQUIPMENT. We hold contracts for Alton, Ill., Annual Celebration on the waterfront, starting Sept. 12, also Bluffville, Ark., Fair, together with 14 other Arkansas Celebrations and Fairs.

All address **SAM FIDLER, Mgr.**  
Morris, Ill. (on the Streets), this week.

## CAVALCADE OF FUN

"YOU CAN'T BEAT FUN"

WANT Hanky Panks of all kinds not conflicting. ANY GOOD SIDE SHOW.  
Manhattan, Ill., Aug. 18-20; Yorkville, Aug. 25-27; Carpentersville, Sept. 1-4; Winnebago County Fair, Sept. 7-10; Rockford, Sept. 12-17.

## WANTED

Legitimate Concessions for Lyons, Ind., Fair, Aug. 22-25 and Mississippi Fairs to follow. Second Men on Rides who drive.

**PECK AMUSEMENTS—C. S. PECK**  
Bloomington, Ind., this week.

## PURVIS SHOW Wants

West Point, Va., Aug. 14-19, Firemen's Celebration; also Gloucester Firemen's to follow. Prizes given away nightly. Other good ones, also Fairs. Want Hanky Panks, Novelties, Photo, Mitt Camp, Grab Stand, small Bingo, Penny Pitch, Fish Pond, Duck Pond, Second Man on No. 5 Wheel. Larry Johnson, Mike Ell, Joe McBride, get in touch. All mail and wires:

**CECIL PURVIS**

West Point, Va., all this week, Aug. 14-19.

## WANTED

**GIRLS . . . GIRLS . . . GIRLS**

FOR POSING SHOW ON ROYAL AMERICAN SHOWS. To open at St. Paul, Minn., at Minnesota State Fair. Top salary, first class state rooms, good treatment, money sure each week. Can use good Stripper. Write full details to Superior, Wis., week of Aug. 13; the Dykeman Hotel, Minneapolis, Minn., week of Aug. 21.  
NAY D. RODGERS

## ROYAL MIDWEST SHOWS

WANT FOR BOYD COUNTY FAIR, ASHLAND, KY., AUG. 21-24; THEN KENTUCKY'S BEST TILL OCTOBER.

Eat or Drink Concessions, Pop Corn, Flets and Apples, Photo, Diggers, Long or Short Range, Darts, Count Stairs, Cork, Coke, Blower, Roll Down, Ball Games, Hi-Striker, Jawing, Swinger, Nail, Basketball, Novelties, Age and Weight, Hoop-La, Ring, Six Cars, Auto, Pony or Boat Ride, Mechanical, Wild Life, Motor Drome, Arcade. Helen Goddan can place you—good proposition for Major Ride. Can use Ride Help who drive semi.

**ROXIE HARRIS, Winchester, Ohio, this week**

## VIRGINIA ROSE SHOWS

Concessions open: Ball Games, Dart, Pitches, Photos, Hoop-La, Novelties, Age and Scales. Will sell exclusive on Popcorn, Snow Ball and Candy Floss. Want two Mitt Camps. Can use a few P.C. Dealers. Will book a Kidly Ride. All replies to

**M. F. KAUFMAN JR.**

1919 Spring Drive Phone: Holland 1785 Louisville, Ky.

## WANT FOR BALANCE OF SEASON

Few more Concessions and Hanky Panks, Popcorn, Custard, Age and Weight, Ball Games, Deck or Fish Pond, etc. Working in and around Philadelphia.

### SAM TASSELL SHOWS

5899 WALNUT ST., PHILADELPHIA, PENNA. Telephone: GRanite 2-5852  
P.S.: Can use Wheel Men, Merry-Go-Round Men, Chair-o-Plane Men.

## FROM THE LOTS

### Prell's Broadway

BEDFORD, Pa., Aug. 12.—At the close of the third day of our second fair, receipts show a 35 per cent increase over the same period for 1949. Hatfield held up in spite of one day of rain. The first two days here, the weather was good, but Wednesday brought rain and wind in the afternoon, altho it cleared for a good attendance at night.

Mr. Prell has added a Monkey Circus to his Monkey Speedway. Harry LaRoy supervises the acts on the inside, while Joe Winchester works Maggie and her new baby, Miss Peckskill, on the outside. Also added to our midway is the new ride the Little Dipper, which is giving all the other rides plenty of competition.

Abe Prell, superintendent of transportation, states that six new International tractors were delivered last Saturday and six more are to be delivered in Ebensburg, Pa.—**ALICE BUCK.**

### Modernistic

PRINCESS ANNE, Md., Aug. 12.—Grosses continued good in Easton, and Preston, Md. Art Palmer with Rolloplane; Mickey an Margaret Vogel with custard and popcorn and Rita Lowe, pitch-till-you-win agent, joined in Easton.

En route here Mr. Keeler, owner, had an accident in which his house trailer was demolished and his car damaged.—**AL DEXTER.**

### Gem City

DANVILLE, Ill., Aug. 12.—Run of 45 miles from Champaign County Fair at Urbana, Ill., brought org here in ample time for official opening of Eastern Illinois Fair Sunday (30) noon. Front entrance to midway was just inside main gate to fairgrounds. All patrons had to pass thru midway on entering grounds, giving shows, rides and concessions excellent break. Temperatures were in the high 80's each day. Kids matinee, promoted by W. E. (Bill) Snyder, with tickets distributed by a local dairy, ice cream manufacturer and a laundry, produced good results.

Manager Tom Hickey was guest speaker at American Legion weekly meeting. Mr. and Mrs. Clarence Vigas joined with their cookhouse. New additions to Jimmy Chavanne's Cavalcade of Wonders include Sis Cook, the armless wonder; Major Satyrdae, fire-eater and human pin cushion, and Doctor Zangar, mentalist. Mr. and Mrs. Robert E. Hoffman, of Quincy, Ill., spent two days on shows. Other visitors included Alvin Bray, secretary Champaign County Fair, Urbana, Ill. A Sweeney, Billy Senior Walter Leahy, Mr. and Mrs. Frank Welsh and Wendell Goodwin.—**DAVE CARROLL.**

### Frank Elliott

NEW GLASGOW, N. S., Aug. 12.—Org moved here from a dull 10-day stand at Windsor, N. S. The Diamond Jubilee Celebration here netted poor grosses because the lot was located a mile from the center of activities.

New concessions include Teddy Shiers' pitch-till-you-win operated by his wife, Blanche; Len Sugrue's doll wheel, in charge of Myrtle Mosher, and Frank Porter's balloon gallery, with Johnny Gehrke as agent. Tommy Meade is proving to be the midway's No. 1 grinder with his bingoes. Wendell Elliott's concession line-up includes over-and-under, high striker, nail game, French fries and candy apples.

Don (Stubby) Fergusson, cage operator, visited the Bill Lynch Shows No. 1 unit at Moncton, N. B., and cut up jackpots with Frank (Hap) Hanlon, Bucky Harris and Frank Barry. Personnel visited Biller Bros.' Circus at various points recently.—**R. K. JOHNSTON.**

### Virginia Greater

POCOMOKE CITY, Md., Aug. 12.—Nightly gate prizes, a Saturday (5) children's matinee at which a bicycle was given away and awarding of a television set Saturday night all helped to build big business at this spot.

Show opened to good biz Monday (31) and Tuesday (1) night. On Wednesday (2) and Thursday (3) takes were down a bit due to rain. The local Veterans of Foreign Wars post was the sponsor here and co-operation was excellent.

Concessionaires joining here were J. (Pop) Garrett, cookhouse; Frank Bright, short range lead gallery; J. Harrington, five concessions, and Vita and Ellen, two concessions. J. Dean and Donald James, Girl Show operators, closed with the org. Girl Show was taken over by Charles B. Farrell.

Harry Harrison Jr. is still vacationing on the show with his grandparents, Mr. and Mrs. Harry Harrison, mitt camp operators. General Agent William C. (Bill) Murray ordered special paper for the org's route of Virginia and North and South Carolina fairs. All shows and rides have been refurbished. Manager Rocco Masucci and Pop Garrett went to the Keller, Va., fairgrounds last week, where the org has a contract with the Eastern Shore Fair Association.

Visitors here included Larry Briggs, of Suffolk, Va.; Clo Minelli and her husband, Phillip, of Orange, N. J.; Mr. and Mrs. Jimmy Cooper, who have a permanent mitt camp location near this spot, and Commander Stevens and his American Legion fair committee, of Snow Hill, Md. Show is set for a date at the latter location.

### 20th Century

THIEF RIVER FALLS, Minn., Aug. 12.—Org had one of the best still dates of the season thus far under auspices of V. F. W. Post at International Falls. Shows were the first of any size to play there in several years and all shows and rides did big business despite threatening weather. Dodgem topped rides. Caterpillar was second.

Shows were scheduled to close Saturday, but support was strong enough to warrant an extra day's stay. Saturday and Sunday matinees drew capacity crowds.—**FRANK GASKINS.**

## CONTACT AT ONCE

Capt. Eldn Souzer, Dick Wooley, Mel Lip-pincott, your letter last; write again. Can place Swing Agents. Will book Hanky Panks of all kinds for twelve more Fairs.

Contact

**PAUL BOYETTE**

Magic Empire Shows, Martin County Fair, Lebanon, Ky.; then Bowling Green.

### BOOKED SOLID NORTH-SOUTH ROUTE

A Celebration, a Fair or Mo! There Octopus Foreman, Eli Foreman, Second Man who drive truck. If you own car stay where you are. Book Shows, Rides, Concessions for either unit. What have you! Eldora, Iowa, this week; Boone Free Fair follows; then two of country's best snack spots; followed by Iowa County Fair, Mineral Point, Wis. Contact

**Dyer's Greater Shows**

## HELP WANTED

Couples for Floss and Cuddled Apple Joint, also for Ice Cream Dip. Contact

**R. A. MacEACHERN**

c/o Fair Grounds, Escanaba, Mich., this week.

### FOR SALE OR TRADE

## AERIAL JOY RIDE

Fine condition. Can be seen in operation at Du Quoin, Ill. State Fair, Aug. 27-Sept. 6. TIVOLI EXPOSITION SHOWS as per route

## WANTED

WHEEL AND CHAIRPLANE FOREMAN

**D. VAN BILLIARD**

GAUL, PA. VALLEY Forge 4561

# GEORGE CLYDE SMITH shows

## WANT FOR THE FOLLOWING FAIRS:

Craig County Fair, New Castle, Va., week of September 4th; Botetourt County Fair, Fincastle, Va., week of September 11th; Five County Fair, Farmville, Va., week of September 18th; American Legion Fair, Rocky Mount, Va., week of September 25th; Warren County Fair, Warrenton, N. C., week of October 2nd; Vance County Colored Fair, Henderson, N. C., week of October 9th; Tidewater Colored Fair, Suffolk, Va., week of October 16th; Sussex County Agricultural Fair, Waverly, Va., week of October 23rd.

WANTED: Ball Games, Grab, Pitch Till You Win, all Hanky Panks open, Six Cats, Swinger, Buckets. WANTED: Girl Show, Snake Show, Monkey Show, Cig Show. WANTED: Truck and Tractors Drivers. All replies to

### GEORGE CLYDE SMITH SHOWS

Callitzin, Pa., this week; Scalp Level, Pa., next week.

## WANT FOR THE BEST FAIRS IN CALIFORNIA:

WEEK OF AUG. 21, UKIAH FAIR; WEEK OF AUG. 28, LAKEPORT FAIR; WEEK OF SEPT. 4, PLACERVILLE, AND MANY MORE TO FOLLOW INCLUDING WATSONVILLE FAIR

### WILL BOOK SHOWS, RIDES AND CONCESSIONS

We are interested in a Train, Dipper and especially Kiddie Rides. Bingo, Ball Game and Long and Short Range Gallery, or any legitimate concession for these fairs. WHAT HAVE YOU?

Send All Wires or Mail to:

### HARRY (POLISH) FISHER or CHARLES WALPERT

In Care of GOLDEN WEST SHOWS, Ukiah, California

Note: Jimmy Lynch, wire Polish Fisher, Ukiah

## ANCHOR TENTS



CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS  
—ANYTHING IN CANVAS—

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

EXPERT WORKMANSHIP

5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

## STATE GLADIOLA SHOW

On the Streets, August 24, 25, 26, 27

Want Grab, Age and Scales, Custard, Mug, any Ball Games, Gallery, Hi Striker, Novelties, Hoopla or any Hanky Panks that work for stock. Some P.C. open if you have other outfits. Then Howard City, Mich., on the Streets for a real Labor Day Celebration, Sept. 12-34; Shepherd follows, Legion Homecoming on the Streets, Sept. 7-8-9. Get with a winner. Wire for reservations, gasoline money and stock. If you don't have nut money, set up anyway and then blow. We don't care, the office is big hearted. Thompsonville, Mich., this week.

### MERRYLAND SHOW

C. CRITTENBEN, Mgr.

## WANTED—4 GIRLS FOR GIRL SHOW

Best deal in the business. Experienced workers only. Can place immediately. Join Morris, Illinois. Don't write or wire, come on.

### KING MIERS

c/o FIDLER SHOWS, Morris, Illinois, this week; then per route.

P. S.—Can use Show Help in all departments.

## WANT TO PLACE BINGO

AFTER LABOR DAY

Well Flashed, Seating Capacity 150. Contact

### LOUIS WEINSTEIN

c/o EDDIE'S EXPO. SHOWS, West Bridgewater, Pa.

## HOOPESTON SWEET CORN FESTIVAL 5th Annual

SEPTEMBER 7-9, HOOPESTON, ILL.

### CONCESSIONS AND SHOWS WANTED

Cookhouse, Arcade, Long Range Stock Concessions, Bill Games or WHAT HAVE YOU? MILLER'S 7 RIDES, BINGO AND NOVELTIES BOOKED.

### SPECIAL FEATURES

BIG PARADES, HORSE SHOW, RADIO AND PICTURE STARS MAKE THIS THE FINEST AND BIGGEST FESTIVAL IN THE STATE OF ILLINOIS.

TOMMY SACCO, 203 N. Wabash Avenue, Chicago 1, Illinois

# AMERICAN MIDWAY SHOWS

CAN PLACE

CAN PLACE

RIDES—SHOWS—STOCK CONCESSIONS

FOR THIS WONDERFUL ROUTE OF FAIRS

Osborne, Kansas, Fair, now; Stafford County Fair, Stafford, Kansas, Aug. 21 to 25; Kingman County Fair, Kingman, Kansas, Aug. 28-30; Bi-State Fair, Coffeyville, Kansas, Sept. 1 to 4; Reunion, Cherryville, Kansas, Sept. 5 to 9; One Big County Fair in Oklahoma; Montague County Fair, Bowie, Texas, Sept. 19 to 23; Comal County Fair, New Braunfels, Texas, Sept. 29-Oct. 1; Burtleson County Fair, Caldwell, Texas; Lee County Fair, Giddings, Texas; Austin, Texas; Greater Southwest Free Fair, Waco, Texas; Kileon, Corpus Christi and Alka follow; then the big one—Valley Mid-Winter Fair, Harlingen, Nov. 18 to 26.

THOSE JOINING NOW WILL BE PROTECTED AT THESE BIG FAIRS

INDEPENDENT CONCESSION SPACE  
AVAILABLE AT THESE THREE FAIRS

COMAL COUNTY FAIR, NEW BRAUNFELS; GREATER SOUTHWEST FREE FAIR, WACO;  
VALLEY MID-WINTER FAIR, HARLINGEN.

ALL WIRES PREPAID OR AIR MAIL, NO PHONE CALLS PLEASE

DON M. BRASHEAR, Mgr.

PER ROUTE ABOVE

## WASHINGTON, PA., FREE FAIR

AUGUST 22-25

WANT

Eating Stands, Grab, French Fries, Jewelry, Novelties, Grind Concessions (no racket), Scales and Guess Age, Photo. Shows that don't conflict.

Stoneboro, Labor Day.

Answers to

EDDIE DIETZ

Bridgewater, Pa., this week.

## EDDIE'S EXPO SHOWS

## GROVES GREATER SHOWS

America's Cleanest Midway

COLUMBIA, LA., AUGUST 14-19

Now Booking for Our Fall Route of Fairs

Beginning Aug. 28 at Alexandria, La., Colored Fair; followed by Sebastopol, Miss., Fair, Sept. 11-16; Jonesboro, La., Live Stock Show & Agriculture Fair, Sept. 25-30; Marksville, La., Parish Fair, Oct. 2-7; Ruston, La., Parish Fair, Oct. 8-14; Yazoo City, Miss., Colored Fair, Oct. 14-21; Liberty, Miss., Amite County Fair, Oct. 23-28, and the cream of the Cane Country in Louisiana. Out all winter.

Can place Disers, Hi-Striker, Nickel Roll Down, Hoop-La, Bowling Alley, String Game, Glass Pitch, any 10-cent Stock Concession. Want Chairlaine Foreman, Second Man on Wheel, Manager for Snake Show, Musical Show Performers, Shows with own outfit. Have two Band Organs for sale, \$100.00 each.

All replies ED GROVES, Columbia, La., Aug. 14-19

## WANTED

FOR FOLLOWING FAIRS: WEST BRANCH, NALE, SHEBOYGAN

Kiddie Ride—Have Auto, can use two more. Concessions—Popcorn and Floss open. Hanky Panks of all kinds. Mug, Age and Scales, Balloon Darts, Glass Pitch and Short Range. We carry one of a kind. First come get preference. Useful Ride Help, must drive. Michigan committees, have two open weeks in September.

JACK GALLAGHER, Mgr., Playland Shows

This week Alma, Michigan

**CARNIVALS, NOTICE!**

Am in hospital and would like to hear from some of my old friends in the business. Have been with various carnivals since 1920, including All American Shows in 1949, and before that with Frear's United, W. W. Moser's Central State Shows, C. A. Yergon's United Expo, Shows and others. W. H. KELLER, Box 113, Building 241, Mission, Tex.

**WANTED**

3 to 5 Rides for Annual Labor Day Parade and Celebration, September 13-14. Last year's attendance 30,000. Daily activities, nationally known speakers, fireworks on Labor Day. Contact LESTER BAKER, Chairman, Paden City, W. Va.

**FOR SALE**

Smith & Smith Chiropractors, Electro Freeze Custard Machine mounted on truck, Long Range Gallery mounted on truck. Want Ride and Concession Help.

**JOE E. KAUS**  
Wrightsville Beach, N. C.

**GIRLS WANTED**

For Girl Show. Guaranteed salary and commission, Lebanon, Ky., this week; then per route, All Fairs.

**EDWARD SMITH**  
Care MAOIC EMPIRE SHOWS

**WANTED**

By Fishing Creek Community Assoc. Small Carnival or Rides and Games for week of September 1-18 for Farmers' Fair.

**WM. J. LEICHT, Sec.**  
Bitters, Pa.

**COOKHOUSE FOR SALE**

14x20, fully equipped, newly painted and ready for use, new top, steam tables, \$500.00, 1946 1 1/2-ton int. Truck, covered, with hitch. Will sell with Cookhouse or without. Will deliver.

**R. H. DANIEL**  
Box 501 Phone 1094 Huntsville, Ala.

**MERIT SHOWS****NOW BOOKING**

Clean Shows and Concessions for following fairs: Union, Me., Aug. 21-24; Canaan, N. H., Aug. 29-Sept. 1; Hopkinton, N. H., Sept. 2-4; Farmington, Me., Sept. 19-22; Topsham, Me., Oct. 10-13.

Address **HENRY FINNERAL**, per route

**HARRISON GREATER SHOWS****LAST CALL LAST CALL LAST CALL**

Great Trolley Fair, Aug. 21-26, with eight more bona fide fairs to follow. Can place Grab, Popcorn, Candy Apples, Floss, French Fries, Custard, Snow Ball, All Eating and Drinking Stands open. Want Novelties, Age and Scale, Glass Pitch, Penny Push, Fish Pond, Diggers, Ball Games, Photos any Siam Concession open. A few choice Concessions open. Also some Percentage open. Want Motordrome, Five-in-One or Ten-in-One, Monkey Show, Animal Show or Big Show of merit for our fairs. Robert Terrell wants Musicians and Performers to strengthen show for our fairs. William Wayman, George Overstreet, contact at once. Want Agents for Ball Game and Siam Stores and Percentage, office owned. All Mail and Wires to

**FRANK HARRISON, Mgr.; JACK LANCE, Business Mgr.**  
Salisbury, Md., this week; then Trolley, Va.

**GIRLS****FOR GIRL SHOW AND POSING SHOW**

Top salary, paid nightly. Also want Talker, Grinder and Ticket Seller. Good opening for Candy Pitchman, Eleven fairs, long season south. Everybody wire or come on.

**F. W. MILLER, c/o Crescent Amusement Co.**  
Mammoth Spring, Ark., Aug. 18-26; Rolla, Mo., Aug. 28 to Sept. 2.

**WHITESIDE CONCESSIONS****AGENTS—WANT—AGENTS**

Child Store Agents, also Skills and P.C. Dealers. I am no longer connected with Pine State Shows. All replies:

**A. R. WHITESIDE**

c/o HARRISON SHOWS, Salisbury, Maryland, this week.

**Can Place for These Fairs and Balance of Season**

Eric, Kansas, Reunion, Aug. 14 to 19; Pacific, Kansas, Aug. 21, 22, 23; Garnett, Kansas, Aug. 24, 25 and Sept. 1; Celebration, Jay, Okla., Aug. 26-28; two blocks from Main Street, largest in Southeast; Carl Junction, Mo., Sept. 7, 8 and 9; all fairs, Oct. 11-15, 16, 17. CONCESSIONS—Can place Penny Pitch, Photo, any Stock Concession. Wire or come on. SHOWS—Can place any Show of merit. Rides: Topspin, Snake Show, Wild Wheels; Second Men on Octopus, Merry-Go-Round and all Rides; best salary. All reply to

**H. C. SWISHER, PARADA SHOWS**  
as above date or route

**WANT FOR OUR FALL FAIRS AND CELEBRATIONS**

Concessions: Grab, Snow Cone, Glass Pitch, Bingo, Fish Pond, Long or Short Range, Ball Games, Coke Bottles, Sealer, Balloon Dart, Cork Gallery, Photos, Candy Floss, Clothing Plus, Country Store, Jewelry, Spade, Hoop-La, Bumper, Pop Corn, Candy Apples, Rides: Kidie Cars, Train, Boat Ride, Airplane; also Tilt-a-Whirl, Looper, Octopus or any other not conflicting. Shows with own frame-up, Snake Show, Wild Life, Freak Show, Fat Girl or any good Grand Show; also Girl Show, Ride Help: Wheel and Merry-Go-Round Foremen. Will place all of the above for the following Fairs and Celebrations, all Texas: Bellville V.J. Day, Brenham Fair, Taylor Fair, Tomball Fair, Anderson Fair, Texas City Fair, Bay City Fair; others to follow. Frank Brewer wants Count Store and Skills Agents. Get in on the cotton money. All replies to

**BREWER'S UNITED SHOWS, 1601 Congress St., Houston, Texas.**

**FROM THE LOTS****Mound City No. 1**

MEXICO Mo., Aug. 12.—Charles Oliver and Charles Chaney celebrated birthdays recently. Chaney has a new Rock-o-Plane in operation. Larry Becker took delivery on a new panel truck recently.

Mr. and Mrs. Arch Price and Tom Blinn left the shows because of deaths in their families. Clifford Cox Sr., died July 18, while shows were en route to Waverly, Ill.

Recent visitors included Mr. and Mrs. Bill Mills, Thomas R. Shelly Jr., Mr. and Mrs. L. L. Stickley and family, Mr. and Mrs. Cleo Stickley, Mr. and Mrs. Jack Wallace, manager of the No. 2 Shows; and Mr. and Mrs. Propst, also of the No. 2 shows.—**MRS. THOMAS R. SHELLY.**

**Heart of Texas**

MANGUM, Okla., Aug. 12.—John W. (Happy Jack) Long, second agent, was admitted to Veterans' Hospital, McKinney, Tex., for a throat operation. B. McDonald, office manager, was painfully crushed between two autos but has been released from the hospital. Harry (Pop) Stafford and his personnel closed at Shamrock, Tex., as did Eddie Paquette, of the Athletic Arena. Doc Ellington, who closed with Dailey Bros.' Circus in East Canada, arrived July 28.—**JACK COOPER.**

**Davis Amusement**

McMINNVILLE, Ore., Aug. 12.—Entire personnel was on hand for the christening of the new Allan Herschell Merry-Go-Round, which was delivered here. Delores Beames officiated at a brief ceremony.

Roy Meyers and Bill Carpenter operate the Merry-Go-Round, with Carrolle Walker on tickets. Other rides are Rock-o-Plane, Charles Wolfe and Joe Erzen; tickets, Nancy Finch. Octopus, Wallace Weaver and Bill Funnell; tickets, Sylvia Mann. Roll-o-plane, Ray Canfield and Bob Moriarty.

Concessions are cookhouse, Jack and Delores Beames; chocolate dip, Mary and Tony Gallo; bingo, ball game, sling shot and spindle, Merle and Don Nelson; balloons and novelties, Tony Gallo; jewelry, Ray Hartley; popcorn and candy floss, Melba Davis; bumper cars, Frank Zerado; penny pitch and hoop-la, Mr. and Mrs. C. S. Finch; gold fish, Don Walker.

Shows are Motordrome, Jenny Perry; Animal Show, John Foss; free act, Frank Zerado.

Owners of the org are E. J. (Joe) Davis, Mannie Davis and Martha J. Davis. Don Nelson is representative.—**DELORES BEAMES.**

**Monarch Imperial**

GLADSTONE, Ore., Aug. 12.—Org moved here following disappointing stands at Beaverton and Sheridan. Night baseball and a Saturday night dance at Sheridan proved stiff competition.

Soi Lepallino, Harry Clark and Mr. and Mrs. Bill Sharpe joined at Sheridan with concessions. Norman and Frances Anderson came on at Beaverton with their cookhouse and candy stand from the closed Seal Bros.' Circus. Visitors there included Mike Krekos, owner of the West Coast Shows; Mr. and Mrs. Norman Anderson and Danny Callahan.

Nightly commuters between Sheridan and Portland included Howard Clifford, Johnny Caldwell, Milton Nicholas, Mr. and Mrs. Ed Beebe, Mr. and Mrs. Frank McAllister, Mr. and Mrs. Bill Sharpe and Mulligan Kaplan.

Emmy Clifford, Mr. and Mrs. L. Midgett and Joe Wallace made trips to Salem. Mr. and Mrs. Mel LaLonde spent the week painting their bus trailer. Howard Clifford, manager, visited Martin Arthurs of the Imperial Exposition Shows at Olympia, Wash.

**J. A. Gentsch**

HUNTINGBURG, Ind., Aug. 12.—Shows moved here from Flora, Ill.

When org played Spencer County Fair, Rockport, Ind., Mr. and Mrs. Youngblood and Mr. and Mrs. Pete Smith joined with Ring Bros.' Wonderland Circus and the Funhouse.

Sonny Gentsch, son o' owner J. A. Gentsch, is recovering from a recent operation. Recent visitors included Albert Derr, secretary, Boonville Fair; Mr. Ruttker, secretary, Huntingburg, Ind., Fair, and Mr. and Mrs. Russell, Hartford City, Ky., Fair.—**FRANK H. OWENS.**

**Keystone Attractions**

MILESBERG, Pa., Aug. 12.—A new Ferris Wheel has been booked from Louis Garbrick. Bill Soles and Al Stafford have added new concessions to their line-up, and Eddie Davis is back with his concessions. Shows will play the Oriental Fair following Milesburg, then back to Bellefonte for the firemen's convention, following which they will head for their Virginia annuals. Org is slated to close in Virginia November 4.—**MEL SOBER.**

**Heller Acme**

RAHWAY, N. J., Aug. 12.—Bill and Bob, free act were honored guests at a farewell party given them during the stand in Hammonton, N. J. They left to fulfill contracted fair dates in Michigan. Hostesses were Claire Sigler and Connie Lambert, with Ray Sigler as emcee. He presented the boys with a gift from the personnel.

Making up an impromptu show were Ray Sigler, Herb Krenter, Barbara Blaine and Connie Lambert, with Ken Chambers accompanying them at the piano. A week prior to the party Bill and Bob held a housewarming at their new trailer.

Attending the events were Blaine Lambert, Alfred Cox, Louis Harden, Tom Gossett, Ruth and Ted Van Horn, Ted McLeod, Don Gihell, Herbert Krenter, Harry Linstrom, Bob Edwards, Pop Seymour, Pappy Morrell, Ray and Fran Sigler, Bud and Agnes Rumble, Johnny Johnson, Claire Sigler, Ervin Wright, Mr. and Mrs. Clifford W. Lambert, Barbara and Connie Lambert, Sy and Phil Heinrich, Dusty Days, Blackie Whittinghaus, Betty and Ivan Paxton, Richard Crogan, Dottie Scott, Albert Towns, Frank Bond, John DeRoanna and Ken and Lena Chambers.

**Boone Valley**

ROCKWELL CITY, Ia., Aug. 12.—Shows chalked up their best spot of the season so far at Des Moines under Italian American Legion Post auspices. Clement Smith and Ben Messerbrink are co-owners of the shows. Smith was married recently in Webster City, Ia. Aaron Crossman, show electrician and mechanic, announced his engagement to Betty Long, ticket seller on the Ferris Wheel.

Rides are Merry-Go-Round, Ferris Wheel, Mix Up, kiddie autos, ponies and streamlined train. Show line up has Frankie Coburn's Athletic Arena, Mickey Mouse Show and a large Glass House owned by C. Knox.

The rides were turned over to orphans and crippled children Friday (28). Free ice-cream was served.—**W. H. (BILL) ROWELL.**

**Midway of Mirth**

ARTHUR, Ill., Aug. 12.—Highland was shows first fair of the season, with six more scheduled. James Rogers continues to keep the rides and trucks in good condition. Frank Lavell is lot superintendent and The Billboard sales agent.

Merry-Go-Round is topping rides, with the Tilt-a-Whirl a close second. Concessionaires joining here included Dick Thornton, Mr. and Mrs. C. Young and Mr. and Mrs. H. L. Osborn. Charles Kahle added another stand and M. M. Simmons added a live fish pitch to his line-up.

Betty Barrett, who assists Esther Speroni in the office, is scheduled to start a course in nursing late this month. Mr. and Mrs. Ray Loman took delivery on a new trailer. F. R. Shultz, popcorn concessionaire, is recuperating from a serious illness.—**ROSIE DAVIS.**

**Page Bros.**

RUSSELLVILLE, Ky., Aug. 12.—Dawson Springs, Ky., under American Legion Post auspices, ended in good business.

Page Bros.' Performing Lions worked by Captain Harold tops all shows. Shorty Baker joined with two concessions. Mrs. Fred Cantrell has framed a glass pitch. Mr. and Mrs. Harry Moore joined with their concessions.

**Yager United**

REYNOLDS, Ill., Aug. 12.—Biz has been good for the shows. Joining recently were Charles Doersam, bingo; Smiley, cotton candy; A. V. Wray, country store; Jess Sims, hit and miss; Hattie Doersam, balloon dart; Mr. and Mrs. George Blum, root beer and novelties; Tommy Delaney, jewelry; Bob Foster, Model Train Show. Tex Fetta is lot man and electrician.

# Percell's PIONEER SHOWS

—high class midway attractions—

**TROY, PA., BRADFORD COUNTY FAIR,  
AUGUST 21 TO 26**  
**McCONNELLSBURG, FULTON COUNTY FAIR  
AND CENTENNIAL COMBINED,  
AUGUST 28 TO SEPTEMBER 2**  
**BIG LABOR DAY AND 59TH ANNUAL BEAN  
SOUP PICNIC, McCLURE, PA., FOLLOWS**  
Want Eats, Drinks, Photos, Will sell ex on Novelties, Short Range, Popcorn, Apples, Candy Floss, Custard, Glass Pitch, Jewelry, French Fries, Merchandise Wheels, Ball Games, all legitimate Concessions, Pitchmen-Demonstrators, we do not overload. Want Shows of all kinds, Penny Arcade, Fun House; low pc. Want capable Ride Help, also Bingo Caller and Clerks; semi Drivers. Want Diggers. Wire or come on this week Abbottstown, Pa.  
**MICKEY PERCELL**

## STATE FAIR SHOWS

Can place at once for all fairs and celebrations until Oct. 15th, and then the cotton country in West Texas and Arizona until Xmas.  
**AKRON, COLO., FAIR, AUGUST 14-17; Burlington, Colo., Fair, 21-26; then Scott City Fair; Julesburg, Colo., Fair; Eads, Colo., Fair; Hugoton, Colo., Fair, and others to follow.**  
If you want action in the silver dollar country, come out we work every day. Will book Country Store, Hi Striker, Glass Outfit, Custard, Ball Games, Hoop-La or any other Hunky Panks, privilege \$17.50 straight thru. Can place Agents for Razzle, Roll Down, Skillos and capable Outside Help. Can place one P.C. Dealer. Will book one Line-Up Store and one Grind Store. Can place MERRY-GO-ROUND FOREMAN, MIX-UP FOREMAN, ALSO SECOND MEN ON WHEEL, TILT, MERRY-GO-ROUND AND MIXER. TOP PAY AND YOU GET IT. If there is drinking to be done, I will do it. I have several Show Tops complete with banners. Capable showmen, if you are a producer, come on. I will place you. All wire  
**SCOTT LAMB, MGR.**  
AS PER ROUTE  
P.S.: This Show carries seven Rides, five Shows, thirty-five Concessions.

### W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

INDIANA'S LARGEST

Want Billposter for balance of season. Want for Elkhart County Fair, Goshen, Indiana, Aug. 21-26.  
Concessions—Novelties, Scales and Age, Long Range, High Striker, Pitch-Tilt, You-Wins, Cook House, Grubs, Goggles and Pitchmen, any legitimate Hunky Panks, Shows—Side Show, Glass House, Motor Drome, any Show except "Girl." Ride Help—Splitfire Foreman, \$65.00 per week. Must know Ride. Second Men come on; wages top always. After Goshen, Columbus, Indiana, 10th & Wilson St. Pay day for 50,000 soldiers. Then Sullivan around Court House Square for Labor Day and balance of week. Fairs solid through October 7. All replies wire  
WESTERN UNION, "NOW" HARTFORD CITY, IND.  
**BILL GEREN**

**WANTED WANTED WANTED**  
For Mt. Savage, Md., Aug. 21-26, 25th anniversary of Fire Dept., and balance of season, including 5 weeks in the heart of the West Virginia coal fields.  
Want Chairplane or Merry-Go-Round with own transportation. Want Long Range Gallery, Glass Pitch, Pitch-Tilt-You-Win, Hoop-La, Huckle-Buck, Car Rack, Clearer Shooting Gallery, Mus Outfit, String Game, Jewelry, Novelties and Age and Scale.  
**MARTIN LOZIER—LOZIER AMUSEMENTS**  
Bowling Green, Md., Aug. 14-19; Mt. Savage, Md., Aug. 21-26.  
P.S.: Sam Serien, please contact.

## WANT FOR 6 MORE TOBACCO CELEBRATIONS

On the Streets, Tennessee, Georgia and Florida Fairs.  
All Eating-Drinking Stands open. Can place Stock Concessions only. Sell exclusive Bingo and Novelty Shows—Girl, Ten-in-One, Wild Life, Motordrome. Rides—Caterpillar, Tilt. Help on all Rides if drive semis.  
**JOHN CARUSO, Mgr., Pine State Shows**  
OCILLA, GA., THIS WEEK

## ORANGE STATE SHOWS

Want for Carolina's tobacco markets. Have three fairs in North Carolina, one in South Carolina, two weeks in Savannah, Ga., then Florida all winter.  
RIDES: Can use Roll-a-Plane, Octopus, Kiddy Rides. SHOWS: Like to hear from good Girl Show, Side Show, Snake Show, Fun House. CONCESSIONS: Can use good Cook House. GALUPO, wire me. Good openings for Bingo. All legitimate Concessions come on. Can use one of two more Wheels. Good Razzle Agents. Write or wire  
**LEO BISTANY**  
CAPE CHARLES, VA.

**CAN PLACE  
LEGITIMATE CONCESSIONS  
OF ALL KINDS FOR  
MISSOURI STATE FAIR  
SEDALIA, MO. — AUGUST 19 TO 27**

**KEOKUK STREET FAIR  
KEOKUK, IOWA — AUGUST 29 TO SEPTEMBER 4**

WILL SKOOTER FOR ALL BOOK FAIRS

**JOHNNY J. JONES EXPOSITION  
CEDAR RAPIDS, IOWA**



**ROXBORO, N. C., THIS WEEK—AUG. 14 TO 19  
FAIR AND CELEBRATIONS TILL CLOSING DATE—SATURDAY, NOV. 11**

Bassett, Va., Annual Summer Legion-Merchants' Show, Aug. 21-26  
Draper, N. C., Firemen's Celebration, Aug. 28-Sept. 2  
Martinsville, Va., 5 County Colored Fair, Sept. 4-9  
Whitcross, N. C., Firemen's Annual Tobacco Festival, Sept. 11-14  
Nashville, N. C., Firemen's Annual Tobacco Festival, Sept. 18-23  
Mr. Holly, N. C., Legion's Annual Fall Show and Festival, Sept. 25-30  
Easley, S. C., Pickens County White Fair, Oct. 3-7  
McCormick, S. C., McCormick County Fair (White), Oct. 9-14  
Greenville, S. C., 35th Annual Colored Fair, Oct. 14-21  
Greer, S. C., 2nd Annual Colored Fair, Oct. 23-28  
Westminster, S. C., Annual Fall Exposition, Oct. 26-Nov. 4  
Anderson, S. C., 30th Annual Colored Fair, Nov. 4-11  
—CLOSE-SEASON ENDS—  
You all know Bassett and Martinsville—wire now. Will book for any date or complete route. Custard, Floss, Novelties, Jewelry, Diggers, Bumper, Ball Games, Bowling Alley, Swinger, Blower, Clothes Pins, String Game, Fish Pond, Mitt Camps, few choice Wheels, Roll Downs, Razzles, Long and Short Range Gallery, Scales, Jimmy Car wants Cookhouse Counterman. Girl Show Manager with 3 or more, we have outfit. Fun House, Side Show, Walk Thru, Mechanicals City, Novel Rides  
**WIRE: BEN WOLFE, OWNER—DALLAS DUNCAN, BUS. MGR.—ERNIE SYLVESTER, SEC.**  
Wants Line Up Man  
P.S.: Hot Papa, get in touch with me — Johnny Reddick, wire.

# Endy Bros. Shows

**FAIRS FAIRS**  
WEST VIRGINIA STATE FAIR, LEWISBURG, W. VA., ALL NEXT WEEK; FOLLOWED BY CHARLESTON, W. VA., INDUSTRIAL FAIR AND EXPOSITION AND ALL GOOD FAIRS UNTIL NOV. 1.  
**WANT WANT**  
SHOWS: Arcade, Monkey Show, Wild Life, Funhouse. RIDES: Can place Octopus and Tilt. Will furnish Wagons and Staterooms for above. Want Rocket Foreman, Rollplane Foreman, come on. CONCESSIONS: Hunky Panks, Derby Racer, Photos, Eats and Drinks, Long and Short Range Shooting Gallery. Two Agents for Count Store.  
**ALL ANSWERS: ENDY BROS. SHOWS**  
Johnstown, Pa., this week.

# W. C. KAUS SHOWS

**WANT FOR FAIR WEEKS WANT**  
Rocky Mount, Va., Fair, August 21st; then Blackstone, Va.; following with Durham, N. C., Fair; Dunn, N. C., Fair; Oxford, N. C., Fair; Roxboro, N. C., Fair, and Edenton, N. C., Fair  
Come now to be in with the good Fairs listed above.  
Good territory for all Concessions, come on. Want Cookhouse, Photos, Long and Short Range Gallery, Ball Games, Duck and Fish Ponds, Pitch Tilt You Win and all other Hunky Panks will book immediately.  
Want Side Show or Snake Show—we have equipment for same. Will also book any other Grind Show, Husson, Walk Thru, Monkey Show or other Animal show with own equipment—reasonable rates. Bob Buffington wants Bingo Help. All communications—wire  
**RUSS OWENS, Manager, W. C. KAUS SHOWS, Draper, North Carolina**

## D. S. DUDLEY SHOWS

**WANT**  
Sonny Stafford wants Agents for Cat Rock, Hit and Miss, Milk Bottle, J Coke Bottle Agents, Duck Pond, Skillo, Blackie McGee and wife, contact me at once. Tommy Spoon wants Agents for Lead Gallery, Set Outfit, Bee Hive, Penny Pitch, Glass Pitch, Huckle-Buck and Count Store. Sammy George wants Skillo Agents, Girl Show Talker and Girls for Girl Show. D. S. Dudley wants Agents for Pen Game, Log, Pin Store, Count Store, Have complete frame-up for Girl Show. Want Man with Bingo Help. All communications—wire  
wants Outside Man and Help for Line Up.  
Snyder, Texas, August 14-19; Rearing Springs, 21-26; Lubbock, 29-Sept. 2.

## CAPITAL CITY SHOWS

### WANT FOR

KNOX COUNTY FAIR, BARBOURVILLE, KY., AUG. 21-26  
 LARUE COUNTY FAIR, HODGENVILLE, KY., AUG. 28-SEPT. 2  
 HARDIN COUNTY FAIR, ELIZABETHTOWN, KY., SEPT. 4-9  
 LEGION FAIR, LA GRANGE, GA., SEPT. 18-23  
 TRI-COUNTY FAIR, MANCHESTER, GA., SEPT. 25-30  
 DODGE COUNTY FAIR, EASTMAN, GA., OCT. 2-7  
 HART COUNTY FAIR, LAWRENCEVILLE, GA., OCT. 16-21  
 WORTH COUNTY FAIR, SYLVESTER, GA., OCT. 23-28  
 JASPER COUNTY FAIR, MONTICELLO, GA., OCT. 30-NOV. 4

LEGITIMATE STOCK CONCESSIONS OF ALL KINDS, GOOD OPENING FOR LONG RANGE CALLERY. CHARLIE, CONTACT ME. WILL BOOK ONE MORE MAJOR RIDE. MR. HOLLINGSWORTH, CONTACT. ALSO KIDBIE TRAIN AND PONY RIDE.

Wire J. L. KEEF, Manchester, Ky., this week

## INTERSTATE SHOWS

### WANT FOR BENTON COUNTY FAIR, BOSWELL, IND., AUG. 21-26

SHOWS: Will book Motordrome, Monkey Show, Snake Show, Fat Show or any Show with own equipment. Organized Minstrel Show. (Must have not less than 15 people, including Band.)

CONCESSIONS: Can place all legitimate Concessions and Eating and Drinking Stands. Will sell "Ex" on Frozen Custard for the balance of our Fairs. Will sell "Ex" on Diggers.

HELP: Want Foremen for Roll-o-Plane and Chair-o-Plane and Second Men on all Rides. Want Billposter with car or truck that knows how and will put out paper and paste.

Will book one more outstanding Free Act for balance of season.

All replies to H. B. ROSEN, Mgr.

Owen County Fair, Spencer, Ind., this week.

## LONE STAR SHOWS

J. R. McSpadden  
Manager



W. Harry  
Secretary

Myrtle McSpadden  
Treasurer

### WANT WANT WANT

FOR THE 91ST ANNUAL FAIR AT FALMOUTH, KY., WEEK OF AUGUST 22. Will book Hanky Panks of all kind. On account of disappointment will book good, clean Cook House to join at once. Will book French Fries, Waffles, Fritos, Pops, Custard. RIDES—Will book any Ride not conflicting with the ten we have. SHOWS—Wild Life, Snake, Animal, Jig Show, Girl Show, Posing Show. Will give you a good proposition if you have your own equipment. Can always use good Ride Men. We are now starting our long list of Fairs, including eight weeks in Florida. Want Diggers and Derby at once. J. R. McSPADDEN, Findlay, Ohio, week of Aug. 14-20, including Sunday Falmouth, Ky., week of Aug. 22, then 28 per route. P.S.: Can use three Girls at once for Girl Show. Salary every night.

## BUFF HOT HESHOWS

WANT FOR ANNA, ILL., FAIR, AUG. 21-25; JACKSON, MO., HOMECOMING, ON THE STREETS, AUG. 28-SEPT. 2, AND BALANCE OF SEASON

CONCESSIONS THAT WORK FOR STOCK, 2 OR 3 GRIND SHOWS NOT CONFLICTING.

ATTENTION: COMMITTEES IN ILLINOIS, MISSOURI, TENNESSEE AND MISSISSIPPI—HAVE LABOR DAY WEEK OPEN. HAVE RIDES FOR PICNICS.

All address BUFF HOTTLE, Mgr.

CARBONDALE, ILL., THIS WEEK

## VICTORY EXPOSITION SHOWS

WANT WANT WANT

CONCESSIONS: Hanky Panks of all kinds. Can place Frozen Custard. Tex Chambers can place Agents. SHOWS: Side Show, Illusion, and Motordrome. HELP: Good help needed for Fly-o-Plane and Tilt-a-Whirl.

Address: Rapid City, So. Dak. (Fair), this week;

Trego County Fair, Wakeeney, Kan., next week.

## MOTOR STATE SHOWS

### ROMEO PEACH FESTIVAL

ROMEO, MICH. 3 BIG DAYS & NIGHTS.

Want few more Hanky Panks, one Crab, Mug, Carmel Corn for above and Bradner, Ohio, Street Fair, Aug. 23-26.

JOE FREDERICK, Mgr.

## SHAMROCK SHOWS

WANT FOR "THE BIG ONE," MOUNTAIN GROVE, MO., FAIR, AUG. 23-26

FERRIS WHEEL, OR ANY FLAT RIDES. HANKY PANKS OF ALL KINDS, FISH POND, STRING GAME, HOOP-LA. Ray Wheelock wants Boxers and Wrestlers. Leon wants Agents. Can use Agents for Ball Games, High Striker, Penny Pitch, etc. All address:

SHAMROCK SHOWS, CROCKER, MO., THIS WEEK.

## WALLACE & MURRAY SHOWS

Want for Unica County Fair, Erwin, Tenn., Aug. 21-26.

Concessions of all kinds. Want experienced Tilt Foreman. White Miller wants Girls for Girl Revue. Good pay and good treatment. Want non-conflicting RIDES and SHOWS. Answer to AL WALLACE, Mgr., Sumner County Fair, Gallatin, Tenn., this week; Unica County Fair, Erwin, Tenn., next week; then the BIG ONE, Johnson County Fair & Bean Festival, Mountain City, Tenn.

## CLUB ACTIVITIES

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, Aug. 12.—Secretary Joe Streibich spent a pleasant evening on the John Francis Shows at Darien. Virgil Sells and Paul Studebaker were in town for short stays. Lou Leonard also was in for a visit.

Al Cohn advises he is resting comfortably after an operation. Chairman John W. Gallagan is getting out a letter to his membership committee in the hopes of getting some cooperation.

Callers at the rooms included John P. Wulf, Max Brantman, William Meyers, Jack Hawthorne, Jimmy Stanton, Harry Simonds and Andre Dumont.

Treasurer Walter F. Driver spent a pleasant week-end, visiting his brother, Charles, at the latter's farm. Mr. and Mrs. Fred Burrows week-ended recently at Delavan, Wis. Bob Parker, back from Canada, reports Ken Warfield is recuperating satisfactorily from a recent illness.

Mrs. Harry Wright, widow of a long deceased member, died August 10 and was buried here.

Silent O'Brien is recuperating from his operation. Pete Andrich continues in Alexian Hospital. C. S. Botto, W. C. Deneke, William E. Saunders and William O. Perrot continue confined.

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Aug. 12.—Tommy Cooke visited briefly while en route to Springfield, Ill., to join the Hennies Bros.' Shows.

Fairlyland Park will close its regular season Labor Day, but will operate for week-end picnics and other attractions until weather prohibits.

Friends of the late Edward (Slim) Johnson, who wish to contribute to the memorial fund established in his memory may do so by mailing checks made out in the name of the Cerebral Palsy Center, Inc., to Chester I. Levin, 1008 Broadway, or Hugh F. Keller, 729 Baltimore Avenue. The money will be used to furnish and equip a room in the center dedicated to the late club member.

Fred Bradbury died Tuesday (8) in a hospital at Wadsworth, Kan., following a long illness. Burial was in Jefferson City, his former home. Membership cards for 1951 are being issued by the secretary upon receipt of dues.

### Pacific Coast

#### Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Aug. 12.—Past-president Harry Fink presided at the regular semi-monthly meeting. On the rostrum with him were Joe Glacy, also a past-prxy; Al Weber, treasurer, and Lou Manly, secretary.

The brief session was highlighted by the voting into membership of five applicants: Edward (Bobo) Boyle, Harold Hieks, Robert Eastham, Roy Ward and Roy Hognlund.

Because of small attendance, several matters were held in abeyance. Among these was the selection of a banquet and ball chairman. The date for the annual event has been tentatively set for December 12. President Joe Krug is expected to make the chairman's appointment within the next few weeks.

#### Ladies' Auxiliary

First Vice-President Opal Manley called the meeting to order, assisted by Peggy Forstall, treasurer; Lucille Dolman, third vice-president, and Ruby Kirkendall, acting secretary.

Money from the July party was turned over to the bazaar fund. Lille Schue, president, sent in her donation from the West Coast Shows. Bertie Youden was accepted as a member of the club.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, Aug. 12.—At a recent meeting of the eligibility committee, called by Chairman John McCormick, the following applicants were approved for membership: Victor Link, sponsored by Sam Cohen; Charles J. Zubiller, Salvatore LaMark, Dan Cohen, Alex A. Virukitis, Chet Kazin and Louis Arsenault, all sponsored by Morris Brown.

Thru the courtesy of Mrs. Margaret McKee, wife of Palisades (N. J.) Park superintendent, Joe McKee, acting as NSA representative at the park, members' dues have been collected for the current year. Word was received this week from Murray Zand that he has been discharged from Clearfield (Pa.) Hospital and is recuperating at his sister's home in Revere, Mass.

Among recent visitors were Jack F. Martin, Sam Miller, Andrew Stryker, William Malang, James Peterson, Jules Roth, Charles Buchbaum, Frank Blatsky, Jack Siegel, Ben Rosenberg, Tom Coffey, C. D. Sullivan, Harry Krasnow, Jack Alfred and Louis Reiben.

True Perkins, one of our shut-ins, sent a letter expressing his thanks at being remembered thru the many gifts the shut-in committee passed along to him.

Letters received from Isidore Reichenhaller, David Posner, S. Tommy Carson, William J. Wendler, Jack R. Hoffman, Harry A. Bouck, Sam J. Levy, Sal Buonafede, Frank Kones, Floyd H. Holloway and George Clyde Smith.

#### Ladies' Auxiliary

Ann Brown, auxiliary secretary, will soon be off with her frozen custard outfit to make a number of fairs, returning in time to open at the Mincola (N. Y.) Fair in September. President Ethel Shapiro has been busy getting settled in her new apartment and working in Heart House at Palisades (N. J.) Park for the past several weeks. Jeanne Grey is at present with World of Mirth Shows.

After recuperating from a short illness, Treasurer Sidone Silver is back at work. She recently found time to visit Palisades Park, as have Dolly Udowitz, Fay Goldman, Clair Schaeffer, Sylvia Stern, Ethel Ortell and Jeanette Finkel.

Hostess Marth Suskind sponsored the application for membership of Mrs. Flo Thompson, and Mrs. Ruth Hanna was presented by Jo Dunfield. Ethel Weinberg has proposed Mrs. Victor Link for membership.

Sympathy is extended to organizer Rose Lange upon the death of her father recently. Fay Freeman, who is recovering from major surgery at New York Hospital, 68th Street and Avenue A, would appreciate hearing from friends. Auxiliary also extends congratulations to Barbara M. Cohen, daughter of Dr. J. and Mrs. Bea Cohen, on her recent engagement.

One of our life members, Mrs. Fannie Linderman, recently donated two iron lungs to the Warm Springs Foundation in Georgia and to the nation of Israel. Bess Hamid has forwarded a request for books of tickets for our summer project and writes that she is enjoying the summer at her Maine camp.



### PENNY PITCH GAMES

\$120 4x24"

Price \$42.50

\$150 4x24"

With 1 Jack

P.O. \$50.00

Size 48x48" With 2 Jack Pots, \$55.00

PARK SPECIAL WHEELS  
 30" In Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number  
 Wheels. Price \$27.50

### BINGO GAMES

75-Player Bingos, Complete \$6.00

100-Player Bingos, Complete \$8.00

1/2 Deposit on All Orders.

SLACK MFG. CO.

114-112 W. Illinois St. CHICAGO, ILL.



# Silver Slipper Shows

FAIRS WANT FOR FOLLOWING FAIRS

Estill County Fair, Irvine, Ky., Aug. 21st thru 26th; Owsley County Fair, Booneville, Ky., Aug. 28th thru Sept. 2nd; Jackson County Fair, Galusboro, Tenn., Sept. 11 thru 16th; Yazoo County Fair, Yazoo City, Miss., Oct. 2nd thru 7th.

**ATTENTION, FAIR SECRETARIES AND COMMITTEES IN Middle Tennessee and Mississippi: We have some open dates**

**CONCESSIONS**—Want legitimate concessions of all kinds, especially want Photo, Lead Gallery, Novelties, Jewelry, Custard, Hi Striker, African Dip, Bowling Alley, Darts, String, Ball Games, Hood-La and Bumper

**SHOWS**—Want Motordrome, Snake, Illusion, Penny Arcade or any Grind Show with own equipment, small percentage.

**HELP**—Want Foreman for Parker Merry-Go-Round and Octopus, Second Man on Chairplane and Ferris Wheel, must be sober and drive Semi; also Kiddle Ride Men. Sam Housner wants Agents for Skillo, Clothes Pin Pitch and Count Stores. Theodore Meadows wants Agents for Pan Game and Color Store. Eddie Brenner wants Bingo Help. Junior Higgins wants Girls for Girl Show. All wires and replies to

**WILLIAM O. HAMMONTREE, General Manager**  
Cafflettsburg, Ky., this week; Irvine, Ky., next week.

# W.G. Wade Shows



UNIT NUMBER TWO

WANTED FOR

**ISABELLA COUNTY FAIR**  
Mt. Pleasant, Michigan,  
Aug. 22-23-24-25-26

**BERLIN FAIR**  
Marne, Michigan  
Aug. 29-30-31-Sept. 1-2

**LEGITIMATE CONCESSIONS OF ALL KINDS EXCEPT BINGO SHOWS**—Snake Show, Wild Life, Monkey Show, Posing Show, Pit Show, Mechanical Show.

**RIDES**—Split Fire, Rock-O-Plane, Flying Scooter, Octopus, Farwell, Michigan, 42d Annual Labor Day Celebration To Follow.

Wire or call **C. D. MURRAY, Mgr.**  
**W. G. WADE SHOWS, UNIT NO. 2.**  
Rensselaer, Indiana, August 14th-19th.

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Now playing Montgomery County Colored Fair, Clarksville, Tenn., America's oldest Negro Fair; Gallatin, Tenn., next; Lexington, Tenn., Celebration, Aug. 28-Sept. 2; Van Buren County Fair at Spencer, Tenn., Sept. 7-9. Join now for choice locations.

**WANT:** Bingo for Gallatin, Photo, Short Range, Novelties, Ice Cream, Floss, Basketball, Popcorn, Balloon Dart, Hit and Miss, Cork Gallery, Pitch-Til-You-Win, Hoopla, Carmel Corn, Taffy, Milk Bottle, Cat Rack and Penny Pitch.

**SHOWS:** Small Drome, Illusion, Monkey and Glass House.

**HELP:** Second Man on Wheel, must drive.

All replies: **JOHN PORTEMONT, Clarksville, Tenn.**

# GRANGERS' PICNIC & FREE FAIR

**WILLIAMS GROVE PARK, Mechanicsburg, Pa.**  
AUGUST 28 TO SEPTEMBER 4 INCLUSIVE

Outstanding Spot for Shows and Concessions (We Have Our Own Rides). Particularly need a couple good shows. Not Girl Shows. This is the 78th year of the Grangers' Picnic and Free Fair, and will be bigger and better than ever this year. Wire, phone, write

**SECRETARY, GRANGERS' PICNIC ASSOCIATION**  
Mechanicsburg, Pa., Phone 4571.

# STANDARD SHOWS

WANT FOR **BIG HORN BASIN FAIR, POWELL, WYO., AUGUST 19-22, AND WYOMING STATE FAIR**

Shows and Hunky Panks. Useful People in all departments, Ride Men must drive. Need Operator for Girl Show. No time to write, come on. Show will be out until Christmas.

# FIREMEN'S CARNIVAL

**MIDDLETOWN, VA., AUGUST 21 TO 26. PARADE FRIDAY NIGHT.**

Want Shows with own equipment, low percentage, long season. Want Ball Games, Fish Pond, Pitch Till Win, Long and Short Range, Penny Pitch, High Striker, Playing Firemen Celebrations. Want Second Man for Wheel, Foreman for Chairplane, salary \$40.00 a week. **FREE ACTS:** Want High Aerial last week in September for the Yankin County Fair at East Bend, N. C. Also booking Concessions for this date. Want Bingo starting August 28 for balance of season. Ted Cole, write.

**I. K. WALLACE, Berkeley Springs, W. Va.**

# MERRY-GO-ROUND FOREMAN WANTED

## JAMES E. STRATES SHOWS

Wire Hamburg, N. Y., this week; Cortland, N. Y., Aug. 21 to 27.

Can also use General Ride Help for Ferris Wheels, Hi-Ball and Rotoplane. Jack Norman can use Boss Canvasman for big top on Girl Revue.

# MIGHTY PAGE SHOWS

**10 Fairs LOOK THIS ROUTE OVER 10 Fairs WANT FOR LURAY, VA., PAGE CO. FAIR AUGUST 21-26 AND THE FOLLOWING FAIRS**

Lawrenceville, Va., Fair; Martinsville, Va., M. C., Exc. Club Celebration; Ashboro, M. C., White Fair; High Point, M. C., Fair; Ahsoki, Fair; Shelby, N. C. (Colored) Fair; New N. C., Fair; Trenton, N. C.; Roanoke Rapids, Bern, N. C., Fair; Jacksonville, M. C., Celeb. **CONCESSIONS:** Eating and Drinking Stands; Stock Stores of all kinds, especially String Game; Water Games, Ball Game, Basket Ball, High Striker, Sno Cone, Country Store, Bumpers. Want nice flashy Custard. Want set of Diggers after Luray Fair. Few choice Wheels and P.C. open if you have Stock Store, Glass Ex. on Photos and Novelties. **SHOWS:** Fun or Glass House, Motordrome, Life, Geek and Wild Life. Also Fat Show. **RIDES:** Little Dipper, Fly-O-Plane, High Ball, C-Cruise, Pony Ride or any new and novel Ride that does not conflict with the 10 Rides we have. Ride Men who have license to drive come on.

All replies to **Bill Page, Orange, Va.**

**BILL PAGE, MGR.; ROLAND W. PAGE, ASST. MGR.; TOMMY CARSON, BUS. MGR.**  
P.S.: Pocket Book Harris contact.

# For Sale—COMPLETE CARNIVAL—For Sale

9 Rides, 18 Trucks, Searchlights, Towers, Light Plant, Front Entrance, Canvas, Etc.

This show practically booked for 1951. You must see this equipment to appreciate a well framed show. Would-be managers and promoters, don't waste our time.

**BOX D-417**

c/o The Billboard, Cincinnati 22, Ohio

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

**FAIRS Want FAIRS**

**CHESAPEAKE BAY FISHING FAIR, CRISFIELD, MARYLAND, THIS WEEK**  
Snow Hill, Maryland, Fair, Aug. 21-26; Franklin County Fair, Louisburg, N. C., Doc Keller, Virginia, Fair, Aug. 28-Sept. 2nd; Fleming, Secy., Sept. 25-30; Legion Fair, Wadesboro, N. C., Oct. 2-7; White Fair, Lancaster, S. C., Oct. 9-14; DiMon, S. C. County Fair, Spring Hope, M. C., Sept. 18-23. Oct. 16-21; Hartsville, S. C., Oct. 23-28.

THESE FAIRS ARE BONA FIDE FAIRS

Want at once—Frozen Custard, Photo Gallery, French Fries, Age and Scales, all Hunky Panks open. No Glass Pitchers wanted. **WANT:** Girl Show Manager with two or more Girls with Wardrobe and P.A. Set, Crazy House or Fun House, Glass House, Two Headed Baby Show or any good Grind show. Will book or buy Octopus, Tilt-A-Whirl, Caterpillar, Flyplane for our Fairs. Cookhouse needs Help. All Mail and Wires to

**WM. C. (BILL) MURRAY**

# GRAND AMERICAN SHOWS

WANT FOR 12 FAIRS AND COTTON FESTIVALS IN MISSOURI AND ARKANSAS

Rockport, Mo., Aug. 22-26; Chillicothe, 28-31; Spickard, Sept. 1-2; Mercer, 2-4; Unionville, 6-9; Moberly, 11-16; Columbia, 18-23; Portageville, 25-30; East Prairie, Oct. 2-7; Paragould, Ark.; Jonesboro, Truman, Stuttgart, Pine Bluff follow.

Want Photo, Arcade, Carmel Corn. Want legitimate Concessions that do not conflict. Want Useful People, no drunks. Need First and Second Wheel Men. Will furnish tops for small organized Minstrel, Girl Show, Monkey Show. Will book any Grind Show with own equipment. Want capable Family to work office-owned Bingo. Will book Kiddle Train and one Major Ride.

Waukon, Iowa, until Aug. 18; then Rockport, Mo.  
**L. O. WEAVER, Owner**

# LAWRENCE GREATER SHOWS

WANTED FOR CAMBRIDGE, MD., AUGUST 21-26

**CONCESSIONS**—All Wheels, Skillos, Six Cats and Coupon Stores open. Agents wanted for Hunky Panks.

Contact **FITZIE BROWN or SAM LEVY**  
Emerson Hotel, Baltimore, Md.

# FRED AND BETTY BANCROFT

## COMBINED CIRCUS SIDE SHOW MANAGERS

### WANT FOR THIRTEEN WEEKS OF FAIRS

One Ticket Box open. Could use good Opener and a Musical Act that can Belly. Will give \$50.00 a week. Wire, don't write.

**CARMI, ILL. THIS WEEK; THEN BRIDGEPORT.**

# Fooling Medicos, Not the Public, Led Dick Best to Showbiz Job

(Continued from page 52)

this time for Royal American Shows. On the latter show Dick had a Snake Show, and eventually, the Side Show.

It was in 1943, while he was still with Royal American, that Dick received his second notice from a doctor that he was not long for this world. A trifle dubious about this second gloomy judgment of his health, Dick switched doctors. His new physician recommended that he have his teeth extracted. Dick followed his advice and has been rolling along in high gear ever since.

In the meantime, while the state of his health was being clarified, Dick left Royal American. From 1943 thru 1945 he leased Chadwick Beach in Englewood, Fla., from Lou Woods, operating the dance hall and bar at the spot, as well as supplying fishermen with bait, tackle and other necessities.

He admits that fishing is his ruling passion when he gets away from his show. He has put a large part of his earnings in the sport. By 1939 he had acquired five boats for use in the sport. With the coming of the war, he disposed of the craft in 1942.

Florida is Dick's favorite fishing spot, but paradoxically, he does not go after the deep-sea monsters. He prefers to seek out game fish in a salt water creek. He decries deep-sea fishing as too easy, calling it more manual labor than sport. He feels there is a greater kick in testing angling skills on the smaller, craftier species.

After selling out the Side Show on Royal American to Cortes Lorow in 1943 and putting in the two-year stint in Florida, Dick returned to show business in 1946. In that year, entering a partnership with T. W. (Slim) Kelly, he put five shows on Cavalcade of Amusements. During the following season he bought out Kelly.

### Joint JJJ Expo

Dick left Cavalcade the next year and came up with the Side Show of the Johnny J. Jones Exposition. He has maintained the attraction on that show since 1948. While Dick traveled with Cole Bros. his wife, Irene, handled the unit on the Jones show and now he's back there. They have been married 21 years and have no children. Dick is a Shriner, Mason, Elk and member of the Michigan Showmen's Association, the Heart of America Showmen's Club and the Showmen's League of America.

It was while he was with Royal American that Dick staged one of the few artistic successes but commercial failures of his career. He framed a Side Show bountifully flashed with neon tubing, with the interior of the show featuring a tiered seating arrangement that could accommodate 3,000 persons.

The unit set Dick back some \$60,000, with the Side Show front alone costing half the total. He persuaded

Frenchy Healey to handle the top and started off the season with high hopes. When Ruben Gruberg took a gander at the show de luxe he offered to pay \$35,000 for a half-interest in the unit. Such appraisal by a fellow-showman gave Dick more confidence than ever that the venture would succeed.

But as the season of 1939 progressed it became clear that instead of a technicolored moneymaker, the super Side Show was a white elephant. Dick opines now that the flash was just too much for the unsuspecting carnival patrons, who weren't prepared for it. He feels that the streamlined unit, with its 50-cent charge, was just two years ahead of the big money that came with the start of the war in 1941.

Starting the season with \$60,000, he finished it with \$35. He was so disgusted with the entire operation that he gave the front of the Side Show to Royal American management, while the remainder of the unit was plected out to any and all takers. However, he expresses no sour grapes feeling over the fiasco today.

While experimenting with neon flashing in Winter Haven, Fla., with Royal American he met the problem of preventing the gas from catching fire. The electrical wiring used in the neon units would frequently short circuit when wet and ignite the gas. The wiring was fed to the tubing thru several spots in a mounting board.

A local youth watching precedents suggested that Dick simply feed all the wiring thru one conduit, which would protect it from water and short circuits, instead of running it thru the boards unprotected in several places. Dick tried the scheme, and the problem was licked. The Side Show manager says he was the first operator in the business to put lavish neon flashing on a unit.

He likes to recall the manner in which he acquired Betty Lou Williams, the Four-Legged Girl, for his show. He relates that he heard rumors of a four-legged girl in the backwoods of Georgia and determined to verify them for himself. After five days of beating the brush near Albany, Ga., he questioned a crossroads general store owner about the girl. The proprietor looked askance at him and said he would be glad to get someone who could help him.

The offer of aid rejuvenated the tired searcher, but to his surprise it came in the form of a sheriff and a few deputies, who marched the protesting Dick off to the pokeny on the grounds that anyone hunting a four-legged girl must be off the beam.

After eight hours of incarceration in the town jail at Richland, Ga., he was released and resumed his search. On a chance, he asked a local school-boy if he knew of the elusive girl, proffering a dollar for the information. The boy calmly led him to the home of Betty Lou Williams—only a few hundred yards from the general area he had been combing for several days.

## CARNIVAL ROUTES

(Continued from page 59)

- Powelson Greater: (Fair) Moundsville, W. Va.; Parkersburg 21-26
- Prel's Broadway: (Fair) Butler, Pa.; (Fair) Cumberland, Md. 21-26
- Prel's World's Fair: (Fair) Carlisle, Pa.; (Fair) Meyersdale 21-26
- Purvis: West Point, Va.
- Queen City: Dillonvale, O.
- Raines Am.: (Fair) Waverly, Kan.; (Fair) Richmond 21-26
- Rays: United: Atkin, Minn., 14-16; St. Cloud 17-20
- Redwood Empire: Hermiston, Ore.
- Reid, King: (Fair) Skowhegan, Me.; (Fair) Lyndonville, Vt. 23-26
- Rogers, A. B.: Corinth, N. Y.
- Rogers Bros.: (Fair) Princeton, Minn., 14-16; (Fair) Mora, 17-19; (Fair) Pina River 21-23
- Rose City: Happy, Tex., 17-19; Richardson 21-26
- Royal American: (Fair) Superior, Wis.; (Fair) St. Paul, Minn., 26-Sept. 4
- Ruby: (Fair) Marlinton, W. Va.
- Royal Crown: (Fair) Springfield, Mo.
- Royal Expo. Shows: Toccoa, Ga.; Union Point 21-26

- Royal Midwest: Winchester, O. (Fair) Ashland, Ky., 21-26
- San Valley: Logan, Kan., 17-19; (Fair) Howard 21-26
- Scheffer's Just for Fun: Tyler, Tex.
- Shan Bros.: (Fair) Tazewell, Va.; (Fair) Maryville, Tenn., 21-26
- Shamrock: Crocker, Mo.; Mountain Grove 23-26
- Siebrand Bros.: (Fair) Casper, Wyo.; (Fair) Boise, Idaho, 21-26
- Silver Slipper: Caledonia, Ky.; Irvine 21-26
- Skirbeck's: Wabeno, Wis., 17-20
- Smith, George Clyde: Oallitlin, Pa.; Scalp 21-26
- Smith's Funland: (Fair) Middlebourne, W. Va.; Barnesville, O., 21-26
- Snapp Greater: DePere, Wis.; Sturgeon Bay 21-26
- Southern State: Woodbury, Ga.
- Sparks, J. A.: Acworth, Ga.
- Strader, M. A.: Colby, Kan.
- Stands: (Fair) Powell, Wyo., 19-22
- Star Am. Co.: Batesville, Ark.
- State Fair: (Fair) Akron, Colo., 14-17; Burlington 21-26
- Swihens, C. A.: Monticello, Ky.; Burksville 21-26
- Stephens: North English, Ia., 16-17; Wellman 18-19
- Stiles, James E.: (Fair) Hamburg, N. Y.; (Fair) Cortland 21-26
- Sunset Am. Co.: (Fair) Monticello, Ia.; (Fair) West Union 21-26
- Tassel, Barney: Groveton (Alexandria), Va.; Hopewell 21-26
- Tassel, Sam: Philadelphia, Pa.
- Tatham Bros.: Avon, Ill., 16-19; Lacon 22-24; Rutland 25-27
- Texas: Kingsville, Tex.
- Thomas Joyland: Crown Point, Ind.
- Tidwell, T. J.: Greeley, Colo.; (Fair) Chayenna, Wyo., 21-26
- Tip Top: Scandinavia, Wis., 17-20
- Tivoli Expo.: Madison, Wis.; Georgetown, Ill., 21-26
- Tri-State: Braymer, Mo., 15-18; Cowpall 23-25
- Turner Bros.: (Fair) Princeton, Ind.; (Fair) Terre Haute 20-25
- 20th Century: New Ulm, Minn.
- Twin State: Cameron, Mo.; Hamilton 23-26
- Twin State Am.: Pamplico, S. C.
- United Expo.: Bellwood, Ill.
- United States: (Fair) Cassaway, W. Va.; Clay 21-26
- Veterans United: Emmetsburg, Ia., 14-19; Jackson, Minn., 17-20; Pipestone 21-24
- Victory Expo.: Rapid City, S. D.; Wakeney, Ia., 21-26
- Virginia Greater: Crisfield, Md.; (Fair) Snow Hill 21-26
- Vivona Bros.: Carlisle, Pa.
- Wade, I. E.: Berkeley Springs, W. Va.
- Wade, W. O., No. 1: (Fair) Mason, Mich.; (Fair) Sandusky 22-26
- Wade, W. O., No. 2: (Fair) Remersseter, Ind.
- West Coast: (Fair) St. Helens, Ore.; (Fair) Graham 21-27
- Western: Lynden, Wash., 16-19
- Williams, Ray: Athens, Mich.; (Fair) Armada 24-27
- Wilson Famous: Sheffield, Ill., 16-18; Princeton 22-25
- Wilson Greater: (Fair) Heber, Utah, 17-19; (Fair) Coalville 21-26
- Wolf Greater: (Fair) Anoka, Minn., 14-16; (Fair) Waconia 17-19; (Fair) Garden City 21-23
- Wolfe Am.: Roxboro, N. C.
- Wonderland: Jacksonville, N. C.
- World of Mirth: Rumford, Me.
- World of Pleasure: Midland, Mich.; Marshall 21-26
- Yaeger's United: Roseville, Ill., 18-20
- Young, Monte: Logan, Utah
- Ziegler: Morton, Wash.

**GIRL SHOW**  
COMPLETE GIRL SHOW FOR SALE  
The most beautiful show on the road. 45' Front, 8 high-clam Pictorial Panels, 1 Center Panel, 1 Ticket Box, 2 Bells and Bally Cloth, 14'x14' Blue Top, 11'x11' trimmed in yellow and green, with Proseumium 14' Center, 7' Blue and Green Side Wall, 14' special built House Trailer with stage hinged on side, 3 Straddle Lamps, Back Drops and Costumes, 3 Boger Amplifiers, 3 Mike's, 3 University Speakers, Prop Boxes, Switch Boxes, Light Miras, Poles and Stakes. Equipment in perfect condition. COST \$2000.00.  
SALE PRICE \$1500.00 CASH.  
Have more equipment than I can handle. Buyers can have "EX" on this show for balance of season. This is a gold mine for proper party. (Jimmy Winslow, wire.) Jackson, Mo. Homecoming, on the Streets, coming up, with the best Louisiana Fair to follow, including Franklin and Donald-Scottville, La. All address.

**SAILOR KATZ**  
c/o BUFF NOTLLE SHOWS  
Carbondale, Ill., this week; then per route.

**WANTED**  
BOSS CANYASMAN  
(Accustomed to Big Tops)  
FOR REVUE  
Also can use  
**TWO MORE WORKMEN FOR SAME**  
(Oscar, answer)  
Can also use  
**TWO MORE LIME GIRLS AND SPECIALTIES**  
(Jean Zelig, answer and come on)  
ENLARGING FOR FAIRS  
Answer by wire. No collect wires or calls.  
**JACK NORMAN**  
c/o JAMES E. STRATES SHOWS  
(Fair) Hamburg, N. Y., this week;  
(Fair) Cortland, N. Y., next week.  
P.S.: Can also use two good Candy Butchers for New York State Fair, Syracuse, in 3 weeks.

**ATTENTION**  
FAIR SECRETARIES or  
CARNIVAL MANAGERS  
WOULD LIKE TO BOOK BINGO, SCALES  
AND AGE LONG RANGE SHOOTING GAL-  
LERY for balance of season after Labor Day.  
Address:  
**MAX GOODMAN**  
c/o IMPERIAL SHOWS  
Davenport, Iowa, Aug. 14-19; Aberdeen,  
S. Dak., Aug. 21-26; Fargo, N. Dak., Aug.  
28-Sept. 2; Huron, S. Dak., Sept. 4-9.

**WANT**  
ALL KINDS  
Legit Concessions of every description except  
Popcorn, Apples, Bites. Want Girl Show  
and Wild Life. Want Tilt-a-Whirl, Loopier,  
Caterpillar, Octopus, Fly-o-Plane, Spit Fire,  
other Thrill Rides.

**BUFFALO SHOWS**  
This week, Clinton, New York

**RIDE HELP**  
WANTED  
For Merry-Go-Round and Ferris Wheel.  
**McLAUGHLIN AMUSEMENTS, INC.**  
8434 S. Union Ave. Chicago, Ill.  
Phone: HUDSON 3-9286

**GENERAL AGENT**  
WANTED  
Who knows Arkansas and surrounding  
territory.  
**HARRY ALKON**  
ORACELAND GREATER SHOWS  
Oxford, Indiana

**MAGIC CITY SHOWS**  
This week, Jackson County Merchants' Celebration, Gainesboro, Tenn.; next week, Kingston  
Community Fair, Kingston, Tenn. (only show this year) then the two big ones, East Tennessee  
Colored Fair, Knoxville, Tenn., and Anderson County Fair, Clinton, Tenn. (open midway  
for this one).  
Can use few more Hanky Pankies of all kinds, especially want Jewelry, Scales and Age,  
Water Concessions, Pitch-Tilt-You-Win, etc. Due to disappointment can place small Sit-Down  
Grab or Cookhouse to join at once. Shows: Can place any Shows of merit with own equipment  
and transportation. Can use Girl Show, 10-in-1, Motorbome or Minstrel. Ride Help! Want  
good, sober Wheel Foreman who can and will handle Twin Wheels. Will book any Major Ride  
not conflicting. Can use Roll-o-Whirl, Octopus, Kid Train or Auto. This show booked solidly  
with Fairs and Celebrations thru the last week in November. All replies:  
This week to O. O. (BUD) FOUNT, GAINESBORO, TENN.  
P.S.: Will book Pin Store, Swinger, 9ix-Cat, Basale, Gold-Tooth McCarthy, come on.

**CUMBERLAND VALLEY SHOWS**  
Want for 10 Straight Bone Fide County Fair  
A-1 Cookhouse that will cater to show people. Also want a nice Frozen Custard. All  
legitimate Concessions open.  
**ELLIS WINTON, CUMBERLAND VALLEY SHOWS**  
Winchester, Tenn., this week

**HARRY CRAIG WANTS**  
for  
**Heart of Texas Shows**  
Cookhouse immediately. Want Athletic  
Show Manager, 4 or 5-Piece Hit Show Band,  
Acts for Side Show, Grind Shows, Funhouse,  
Want Tilt Foreman and other Ride Help  
who drive. Book Little Train or Boat Ride.  
Book Fish or Duck, Scales and Age. Hanky  
Pankies of all kinds, Arcade Diggers, Long or  
Short Range Gallery, Basket Ball. Want  
Class Pitch. Address: HARRY CRAIG, Perry-  
ton, Texas, this week; then SHAWATER,  
Okla., Fair.

**WANT**  
**A-1 SCALE AGENT**  
Who can stand prosperity for 10 straight  
bone fide Fairs. Join at once.  
**ELLIS WINTON, CUMBERLAND VALLEY SHOWS**  
Winchester, Tenn.

**N. E. (MICKY) W.**  
CONTACT ME AT ONCE  
FAIR GROUNDS OR HOTEL, BRODHEAD, KY.  
(BRAT)

**HARRISON GREATER SHOWS**  
WANT AT ONCE  
Electrician for transformers. Want Ferris Wheel  
Foreman. Also Help on all other Rides, Merry-  
Go-Round, Caterpillar, Octopus, Roll-o-Plane.  
All wires to FRANK HARRISON, Salisbury, Md.  
**FOR SALE**  
One brand-new Motordrome, 80-ft. circum-  
ference. Wire or write  
**BOB JONES**  
115 N. Burlington St. Gloucester, N. E.  
Tel.: Gloucester 6-8220

### Ludwig's Parkview Sees Best Season

CARROLL, Ia., Aug. 12.—Charles C. Ludwig's Parkview Roller Skating Palace here is looking forward to one of its most promising seasons, according to Owner Ludwig. "Corn and small grain crops are flourishing," says Ludwig, "and I operate the year-round, with admission prices kept at a static and reasonable level. In fact, I get the same admission price I did before the first war, whereas many rink owners who have advanced their prices are down to two nights a week and are complaining of business. My skate parts and equipment business also continues on the increase."

The Carroll Roller Skating Club (performers' division) held its first annual picnic Sunday (8), which was well attended. An idea which has caught on at Parkview and which is attracting attention is the "hall of fame." Blown-up photos of the individual and team skaters who participate in the rink's floorshows are hung on the walls and the stunt has received much favorable comment.

### Masonite Leatherwood Used In Interior of Ithaca Spot

CHICAGO, Aug. 12.—An unusual use of Masonite Leatherwood, a 1/2-inch hardboard with an embossed finish simulating Spanish grain leather, has been made in a roller rink outside Ithaca, N. Y., the company reports. Panels have been applied from the floor to a height of 10 feet around the interior.

The owner, George Ide, reports that Leatherwood with suitable backing is able to withstand the impact of skaters hitting the walls; that it is neither slippery nor abrasive to a skater when he brushes against it, and it will never slobber.

The arena is 150 by 300 feet in dimension. Construction is concrete block.

### Form Philly Sports Firm

PHILADELPHIA, Aug. 12.—Lescas Enterprises, Inc., was organized here to manage and operate roller rinks and other amusement facilities. According to articles of incorporation, the corporation will also deal in roller skates and other sporting equipment.

**SKATE CASES AT A NEW LOW**

- ★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$24.48 Sample, \$27.
- ★ ALL ALUMINUM CASES—"The Featherweight Champions." Light, sturdy with satin finish. Former OPA \$48.11 in 9. Now \$33.90. Dlx. Sample \$27.

**L. & L. PRODUCTS**  
7019 Glenwood St., Chicago 24, Ill.  
Distributors of Melpur Products, Skating Rhythm Records, Champ Skates, Pro-Tek The Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, B-X Roll Wheels, Laces, Stickers, etc.

Writes for Price List

**CURVECREST RINK "COTE"**  
THE PLASTIC RINK SURFACE  
Write  
PERRY B. CILES, Pres.  
Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

**WANT TO BUY**  
ABOUT 1,000 PAIRS OF NEW OR USED ROLLER SKATES AND SHOES  
Box D-415, c/o The Billboard, Cincinnati 22, O.

**COMPLETE PORTABLE RINKS**  
SECTIONAL RINK FLOORS  
Oldest Manufacturers of Rink Equipment  
**BILT RITE FLOORS & RINKS**  
430 S. Vine, Tyler, Texas Phone 4-9883

**42x100 PORTABLE RINK**  
Push Pole Tent, sectionable Maple Floor, 151 pair Stock Skates, 16 pair shoe Skates, Marco Amplifier, Weather Turntable, 2 large Speakers, large Supply Parts, \$2,500.00. Season for selling, other interest. Operating in Evans, Ky.  
**BOB ELLIS, Evans, Ky.**

## 1950 Report to the Industry On Findings at Skating Lab

By Perry B. Rawson  
Rawson Skating Laboratory, Ashbury Park, N. J.

ON AUGUST 2, 1947, The Billboard skating editor asked a dynamic question: "Are You Suffering From Paralysis of the Turnstiles?" In the August 9, 1947, issue under the heading, *Mass-Produced Meal Tickets to Skate Thru a Depression*, I detailed for readers of The Billboard all the slump-killing answers unearthed at my Ashbury Park, N. J., laboratory pertaining to the technical side of skating. Those answers, if vigorously applied to adult non-competitive skaters, carried a certain cure for turnstile paralysis. The answers were facts, scientifically correct and proven, hence not subject to change. They are exactly the same today. They will be the same in the year 2000.

Asked for a 1950 report on progress of the box office drive for 20,000,000 new meal tickets—mostly adults—the news is tops in quality but not yet tops in quantity. The pace of the advance was not expected to be rapid at first. We started from almost scratch in 1947—a late starting date. Timidity, cocksureness, lack of proper tools and equipment and other circumstances moved the turning point farther ahead. Quantity is secondary to quality. The former will come later. Quality is everything. We can produce it on the Rawson system and there is no age limit.

### Emphasis on Adults

The Billboard presentation of the Rawson system story started the ball rolling. Needing adults in the skating rink picture if it is to develop into a stable industry, our research work since 1947 has been exclusively

### Roller Rumbblings

Lorraine Keating, who won a "Queen of Skaters" title at Hartford (Conn.) Skating Palace last year, won another title recently. She was named "Miss Farmington Valley" in a beauty contest at Simsbury, Conn.

Cleveland Park skating rink, Greenville, S. C., will undergo repairs costing \$3,000 or \$4,000 before September 1, according to Robert R. Bishop, of the park committee. Bishop said the main renovation will be a new floor for the rink.

Orville Godfrey, owner-manager of Arcadia Rink, Detroit, has returned to the city following a month's rest in Northern Michigan under doctor's orders, and plans to take over another rink, leaving Arcadia in charge of his sons, Dale and Jimmy.

### USARSA SPEED RESULTS

NEW YORK, Aug. 12.—Ozzie Nelson, secretary of the United States Amateur Roller Skating Association, which held its national championships July 10-15 in Moonlight Rollerway, Pasadena, Calif., last week, announced speed results not carried in The Billboard of July 29:

Senior ladies, Frances Olsen, Hackensack, N. J.; Kathleen Thompson, Florham Park, N. J.; Junior ladies, Marie Grosso, Mount Vernon, N. Y.; Mary Thompson, Washington; Elias Kruck, Hackensack; Junior men, Edward Horan, Elizabeth, N. J.; Jack Becker, Bladensburg, Md.; William Conner, Washington; Intermediate ladies, Bera Zammatara, Florham Park; Ariens McKoon, Hackensack; Elizabeth Cunningham, Elizabeth; Intermediate men, Edward Swenson, Hackensack; Donald Phillips, Hackensack; Clifford Burton, Bladensburg.

### NEW IOWA OPERATIONS

SHENANDOAH, Ia., Aug. 12.—Merton Goodrich is building a 60 by 120-foot rink here, and Leonard Martin, of Harlan, Ia., has opened his new Tango roller rink in that city.

on adult stuff.

The findings are: Adults can be sold skating. Adults cannot be sold scooting. That is a definite formula on which to work—a money saver.

Given the correct skating equipment, technique, professional, safety-first mechanical training gadgets, etc, the mass adult public can be trained quickly to lick the skate. If adults can lick the skate they can lick any slump. They can hold the box office against television or any other gremlin that may come along. On the present diet of scooting, adults can't lick anything.

Once made masters of the skate, adults will make regular trips to the rinks. They will want to do their own skating. They will not be keen about having others do their skating for them. That has been tested and found true. Rawsonized spots send in remarkable questionnaire replies, all favorable, enthusiastic; all alike in tone.

The formula is emerging as a standard pattern—a profitable pattern if played for keeps and not just fooled around with. Adult audience participation is going to be a hot number in the tussle with television, a hot subject for which the lab and its work has some hot answers. Later on I will go deeper into the television impact, but the present point to remember is that every single thing you are now reading ties in with the subject. So don't skip anything. Also, you might keep in mind that the Rawson lab has nothing to sell.

### Know-How for Free

The lab can now positively confirm (there are guinea pigs galore), that in order to make adults master of the skate on the effortless glide of the Rawson system you have got to have the simple tools, equipment and know-how described in The Billboard of August 20, 27 and September 3, 1949. (Reprints free for addressed and stamped envelope from Rawson Associates, Box 310, Ashbury Park, N. J. Ask for Bulletin No. 77.) Otherwise give up the idea of filling rinks with cash-laden adults.

Youth has the call on speed, hockey, jumps, spins, lifts and acrobatics. The call ends right there. Adults have a positive advantage on plain skating and dancing, for those two branches there is no age limit. Adults pay closer attention to technical instruction; they concentrate; they learn fast. They are less impatient; they are not burning up with medal-grabbing fever; their bodies are not infected with acrobatic poisons. (See 1950 REPORT on page 94)

## Repeat USARSA Shows Clicking At Jones Beach

NEW YORK, Aug. 12.—Sunday night roller revues, for years an established feature on the outdoor rink at Jones Beach, are again proving hit attractions. This season six shows have been scheduled. As in the past, all are produced by George Apdala, president of the U. S. Amateur Roller Skating Association, and are sanctioned by that body.

Roller Festival, presented July 2, and Roller Varieties of 1950, offered on July 23, drew overflow crowds of over 5,000 spectators apiece. A typical program is the one advertised for Roller Escapades on July 30. Included were U. S. senior men's champion Len Baggaley, of Hackensack Arena; U. S. senior titlist George Irwin and Gladys Ward, Mineola; Margie Myers, Mineola, the New York State intermediate ladies' champion; Jude Cull and Charlotte Ludwig, of Twin City, U. S. senior pair titlists; the U. S. senior ladies' pair champs, Charlotte Ludwig and Mary Louise Leahey, of Twin City, and talented juvenile Susan Lessne, Mineola.

Shows start at 9:45 p.m. and include approximately six acts, including dance, single, pair, four and comedy numbers. The park gives good advertising, via signs at key points and frequent announcements over the p. a. system, before each show.

Still to be presented are Carnival of Champions, August 27, and Roller Races of 1950, September 3.

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**MAGIC**

(Continued from page 48)

Aut Swenson to do his sky escape while suspended from a helicopter at the Oklahoma State Fair and Exposition, Oklahoma City, September 23, 27 and 28, and at the Louisiana State Fair, Shreveport, October 26-27 and 28. The date set for Labor Day in Soldier Field, Chicago, has been canceled because of a city ordinance prohibiting such performances. . . . **Milbourne Christopher** is doing a quick repeat on the Garry Moore CBS-TV network show August 16 at 8 p.m. . . . **John Nichols** Booth spent a few days around New York last week prior to sailing on the S. S. **Argentino** to magic his way to Buenos Aires and return. . . . **Mandrake** opened Monday (14) at Club 50 in downtown Detroit. . . . **Wing Chow**, Chinese trixter, is appearing at Geisz's Inn in the Motor City.

**POSTAIRE THE MAGICIAN** (Thomas L. Foster), off the road since 1941, except for an occasional spot booking advises from Lynchburg, Va., that he has put in the last two years prepping illusions and equipment for a new full-evening show to hit the road soon in Ohio under the direction of **Leon McCarthy**. The new mystery unit will be bolstered with special scenery, music and paper, Postaire reports. . . . Bitten by a water snake while swimming recently, **Harry Albacker**, Pittsburgh conjuror, has been forced to cancel out several weeks of outdoor dates. . . . **Doc Weiss**, assisted

by **Miss Terry Lee**, was skedded to present his escape nifties on Jack Linder's "Bowery Music Hall" over WOW-TV, New York, Tuesday night (15). . . . **Seymour**, comedy magician, is touring army bases in Louisiana, August 6-20, with a 90-minute show. . . . Our query in last issue re **Oris Manning** brought the reply that the speedy magicker is currently displaying his wares at Club 22 in the DeSota Hotel, Tampa. . . . **Lester Lake** (The Great Marvel), off the road this summer, is putting in his spare time on his hobby, photography, at an exclusive girls' camp just outside his native village of New Trenton, Ind. . . . **Dr. Maurice**, after a season in Florida and other sections of the South, spent the past week with relatives in Cincinnati en route to Pittsburgh and Chicago. In a visit to the Magic Desk last Wednesday (9), **Dr. Maurice**, who now makes his home in the Miami area, says that magicians found the going a bit rough in Florida niteries this season, due to the great influx of strippers in the night clubs. He, however, experienced a fair season with magic and mentalism and is now working on preliminaries on a new venture for the fall and winter, with final negotiations with the creator of the idea slated to get under way in Chicago next week. An announcement will be made when plans are definitely set.

**BURLESQUE**

(Continued from page 48)

as hostess—**Andy Anderson**, former straight, is now assistant manager of the Willard Hotel, San Francisco. . . . **Bob Collins**, comic, and brother of **Marty Collins**, of Collins and Peterson, is in Polyclinic Hospital, New York, recovering from a heart attack. . . . **Bonnie Boyia** opened August 1 at the Club Rio, Pontiac, Mich., the first exotic dancer ever to play that spot.

**HUDSON**, Union City, N. J., re-opens August 27, with **Blaze Fury**, **Marvin Harmon** and **Happy Hyatt** as features. **Empire**, Newark, resumes August 25. . . . **Johnny Head**, **Jeannie**, **Tommy** (Scurvy) **Müller** and **Lou Devine** closed at the Gayety, Detroit, August 2, and moved into the Roxy, Cleveland. . . . **George B. Hill**, veteran comic, is managing the Portola Theater, San Francisco. . . . **Winnie Garrett** rounds out four months at the HaHa Club, New York, August 13. . . . **Daphne Manners**, in a Hirst Circuit show last season, has joined **Garto's Variety Show** at Coney Island, N. Y.

**Sheila Ryan** opened August 11 at the Jamboree Club, Oklahoma City, thru **Dave Cohn**, whose other recent placements included: **Chanticleer Club**, Baltimore, **Mickey Jones**, **George Murray**, **Eileen Hubert** and **Murray Briscoe**, August 18, and **Joe Rio**, **Janeen** and **Benaire** and **Young**, September 1; **Show Boat**, New Lebanon, N. Y., **Marcia Edgington**, August 15; **Bellis Club**, Springfield, Mass., **Honey Alden**, August 29; **Lamplighter**, Fall River, Mass., **Honey Alden**, August 21, and **Karin Lee**, August 28; **Manhattan Club**, Johnston, R. I., **Nanette**, August 21; **Hawaiian Club**, Albany, N. Y., **Karin Lee**, August 21, and **Gloria Marlowe**, August 28; **Ricks Raft Club**, Ocean City, Md., **Three Nut Brothers**, August 18, and **2 O'Clock Club**, Baltimore, Trudean, August 20. . . . **Mack D. Ferguson**, comic, and **Vivian Keenan** opened at the Gayety, Detroit, August 3 for two weeks, from whence they hop to the Palace, Buffalo, for a like stand. **Dexter Maitland**, house man, and **Peggy O'Connor** reopened at the Gayety on the same date after a three-week vacation in the South. Others in the Gayety cast are **Billy Ainsley**, **Bob Winkler**, **LaVodis**, **Theodorina**, and **Marie Manners**. **Frances Parks** is in her eighth year as producer. . . . **Ray Kolb** is currently in his sixth week at the Joy Theater, West Memphis, Ark. House is owned and managed by **Fred Jaynes**; ork leader **H. S. (Pappy) Graves** doubles as house booker.

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A-1 LEAD TRUMPET—MUST CUT DIFFICULT shows semi-genuine commercial band; state previous bands, age, if single; also need bass. Box C-170, Billboard, Cincinnati, O. au18

BELIEVE IT OR NOT RIPLEY ACTS OF ALL types for 8 week tour Mexico this fall; send photo, description, salary wanted. Tommy Sacco, 203 N. Wabash, Chicago. au18

DRUMMER—YOUNG, NEAT, WHO SINGS ballads, to join organized combo all once; wire for details. Combo, 406 1/2 Voorhies St., Lafayette, La. au18

GIRLS—DRUMS, TRUMPET, SAXES; immediate opening. Write full particulars Box C-109, care Billboard, Cincinnati, O. au18

IMMEDIATELY—TENORS—MUST VIOLINS. cut shows; salary, \$80. Wire, write, Manager, General Delivery, Orange, Tex. au18

LADIES TO TRAVEL—MUST BE NEAT APPEARING, no age limit; to talk to customers in chain stores. Fred "Sis" Cummings, 3123 Boardman, St. Louis 9, Mo. au18

MAKE MORE MONEY WITH OUR MONEY making secrets. Free facts. Service Bureau Box 588, Orlando 2, Fla. au18

MOTHERS, DAUGHTERS AND SONS—TO give you heat and food at its best. Salemen, jobbers needed all States. Dr. Roberts, 8 P. Valdosta, Ga. au18

MUSICIANS—ALL INSTRUMENTS; ATTEND Birmingham Conservatory, job with band. Write Box 24, Birmingham-Southern College, Ala. au18

PARTNER REQUIRED—HAND-TO-HAND ACT; write, weight, height. Box #123-C, c/o Billboard, New York. au18

PIANIST—THOROUGHLY EXPERIENCED IN COMMERCIAL Bands. State previous bands; if married: permanent address. Also need Lead Trumpet, Bass. Box 371, Billboard, Chicago. au18

WANTED—MALE VOCALIST; TERRITORY band reorganizing Oct. 1; some location, salary, steady employment; send record, photo, qualifications. Box C-182, Billboard, Cincinnati, O. au18

WANTED MUSICIANS—TENOR, TRUMPET, Trombone, Drums, Bass, Guitar; territory band reorganizing Oct. 1; some location, salary, steady employment. Box 7C-181, Billboard, Cincinnati, O. au18

WANTED—COLORED MEDICINE PEOPLE readers, reliable, references; commercial preferred. Medicines Show, Fitzgerald, Ga. au18

WANTED—ALTO, DRUMS AND PIANO; opportunity for veterans; college town location; organized band playing established territory. Others write. 306 South Kline, Aberdeen, S. D. au18

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BAR PERFORMER AT LIBERTY—AERIAL OR ground bars. Louis Ocvirk, 313 N. State St., care Rodak, Chicago. au18

PALMIST—AGE 30, EXOTIC AND ENCHANTING, gray like, can do half and half; desires work with carnival. Phone 9533, Rose Davis, Avella, Pa. au18

MISCELLANEOUS

EXPERIENCED VOCAL DUO FOR BAND—Man (doubles trombone), wife (rhythm and ballads); good wardrobes; formerly with Kenny Sargent, Henry Brandon, Phil Levant, Ray Herbeck; available Sept. 1. Box 373, Billboard, Chicago. au26

MALE VOCALIST, FREE TO TRAVEL; PREVIOUS experience; will send photo, free, before Sept. 1. Contact Jimmie Heins, 1029 Myers Ave., Ashland, O. au26

STAGE MANAGER—SCENIC ARTIST—GEN. Bus. Actor, wardrobe, wardrobe, no specialties. At liberty about Sept. 1. Write Clarence Klein, c/o Jack Brooks Stock Co., Sabula, Iowa. (Forward.) au26

MUSICIANS

ALTO AND CLARINET—BIG RESONANT tones, good intonation, food jazz, relaxed phrasing, fine appearance and character; cut or no notice. Tommy Smoot, R. R. 1, Rankin, Ill. au26

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BASS MAN—DOUBLE GUITAR; WILL TRAVEL; 30; single, sober, good appearance; 15 years experience; 3 1/2 years with "3 spaces"; arranging for and singing in vocal quartets, etc.; show experience; last job as combo guitarist man; prefer something that swings; anything for a price. Wally Spangler, 2549 7th Ave., Sacramento, Calif. Phone: Hillcrest 3-5941. au26

DRUMMER—29, SINGLE, SOBER, FINE EQUIPMENT; experienced shows, jazz, Latin, commercial; will travel. Call or wire. Tommy Tidwell, 502 N. Crawford St., Waukesha, Ga. Phone 1056. au26

GIRL ACCORDIONIST—18 YEARS OLD; TWO years' professional experience. Write Marilyn La Due, 245 Barclay, Grand Rapids, Mich. au26

HAMMOND ORGANIST—SEVERAL YEARS' experience roller rinks; reliable; references; available for fall season. Box 7C-161, Billboard, Cincinnati, O. au26

HAMMOND ORGANIST—EXPERIENCED, DESIRES position. Write M. Ekedahl, 14 1/2 Corning St., Jamestown, N. Y. au18

RINK ORGANIST—UNION; 10 YEARS' EXPERIENCE in city rinks; all RSRGA dances; excellent metronome rhythm; reliable, personable, co-operative. Write or wire: F. Uelzen, General Delivery, Joliet, Ill. au18

TENOR AND CLARINET—NAME EXPERIENCE; available Aug. 15; age 25, single, will travel and have car; all offers considered. Contact Jerry Noble, Library Hotel, Springfield, Ill. Phone 2-0313. au18

TENOR, ALTO, CLAR.—GOOD TONE, readers, reliable, references; commercial preferred. Contact Ralph Hoekaday, 729 Main, Manchester, Iowa. au18

YOUNG COLORED ORGAN STYLIST DESIRES spot in first class lounge bar, dining room or theater, around Metropolitan New York area; now on 15th month at Upstate Club and NBC-Mutual Radio Station; have organ; 22 years' experience; union, Local 802, New York City; giant library; lives in New York City, near local NBC Station, P. O. Box 283, Waverly, N. Y. Phone 784-R Waverly, N. Y. au26

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"ENOAGE" CHARLES LA CROIX, OUTSTANDING platform trapeze act for outdoor celebrations, etc.; for full particulars address: Charles L. Croix, 1304 South Anthony, Fort Wayne, Indiana. au18

GREAT CALVERT—AMERICAN LEADING Rink wire performer; all bookings independent; price, \$350 weekly. Great Calvert, 164 Averill Ave., Rochester, N. Y. au18

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WILSON'S COMEDY DOG CIRCUS. A FAST working dog act with lots of comedy. Worked by lady and clown. We also do general clowning. Reasonable prices. Address G. E. Wilson, Billboard, 2150 Patterson Cincinnati, O. au26

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# THE FINAL CURTAIN

(Continued from page 50)

**HORSFALL**—Basil, at Vancouver, B. C., July 28 during rehearsal at the Theater Under the Stars. Horsfall was founder of the summer theater and was senior musical director. He also led the Basil Horsfall Singers on winter road tours.

**HUFF**—Edwin, 73, in farm paper work for 40 years and well known in pitchmen circles, August 8 at his home in Dallas of a throat ailment. Altho semi-retired for the past five years, Huff at one time was circulation manager of *The Farm Journal*, with offices in Denver, and for the old *Oklahoma Farmer*, Oklahoma City. Survived by his widow, Marbha; two brothers, Frank and Wayne, Dallas; two daughters, Luetta, Temple, Tex.; Dorothy Mae Rae, Corpus Christi, Tex., and a sister, Mrs. Joe Murray, Hutchinson, Kan. Burial in Grove Hill Cemetery, Dallas, Aug. 11.

**HUTSON**—Clarence, 52, 20th Century-Fox Studio executive, August 6 at his home in Beverly Hills, Calif. He leaves his widow, Eileen; two children, Mimi and Edward, and three brothers, all of Los Angeles.

**MARCUS**—A. B., 74, former well-known producer of major tabloid units and vaude reviews, August 6 at his home in San Fernando, Calif., of a stroke. Marcus, who had been inactive for the past 10 years, produced such shows as *Nights at the Moulin Rouge* and *La Ve Parce*, and his units toured the major vaude circuits for many years. His shows also had toured in Europe and the Far East. Survived by his widow, Beatrice; a brother, Louis, Cleveland, and four sisters, Eva, Rose, Fanny and Lena. Services August 8 in Inglewood, Calif.

**MARSH**—Francis B., 71, concert manager, August 3 in Freeport, L. I., N. Y. He was formerly associated with the Columbia Radio Concert Corporation and formed and directed many vocal organizations. He retired in 1930. His widow, a daughter

and two sons survive.

**McKEOWN**—Peter, 46, race driver, August 6 in Easton (Pa.) Hospital of injuries sustained in a crash at the Nazareth Fairgrounds track in Bethlehem, Pa. (Details in General Outdoor Department.)

**MEGAHAN**—Vera, 63, wife of John Megahan, concessionaire on the Happy Paulson Shows, recently in Coshocton (O.) City Hospital of a heart ailment.

**MEREDITH**—Orville A., former circus and minstrel musician, June 3. Burial in Hampton, N. H.

**MIASKOVSK**—Nikolai Yakovlevich, 69, Russian composer, recently in Russia. He was credited with having written more symphonies than anyone since Haydn and Mozart.

**MILLER**—Harry C., 50, French fry concessionaire with the James E. Strates Shows, of a heart attack on the lot at Rochester, N. Y., July 18. Final rites held in the chapel of the Byhans Funeral Home, Meadville, Pa., with interment at James-town, Pa. Survived by his widow, Gladys; a son and two daughters.

**MILLS**—Grover C., 68, carnival concessionaire for 25 years, this season with the Homer Scott Shows, July 31 in Atlanta of a cerebral hemorrhage. Survived by a son, G. Van, and a sister, Mrs. Katie Lashley, Durham, N. C. Burial in Mount Harmon Cemetery, Mabelton, Ga., August 2.

**MORRIS**—Hugo, 73, brother of the late William Morris Sr., and an associate with that agency, August 7 in New York. In showbiz for over 50 years, he was associated with his brother in the agency and in the operation of the William Morris vaude circuit. With the transfer of the vaude enterprises, Morris operated as a Keith agent for many years and later joined the current Morris agency to develop new talent.

**RAMSDELL**—Lon, 56, agent for Blackstone, the magician, in Biloxi, Miss., August 10. He had been agent for numerous major circuses, carnivals, legitimate stage productions and individual performers. Cremation at Biloxi. Survived are one son, Lawrence, and a sister, Leila, of Albany, N. Y. (Details in General Outdoor Section.)

**REARDON**—Brother Owen, 63, O.F.M., and former vaude baritone and actor, August 1 in Providence Hospital. Reardon, who became a Franciscan at the age of 58, toured New England and New York during the heyday of vaude, and later he was assistant manager of the Stanley Hotel, New Britain, Conn.

**ROSE**—Martin, 59, former carnival manager and concessionaire, suddenly August 5 in Detroit. He had been with J. L. Cronin, Brown & Dyer, Morris & Castle and numerous other carnival organizations. About 1935 he established his own advertising agency in Detroit. He was a member of the Michigan Showmen's Association. Survived by his widow, Rhea, and a son, Donald. Interment in Evergreen Cemetery, Detroit.

**SACK**—Isaac, 84, father of Alfred N. and Lester J. Sack, operators of Sack Amusement Enterprises, Dallas, August 3 at Laurel, Miss. Services and burial in San Antonio.

**SCHELLING**—Julia E., 89, writer and lecturer on music, August 9 in Falls Church, Va. The sister of the late Shakespearean scholar, Felix Schelling, and the late Ernest H., pianist and composer, she was also a pianist and was at one time on the staff of the National Park Seminary. A founder of the Fontainebleau, France, summer school of music, she was well known in Europe and the U. S. for her lectures and collections of classic music memorabilia.

**SCULLY**—William A., 74, formerly well-known in Cincinnati music circles, August 9 at his home in that city. Scully, who had been in the contracting business for 30 years prior to his retirement several years ago, was a master singer in the Cincinnati May Festivals under Frank Von der Stucken 25 years ago. Sur-

vived by his widow, Emma; a daughter, Mrs. Paul Pfau, and two sisters, Anne and Mrs. Edward C. Hauer, all of Cincinnati. Burial in Vine Street Hill Cemetery, Cincinnati, August 12.

**SEBOK**—Louis L., 64, for 15 years in charge of the international division of Decca Records, Inc., August 7 in New York. (See Music Department for details.)

**STORM**—Jerome Griffith, 28, opera singer, August 7 in Eureka, Calif. He was the son of the film director, Jerome Storm.

**TROTTI**—Lamar Jr., 18, son of Lamar Trotti, producer at 20th Century-Fox Studios, August 10 in an auto crash near San Clemente, Calif.

**WHITAKER**—Mrs. Ida Free, 86, widow of Charles F. Whitaker, theatrical manager, July 30 in New York. Two daughters survive.

**YOUNG**—Ralph E., 55, veteran news correspondent, August 4 in Washington. A Washington representative for many Midwest newspapers, he also represented Station WHO and TV Station WOC, Des Moines.

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Regulation size playing cards  
Plastic coated, 54 different models  
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An excellent reproduction of a pistol on small base. Press trigger and it automatically lights. Highly polished chrome plated with black trim on handle. Overall dimensions 2 1/2 x 2 1/2 inches with 1 3/4 inch diameter base. Individually boxed.

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Mother-of-Pearl Handle  
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Miniature Camera Lighter. Black plastic with polished metal trim. Metal tripod. Each in box.

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**CAMERA LIGHTER**  
With Compass  
Miniature Camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.  
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16-inch graduated gilt finish bead necklace with filigree clasp to match. Each in carton.

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That Squirts Water!  
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Toss him with the magic fish. It's tricky—he hops, begs, eats. Feed him one end of fish and he snaps. Give him the other end and he refuses it.  
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**WHAT I KNOW ABOUT WOMEN**  
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**DEALERS:** Ask for Wholesale Catalog No. 10. Describes fast selling Tricks & Jokes.  
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**NOTICE IS HEREBY GIVEN**  
that on February 10, 1948, a Letters Patent was filed, Serial Number 7,449 for a viewer and water sprayer known as the Pee Wee Viewer. On July 4, 1950, this patent was issued bearing the number 2,513,506. All violators of our rights will be held fully responsible for all damages sustained.  
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X38N4	9 inch	27.00

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No.	Description	Per Doz.
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X38N73	3 inch Spider	3.75
X38N75	2 1/2 inch Spider	4.75
X38N76	2 1/2 inch Hula Doll	3.75
X38N80	4 1/2 inch Hula Doll	6.75
X38N78	1 1/2 inch Devil	4.75
X38N77	4 1/2 inch Skeleton	4.75
X38N79	4 inch High Hat Monkey	7.25
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**MERCHANDISE TOPICS**

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**New York:**

The Ice Jet, a 3-in-1 frozen sipper, eliminates ice cubes, straw and mixer. The \$2.95 retailer (for package of four) incorporates a sealed-in refrigerant that cools a drink as the liquid passes thru the plastic sipper—Donbert Company's product.

California Moulders is producing a plastic showboat which rolls on land and floats in water. Complete with stern paddle wheel, the item sells for 69 cents. . . . Another nautical number is the S. S. Salt 'n' Pepper. It's a 4 1/2-inch colorful plastic ship, the two removable stacks of which are salt and pepper shakers. The shakers are bright red, ship's deck is yellow, and the hull is red and black—a 29-cent item by Miller Studios. . . . Commonwealth Plastics has two new items. A camera locket key chain sells for 19 cents. The camera-shaped locket opens and holds two miniature photos. The Jumpin' Jiminy lapel pin retails for 25 cents. When the concealed pocket string is pulled, Jiminy winks and dances on the wearer's coat lapel.

Cardinal Candy is making Christmas Pops Stockings (cellophane bags filled with lollypops)—19 and 29-cent sellers. . . . American Lead Pencil is offering, as a 50-cent item, a combination mechanical pencil and fountain pen. The propel-repel pencil and lever-type filling pen are encased in a plastic barrel with metal cap. . . . The Lady-lite Company has presented its combination lipstick and lighter selling for \$1.98. In a single unit, the gift item is tri-colored and banded in gold plate.

Midwestern is offering a closeout of a large quantity of 4-inch wide Scotch Tape (government surplus). . . . Silver Seal has an auto radiator sealer. . . . New York Salvage is selling balsa wood life rafts—25-man raft at \$15; the 60-man raft at \$20. . . . Bedford Automotive has army surplus five-gallon jeep gas cans with new 18-inch flexible spout

**A QUICK LOOK AT UNUSUAL ITEMS OFFERED TO THE TRADE:**

Midwestern is offering a closeout of a large quantity of 4-inch wide Scotch Tape (government surplus). . . . Silver Seal has an auto radiator sealer. . . . New York Salvage is selling balsa wood life rafts—25-man raft at \$15; the 60-man raft at \$20. . . . Bedford Automotive has army surplus five-gallon jeep gas cans with new 18-inch flexible spout

and strainer. . . . Electric Trading is offering a three-speed, 16-inch blade Schwitzer-Cummins exhaust fan to the trade. They list for \$46.75. . . . E. S. Batema Company is selling case lots of Tanglefoot sticky fly paper (250 double sheets to case). . . . Fifty assorted to can, Yolles & Company is selling Plugger Handle-Pak Fish Hooks. . . . Same company has a deal on Hall-Mark typewriter ribbons (for Underwood red-black). . . . Winsted Company has Twincro chrome-plated dog combs with red and green wood handles—49-cent sellers. . . . Adair Glass has perfume and toilet water bottles with colored plastic caps at closeout prices.

**Here and There:**

American Binder Company, Inc., New York, has introduced the Shuffler, a plastic item for shuffling cards. Simplicity of operation makes the Shuffler especially suitable for Canasta or other two or three-deck card games. It's available in five colors and retails for \$1.95. . . . Something new for the little "beggars" on Halloween is the "trick-or-treat" package of balloons put out by the Oak Rubber Company, Ravenna, O. Bag, with a cellophane window, contains 50 balloons in the popular airship shape, and goes for 49 cents. . . . Walter B. Fox, Mobile, Ala., who specializes in comic greeting cards, has added talking comic Christmas cards to his line, which will be ready around September 1. Fox features cards priced as low as \$3.50 per 100.

**Los Angeles:**

William Shapiro, William Shapiro Sales Company, has been named exclusive national sales representative of the Covered Wagon Television Lamp-Clock. It's manufactured here by the Presidential Manufacturing Company. . . . Martin Israel, Normandie Sales, reports that the Royalite, pocket lighter, is going great. Phil Israel is assisting at the store, taking care of the shipments of bronze horses. . . . Murray Hofberg, Murray Sales, is in his new and larger quarters. When his plans are completed, Hofberg says he will have one of the largest stocks on the West Coast. . . . Johnny Harris, Harris Manufacturing, reports that he will soon have a new skeleton item on the market. In the meantime, the firm is devoting its attention to taking care of orders for Booby, Queen of the Burlesque and the Ubagie, soft rubber plastic items. Petie, the wind-up mechanical dog, is proving a big money-maker over the nation, Harris said. . . . Mr. Bones-a-Part, the soft rubber plastic skeleton, is getting attention at Satis-Factory Sales.

**1950 REPORT**

(Continued from page 83)  
Adults obey the rules. "Mr. Skate" has rules. It is a costly error to kid ourselves that those simple rules can be violated.

One of those rules demands (for our work) a non-bind, narrow, flexible skate. Until a very short time ago we did not have proper skaters for our work. All skates had to be doctored. How to doctor them appeared in The Billboard numbers referred to above. In that story factory-made, Rawson-specification skates (specifications on Page 9, Shortcuts) were predicted. They are here now. There is no more doctoring except on old models.

Up to 1948 we did not have the soft rubber cushions necessary for our work. Rubber had gone to war. It is back now.

**Easy on the Tootsies**

Even on the simple matter of shoe comfort the lab had to go to bat for the baby doll toe and the scrapping of pointed and pinched toes in skating shoes. We cut open the misery toes with razor blade. Heels had to be raised. Heavy, hard, painful counters

in skating shoes had to be smashed up by a shoemaker with a heavy hammer to make them fit for our work. Newer shoes with real comfort, soft counters, baby doll toe and 1 1/2-inch heels are now available. So the item of shoes and shoe comfort turned up at the lab as a box office rathole.

You will hear plenty about ratholes later. We discovered a couple of dozen ratholes and it is not within our province to go into the rathole exploration business. It was forced on us. Those ratholes are part of the reason we have to report quality but not much quantity in this 1950 report. Those ratholes—every one of them—are interfering with the Rawson 20,000,000 drive and the exploitation of the Rawson system.

Just as we here were forced to take note of them, so will television force the operators to take note of them. Getting them out into the open and getting them plugged will jump us way ahead into the quantity bracket. Not plugging them will keep us confined to the quality bracket.

The lab researched heavily on the Rawson mechanized training gadgets. Here is the dope: It just doesn't make box office sense to attempt training adults without them. There are no patents; make them yourself.

The year 1949 saw the start of the funeral procession for projecting axle nuts, that old debbil procurer for the first aid room. It is possible now to buy narrow skates for our work which bury the axle nut in 1-inch wheels on a 3 1/2-inch over-all width skate. That's a laboratory accomplishment, a sensational one. So is the baby doll toe. Painfully and slowly we move ahead.

(Continued next week)

**BROOKS TENT TEAM**

(Continued from page 49)

town and country social and business activities.

"As Mr. and Mrs. Jack Brooks they have brought the lasting friendship of two grand people . . . with the same unexciting ups and downs as the members of the audience.

"The first time the ad appeared was in 1911."

The Censor story then goes on to outline the entire career of the Brooks, thru good and bad times.

It closes with this tribute to their career:

"When the ad appeared this year announcing they were 'Coming soon!', to many in Viroqua it brought back the memories of the lovely, slim actress and her handsome husband who first traveled here by Southeastern Railroad and put on their shows at Brown's Opera House on Main Street.

"Most things have changed since then. The Brooks have changed and Viroqua has changed and the members of the audience have changed. The plays have changed.

"But the pleasure of meeting old friends will never change, and next year along about this time you'll be seeing the ad again . . . it will be their 40th season."

The Brooks were highly pleased by this tribute and consider it "a sort of testimonial that clean shows and honest dealing are appreciated by our patrons and that fair play has proved effective thru nearly 40 years of showmanship over the same territory."

The Brooks show roster for this season includes Addison Augler, assistant manager; Louise Sherwood, mature lead; Harrison Augler, director; Bob Vogel, leads; Gloomy Gurnes, pianist; Bess Dellmore, character; Al Unruh, comedian; Clarence Klein, heavies and stage manager; Louise Klein, treasurer; Jean Fronk, magician; Stuart Stott, canvas; Jack Peterson, juveniles; Rose and Kate Bennet, canvas and reserves, and Jack and Maude Brooks, owners.

This season's repertoire includes Bewildered Boy-Friend, Toby in Spiritland, Hop-a-Long Spatters, Stork Bites Man and Honeymoon With Uncle Henry. The Brooks report that their shows have been pleasing audiences, but that business has been below par because of bad weather.

**Hollywood's BEST FIGURE MODELS**

ANNUAL EDITION—Over 40 pages . . . glorious every girl. Beautiful photographs by Hollywood's best Glamour photographers . . . Art Nudes. Good Seller . . . Every.

whereall Order Today! \$7.50 doz. \$43.00 gross. Send \$1.00 for sample.

HEINZ DISTRIBUTORS 8844 Hollywood Blvd. Hollywood 28, Calif.

**MEN'S HIGH GRADE DRESS SOCKS—\$3.35 Per Doz.**

Fine genuine wrap. Rayon & mercerized construction. Packed 1 dozen in a box. Terms: 25% with order, bal. C.O.D.

**GAINOR SALES CO.** 2540 Montclair Detroit 6, Mich.

**PHOTOS in MILLIONS**

QUALITY PHOTOS IN QUANTITY

8 x 10—\$4. Postcard—7¢

Blowups, 20 x 30—\$2, 30 x 40—\$3

NEW NATURAL COLOR PHOTOS

Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.

Write for FREE sample & list

**MOSS PHOTO SERVICE 153 W. 46, N.Y. 19**

**"NOW" IMMEDIATE DELIVERY...**

THE HOTTEST SELLING ITEM OF THE SEASON!

**"BOOBY" the Queen of Burlesque**  
Made of soft flesh-like plastic rubber. Looks LIFE-LIKE—feels LIFE-LIKE, over 6 inches high, with feather hairdo. She wiggles—She shimmy—She bumps—She grinds. You manipulate with simple mechanical device. \$7.20 Dozen. Send \$1 for sample.

**"SALOME" the Harem Dancer**  
A cute novelty—She dances from a sitting position. Simple to operate. \$25.80 Gross. \$3.00 sample dozen.

**"UBANGI" GIRL**  
Very realistic, a hilarious novelty, with feather hairdo and suction cup. \$2.00 sample dozen. \$18.00 gross.

**"KING'S JESTER"**  
The greatest "Belly-Busting LAUGH" and PROFIT producer of all times. Press on his face and his tongue pops out with an explosive surprise. Size 12" x 13 1/2". \$7.20 dozen. Sample \$1.00.

**"PETIE"**  
The Resting Poodle. Genuine Fur Covered; wind-up motor. \$7.20 doz. \$1.00 sample.

**"SKELETON"**  
Soft Rubber Plastic. \$18.00 gross. \$2.00 sample doz.

**HARRIS MFG. CO.** 5844 Hollywood Blvd. Hollywood 28, Calif.

**CHINA BON BON TRAY—#6470 Ass'd**

**\$15.00 doz.** Packed 1/2 doz. assort. styles and colors.

Approx. 5" diam. Rich appealing colors with gold stem designs. Suggested Retail—\$2.50. Cash on all orders for less than dozen. Others, 1/3 Deposit, Balance C. O. D.

SALESMEN: Looking for solid line on quality gift items. STOREKEEPERS: Send for circular.

**LEO KAUL** IMPORTING 333M S. MARKET ST. AGENCY, Inc. CHICAGO 6, ILL.

# Pipes for Pitchmen

By Bill Baker

**ARTHUR HOUSE** . . . kitchen gadget worker of note, again will make a string of fair dates with Robert Petrie.

The ability to say nothing at the right time is a valuable asset and one that should be cultivated.

**SAM WHILEY** . . . who concluded a week's run in Rochester, Minn., to sock business, recently, has moved into Kansas to work fairs.

**BUD FOX** . . . of the Golden-Rich Press, Hastings, Neb., would like to read pipes from Joel Beistel, Franny Morse and Doc Potter. The Golden-Rich firm, as noted in last week's column, is readying a redesigned and enlarged *The Model's Manual*, giving it a department store pitch item angle.

If we laugh at our troubles most of us will never run out of something to laugh at.

**TED BROOKS** . . . writes from Blowing Rock, N. C.; "I am still up in the mountains here on the paper and biz so far has been okay. Frank (Red) Roberts blew in

here for the Horse Show with a solid display of novelties and got a good play. I hear that fast-stepping Horace Brazil is writing sheet at the Georgia tobacco markets and gettings his share of the folding stuff, and word has reached me that Horace will join the ranks of benedicts upon his return to Asheville, N. C., comes fall. I intend to stay in this section until the fairs start in North Carolina."

Before you flare up at anyone's faults, take time to count 10—10 of your own.

**SAM FREED** . . . cards from Schenectady, N. Y., that he is working trade papers. Sam wonders if Bobby Kline, the carnival agent, remembers when he worked sheet with Doc Kay in Coxsackie, N. Y., in 1922.

Remember that the way you leave a town can be a pretty accurate barometer by which your fellow traveler will be gauged.

**T. D. (SENATOR) ROCKWELL** . . . inks from Los Angeles that a new store there, called Auction City, is a pitchman's paradise. According to the Senator, he cased the operation one Sunday lately and counted over 20 auctioneers shouting the bids, along with a few pitch boys, and that things were humming. T. D. adds that he met a wonderful pitch gal recently in one Libby Schuler, who was working peelers and shredders outside The Blade building.

Add to famous last words: "I was gonna do that tomorrow."

**EDWIN HUFF** . . . who was connected with various phases of farm paper work for 40 years, died August 8 at his home in Dallas. (Details in Final Curtain Department.)

A fool's paradise is no place for a pitchman to dwell.

**STEVE McCLAIN** . . . writing sheet at the tobacco markets in North and South Carolina, writes that he ran into B. V. Mangum in Darlington, S. C., and that he caught the Marion Greater Shows there. Steve adds that the markets are about a week late in getting started.

A good antidote for conceit is a stroll thru a cemetery.

**HENRY H. VARNER** . . . this column's enthusiastic Akron news delineator, cards that the Summit County Fair was a huge success and that silhouette cutters, grate and peeler demonstrators went over big. Varner is also high in praise of Al and Hattie Wagner's Cavalcade of Amusements, Herb Shive and Sally Rand, members of the show, and to the Ringling-Barnum circus for the recognition given trouperes during those org's dates in Akron.

Have you been stuffing a couple of hernians in your sock lately for that winter bank roll?

**JACK ANTHONY** . . . is reported to be working Ohio and Indiana spots following a successful week's stand at the Lawrence, Ind., Centennial Celebration.

**SOL ADDIS** . . . just about hits it on the head with a note from New York: "Walking up Broadway I noticed something that I haven't seen in a long, long time—a buckwheat cake demonstration in a restaurant window. I still remember how, when a kid, I used to rub my nose against the window, my mouth watering, watching a beautiful girl in white making delicious buckwheat cakes (with honey) in one of Childs' restaurants, and wishing that I could afford to buy some. Now . . . at I understand—it's just a tip. I have always said that the pitch game will never die, even if it's just a pitch on wheat cakes with butter and honey."

THE LATEST SCIENTIFIC MARVEL

# PLASTICIZE

A NEW Protective Film For

- AUTOS
- BOATS
- BRASS
- SILVERWARE
- WOOD FINISHES

CLEANS .. PROTECTS .. BEAUTIFIES FOR SUPER LUSTER

# PLASTICIZE!

PLASTIC BASE—CONTAINS NO WAX

• Note These Features

- **A SCIENTIFIC DEVELOPMENT!** PLASTICIZE is not a mere discovery—it is a SCIENTIFIC DEVELOPMENT which has been carefully worked out, compounded and tested and is now made available to the public.
- **NO RAINSPOTS—FINGERMARKS STREAKS!** Fingers will not mark, rain will not spot, and wiping will not streak PLASTICIZE.
- **RESTORES AND PRESERVES FINISH!** PLASTICIZE will restore the dullest paint as well as preserve a new car finish. It is highly resistant to water, oil, dust, dirt, grime and grease. When soiled—simply wipe or wash off.
- **EASY TO APPLY!** PLASTICIZING is a pleasure. It is so unlike common polishes and waxes that a child can produce a perfect job.
- **LONGER LASTING!** In the hottest sun and coldest winter blasts, you will marvel how PLASTICIZE shines through every month of the year with its beautiful deep LUSTER.
- **SAVES TIME AND MONEY!** The GLITTERING hard, smooth PLASTICIZE SURFACE—so easily applied, will save you many long hours of labor and countless dollars invested in polishing materials and unnecessary washings.
- **HARD GLASS-LIKE BRILLIANCE!** The durable long lasting PLASTICIZED MIRROR-LIKE HARDNESS will SPARKLE with BRILLIANCE through HEAT—COLD and EXPOSURE.
- **NOT AN OIL—WAX OR PAINT—** No—it is nothing gummy or sticky—it is not painted on—contains no wax and is not an oil. Just a little portion goes a long way.

**BORN IN FLORIDA**

This amazing new revolutionary product, the successor to wax, is being sold to service stations, car wash stations, auto accessory stores, hardware, drug, and chain stores. Tried and proven a tremendous success in Miami, Florida, the rest of the world is virgin territory. Miami auto owners have purchased PLASTICIZE to the value of \$60,000.00 in the past 60 days. Up to \$100 a day without risking a penny. You can be your own boss and make \$20 an hour selling the most revolutionary and practical product ever produced. No such chance has ever been presented on such a sure the product. You can't miss. It sells on sight. PLASTICIZE retails for \$1.50 per tube. That is enough for 2 medium size cars.

**PRICE LIST**

Sample tube, full size, postpaid . . . . . \$1.00

Distributor, one to four gross . . . . .	per gross	\$72.00
Distributor, five or more gross . . . . .	per gross	64.80
Dealers, one to six dozen . . . . .	per dozen	10.80
Dealers, seven to eleven dozen . . . . .	per dozen	9.00
Retails . . . . .	per tube	1.50

PRICES F. O. B. MIAMI.

**TERMS**

Sample orders of one dozen or less, cash with the order. Remit by postal money order; check must be certified. Orders of six dozen (one case) or more, 25% deposit with order, balance C. O. D. Remit by postal money order; checks must be certified.

Exclusive franchise available. Be the first to introduce PLASTICIZE in your community. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory. Advertising mats available.

**Our Money Back Guarantee**

PLASTICIZE is guaranteed to contain no harmful ingredients which may be injurious to the paint. Sealing the surface, it will preserve and protect the finish, giving it a hard glass-like surface, which will give longer life and wear, as well as a beautiful high luster.

**PLASTICIZE LABORATORIES**

Little River P. O. Box 1086 Miami 38, Fla.

OAK-HYTEX

# FLYING SAUCER BALLOONS

WORKERS AVAILABLE

PATENT PENDING

IT FLIES! IT ROARS! IT ZOOMS!

A GREAT item to demonstrate—and sell! Everybody wants this clever, modern novelty. Here's thrilling action—up-to-the-minute appeal! Instructions are printed on one side of balloon.

\$12.80 per gross, plus shipping charge

ORDER FROM YOUR JOBBER TODAY.

**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**OAK BALLOONS**

For Immediate Shipment. Write for FREE Catalog.

**STATE NOVELTY CO.**  
618 W. St. Clair Cleveland 13, Ohio

**IMMEDIATE SHIPMENT ON OAK BALLOONS**

25% deposit on C. O. D. Orders. Postage Do Not Include Postage.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
40-42 So. Meridian St., Indianapolis 35, Ind.

# LET EMPIRE PAY YOUR RENT

**BUYING YOUR BOARDS FROM  
EMPIRE WILL SURELY SAVE  
YOU ENOUGH MONEY TO PAY  
YOUR RENT, AND THEN SOME.**

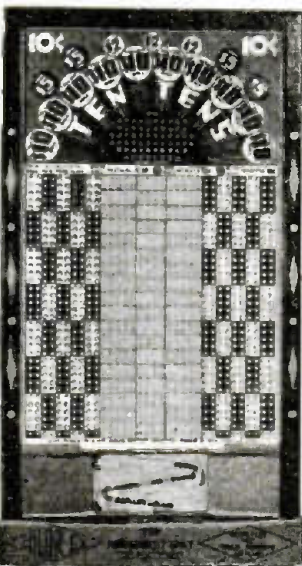
**EMPIRE'S BOARD PRICES  
HAVE BEEN SLASHED TO AN  
ALL TIME LOW.**

**WRITE TO EMPIRE FOR  
AMERICA'S MOST  
COMPLETE LINE.**

**PUNCH BOARDS  
PUSH CARDS**

## EMPIRE PRESS

466 W. Superior Chicago 10,  
MOhawk 4-4118



**PRECISION  
STEEL  
BALL  
PELLET BOARDS**  
COSTS LESS  
BECAUSE  
THEY EARN MORE  
MFD. BY  
**THE McNAMARA CO.**  
5729-31 W. LAKE ST. CHICAGO 44, ILL.

## SALESBOARD SIDELIGHTS

Sam George, Gam Sales Company, Peoria, Ill., gets on the sales bandwagon to state that the good order news is being attributed to firm's continuing policy of backing up its slogan: "Where Quality and Price Meet." George says the sectional ticket numbers are proving out the initial response shown at the May board show in Chicago.

Back from a recent vacation, Sam Feldman, sales manager of Harlich Corporation, Chicago, has gotten back into the swing of things and reports perking conditions, production and order-wise. He states that Harlich is continuing to build up its

sales coverage in various areas throughout the country. Firm's Movie Stars and Cash board is garnering solid sales attention, Sam adds.

**Michigan City Novelty Company,** Michigan City, Ind., lists several standout boards that are getting good attention in the order department. Some of the numbers are quarter play Kwater Kolors, Texas Charley, nickel punch South Pacific, Flaming Girl and Lucky Bucks. As per the company policy, orders continue to be shipped the same day received, officials declare.

From Lubin Sales Company, Pitts-

burgh, comes word of hyped activity on jar tickets and salesboards. Some of the representative numbers going well are nickel play boards Win a Buck, Squealee Charley and Jack in Barrel. Quarter punch numbers hitting the long sales stride include Charley Board, Texas Charley and Fin & Sawbuck.

Gardner & Company, Chicago, channels in the report that business is moving up. Joe Robinson tips the sales hand stating that firm's production department is kept busy these days as board demand keeps stock room supply fluid.

Sam Feldman, Harlich Corporation, Chicago, sales manager, was away from his office a good deal of the time last week, following the death of his brother, Edward Feldman. Interment was in Rosemont Cemetery, Chicago, Friday (11). Sam's brother, who died in Miami, was in the furniture business in California.

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

**RATE—12c a Word Minimum \$2**

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**A-1 BARGAIN — CIGARETTE AND CANDY** Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago, Ill. se16

**"ABSOLUTE BARGAIN"—TEN UNBADA \$4** Candy Machines, five column, 97 and 102 bar capacity, with bases, ready for locations, \$39.50 each; One Row 3 Column Candy Machine with base, repaired and overhauled, fine condition, \$70; check with orders. Kiota Sales Co., 303 Edgewood Ave., Atlanta, Ga.

**CIGARETTE MACHINES—GET IN THE SWIM** before the advance in prices on reconditioned cigarette machines, write for details; we also buy used equipment. Central Vending Machine Service Co., 3867 Parrish St., Philadelphia 4, Pa.

**DIGGERS—SELLING OUT ELECTRO-HOSTS.** Merchantmen, Microscopes, Roll Chutes, Eries for carnivals; Microscope, penny or nickel play, hand operated, \$49.50 each; Digger Parts, Exhibit, Retail Merchandisers, National, 4343 Sanson, Philadelphia, Pa.

**FOR SALE—FOUR WILCOX-GAY VOICE RE-** recorders with stands, \$300 each; two used, \$150 each. Kuz-Fin Equipment Co., 825 Mills St., Kalamazoo, Mich.

**FOR SALE—MUSIC ROLLS FOR NATIONAL** Automatic Piano; over 100 American tunes available; send for list. Also want Waste Rolls of all description. Russell Miller, 3274 Adriatic Ave., Long Beach 10, Calif. se3

**FOR SALE—20 POOLETTE TABLES, A-1 CON-** dition, come see them, one or all. Stearley Novelty Co., Brazil Ind.

**MECHANIC AVAILABLE—18 YEARS' EXPERI-** ence on slots and consoles, 3¢ and 1¢ Balls, Phonographs, tools and car, honest, sober. D. E. Hughes, 709 S. Bois d'Arc, Tyler, Tex.

**POP CORN SEZ MACHINES (WRITE): STRIKE** & Spares, rebuilt; 20 Mills Locks, \$1.25 each; United Bowlers, old type, \$65 each; late model, \$85 with pins, send 1/3 deposit. Frank Guerrini, Burnham, Pa. au26

**STAMP FOLDERS DIRECT FROM MANUFAC-** turer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

**WANT TO BUY—HEAVY HITTERS, EXHIBIT** Select-Ern Dice Counter Machines, Sky Fighters, Wurlitzer 70, 75, 7905; state lowest prices and condition. B. Gentry, 812 E. Park, Livingston, Mont.

**WANTED—\$30 COIN OPERATED RADIO OR** any part of. Louis Anelli, 107 Eagle St., Utica, N. Y.

**24 HOLLY-WARE, 1¢ PRANUT, CANDY AND** Gum Machines, A-1 condition; price, \$450 for quick sale. Earl Wright, 1018 Erie St., Port Huron, Mich.

**50 DAVAL POSTMASTERS STAMP VENDERS** in original cartons, \$27.50. Mac Sanders, 2845 W. Pico Blvd., Los Angeles 6, Calif. au19

## GOLDEN DERBY



**5**  
2500  
Holes  
**DEFINITE PROFIT \$55**

**SUPERIOR PRODUCTS, INC.**  
2133 W. FULTON STREET CHICAGO ILLINOIS

## PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. **FREE CATALOG—WRITE.**  
**W. H. BRADY CO., Mfrs.**  
Established 1914  
CHIPPewa FALLS, WISC.

## SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED  
SAME DAY RECEIVED

Holes	Play	Description	Net Price	Profit
300	25¢	QUARTER KOLORS, THICK	Def. \$15.00	\$ 40
400	5¢	LUCKY BUCKS, THICK	Def. 7.80	75
1000	5¢	J.P. CHARLEY, THIN	Def. 17.00	90
1000	25¢	J.P. CHARLEY, THIN	Def. 22.00	90
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.98	175
1000	5¢	SOUTH PACIFIC GIRL BOARD	Avg. 26.89	175
1000	1¢	HOLD THAT LINE, GIRL BOARD	Avg. 27.20	175
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg. 27.00	175
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	175
1000	25¢	SIX TWO SIXTS	Avg. 114.25	175

Meeting your requirements. Large stock. Plain Tin Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.  
**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

**JAR TICKETS  
RED, WHITE  
AND BLUE  
LUCKY SEVEN  
BINGO TICKETS**  
On Stocks—Boxes  
1008-1200  
1268-1600

## BUY BY MAIL FACTORY WHOLESALE PRICES

No Job Lots or Close Outs  
**BEE JAY SALESBOARDS  
UNIVERSAL JAR-O-DO**  
No Order Too Large  
No Order Too Small  
**JAR DEALS—PAD DEALS  
R W B—LUCKY SEVEN  
MATCH PAKS**  
Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.  
**WRITE FOR CIRCULAR  
CAROL SALES CO.**  
312 E. Market St., Elmira, N. Y.

## ATTRACTIVE—UNUSUAL PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!  
Designed, Manufactured by  
**RAY MERTZ & CO.**  
525 S. Dearborn St. • Chicago 5



**THE NEW NOVELTY  
PREMIUM SENSATION!**  
THE TWO IN ONE  
**FOUNTAIN OF YOUTH**  
ACTION—ANIMATED LAMP  
Unique . . . Colorful . . . Sells on Sight  
Retailer for \$6.95 Each  
**FACTORY SALES CO.**  
1016 So. La Brea Ave., Los Angeles 35, Calif.



**BLACKHAWK BOARDS  
JAR DEALS**  
Write for list.  
**Galentine Novelty Co.**  
South Bend 24, Ind.

**SALESBOARDS**  
Tickets, Jar Deals, Premiums  
Complete Line  
**STOP IN TO SEE US  
RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Philadelphia 23, Pa.  
Lombard 3-7676



Communications to 188 W. Randolph St. Chicago 1. Ill.

# SHARP EXPORT MARKET PICKUP

## Canadian Biz Brisk; Korea War May Hurt

### Game Buying Good

BOSTON, Aug. 12.—Canadian export business, which many Hub distributors have been concentrating on in a big way, may trickle out if the wave of buying, which began this month, continues unabated. Most distributors say they will be unable to handle any more Canadian business if the buying spurge keeps on. Large quantities of used games have been exported to Canada in the past month.

Harry Poole, distributor for United, Exhibit, Chicago Coin, Mills and Gottlieb, has been sciling the Canadian market and reports the Canadians show a marked interest for used games selling between \$90 and \$140, and cheaper games from \$35 to \$40. Boston and Maine (B&M) freight rates are reasonable and service is fast from Boston to Canadian cities, placing New England distributors in a good position for doing business with the Canadian markets, he points out.

Poole says there has been a quantity buying of parts, but as yet, they are not hard to get. As a merchandising gimmick, he has notified all his ops regarding Senate Bill 3357.

"Altho no one knows what the picture will be in three months," Poole said, "I feel the Chicago factories will do their utmost to keep the supply lines open."

## Offer Coast Ops Storage Service On Old Machines

LOS ANGELES, Aug. 12.—A new kind of service to coin machine operators—storage space—is being offered at the new branch of the Automatic Games Company in Las Vegas, Nev., George Warner, who manages the Los Angeles branch with Danny Jackson, has announced.

Warner said that the new branch in the Nevada town has ample space to take care of the operators' machines. A nominal charge is being made and the service includes insurance.

Locally, Automatic Games has added a complete line of coin machines to its sales lists. Originally specializing in automatics, the firm now carries a general line. Warner and Jackson are handling this office, while Sammy Donlin is in charge of the Las Vegas branch.

### First Distrib Adds Space

CHICAGO, Aug. 12.—First Distributors this week leased additional space here to augment its present showrooms, service and parts department, premium section and warehouse. The space, according to partners Wally Finke and Joe Kline, will be used exclusively as a warehouse for premium, game and music products.

## Seek Debate on Johnson Bill

WASHINGTON, Aug. 12.—Blocked from getting the Johnson anti-gambling device bill thru the House by unanimous consent procedure, the House Interstate Commerce Committee is now seeking clearance from the House Rules Committee to get the bill to the floor for debate in the usual manner.

The committee's effort to have the measure pass on the consent calendar this week was stymied by an objection from Rep. Walter Baring (D., Nev.). The committee then was faced with the alternative of going thru the rules committee or letting the bill remain on the consent calendar until the next call when three objections could again block it.

## Great Northwest Ops Ready Units for Fall Rural Rush

MINNEAPOLIS, Aug. 12.—The Great Northwest agricultural district is getting ready to harvest one of its largest crops—and businessmen anticipate that the result will be a prosperous autumn season.

Already reports from North and South Dakota are that the next two weeks will find one of the heaviest crops in history being reaped in those two States. Only a streak of bad weather could hurt the harvest. Minnesota's agricultural areas already have started harvesting and should

be done within a fortnight.

For the coin machine industry this means that the farmers and their helpers, who have been too busy during the day and too tired at night to come to town, will soon be flocking in. And coin machine units are expected to get their usual share of attention, and then some.

Shuffle games strategically placed thruout the area by operators already are starting to get heavy play, with vacationers keeping the units (See *Great Northwest* on page 115)

## Coin-Operated Binoculars A Hit in N. Y. Legit Houses

(Continued from page 3)

East 44th Street, operates the New York area itself, it is planning to sign franchise operators in other cities. An agreement for Chicago has already been made, according to Bert S. Good, president, and discussions are under way with prospective operators in several Eastern and Western cities.

The unit developed by Good consists of a steel carrying case for binoculars, fitted with a top flap that snaps open when the proper coin is inserted. The case is bracketed on the rear of theater seats. In practice, he has found it advisable to space them so that a pair of glasses is avail-

able to every other patron. To prevent pilferage, the binoculars are secured to containers with heavy-duty cable.

In legit houses three-power glasses are used, with four-power units installed in the Metropolitan and Madison Square Garden. When race track placements are made, they will probably be six-power, but the charge will be upped to 50 cents.

Once the patron has inserted his coin he may use the binoculars thru the entire performance. He is cautioned against placing the glasses in the container and snapping the lid (See *Coin Binoculars* on page 115)

## Brief and Important

### Massachusetts Pinball Bill to Senate

A bill banning pinball machines and other automatic amusement devices within 500 feet of a schoolhouse, church or playground was passed by the Massachusetts House August 3 and sent to the Senate. The measure also contains a provision tightening up last year's law legalizing licensing of automatic amusement devices by specifically declaring that bells do not come within the licensing law.

### Fight Sales Tax on Florida Juke Grosses

A move to exact a sales tax on proceeds of juke boxes in Florida was attacked last week by three Miami coin machine distributors. Circuit Judge Marshall C. Wiseheart stopped State Comptroller C. M. Gay from collecting the tax until a case is decided. The contesting distributors were Supreme Distributors, Inc., Advance Music Company and Supreme Music Company.

### Withdraw Minn. Cig Ordinance

A proposal to limit the use of cigarette vending machines thru enactment of a city ordinance in South St. Paul, was withdrawn by its author Wednesday (9). Alderman Frank J. Petrich introduced the ordinance which would require cigarette vending units to be placed behind counters so that only employees of retail establishments could operate them. Petrich contended that placement of machines in the open serve as "bait" for juveniles to buy cigarettes. However, the alderman withdrew his proposal and asked more time to study it.

## Foreign Firms Order Shuffle Units, Phonos

### Parts in Big Demand

CHICAGO, Aug. 12. — While the domestic coin machine picture has taken on a semi-war atmosphere, with brisk buying, a sharp decrease in trade-ins, and on the whole, increased grosses on locations, an even sharper pick-up in export business has been noted within the past two weeks.

Most active markets this week were Belgium and Ecuador, with games and music leading the coin machines ordered by those countries. The increased Canadian dollar quotas which went into effect last month (covering parts) is also beginning to be felt. One manufacturer, who is entering the shuffleboard scorer field, reported his quota had been jumped from \$1,000 to \$5,000 for the balance of the year, and that he expected this figure to be increased again by January 1.

Pin games, which have dominated the export picture in the amusement field, still lead the order parade, but this week several distributors reported receiving quantity orders for shuffle games, the first such orders received since the games were introduced about one year ago.

### Shipment Problem

One reason given U. S. exporters for the increased foreign buying was that the importers were getting as much equipment into their respective countries as possible in case of a major war, thus cutting off trans-oceanic shipments.

Basically, most coin machine firms in foreign countries, like operators here, are concerned with parts for servicing equipment already on location in their areas. Hence the hyped buying of parts from practically all countries.

## Answer Box Unit Production Sked Set by Erickson

LOS ANGELES, Aug. 12.—Plans have been made for the manufacture of the Answer Box Napkin Holder and production will be about 5,000 machines a month. F. E. Erickson, owner of the F. E. Erickson & Company, announced this week.

Made of chrome and stainless steel, the device is 9 inches high, 8 inches wide and 5 inches deep. Holders for paper napkins are on each side of the machine and are obtained free just as in the case of the ordinary holder. The insertion of a penny starts a mechanism that will answer "yes" or "no" to questions. A different mechanism is also offered to vary the answers.

Erickson stated that approximately 3,000 of these machines have been in locations for several months. In many cases, the manufacturer declared, the location's commission has paid for the napkins used in the restaurant or cafe.

# NEW DISKS BOOSTING JUKE \$

## Upward Trend Attributed to Platter Crop

### Summer Slump Ending

CHICAGO, Aug. 12 — Juke box grosses were reported climbing this week in most parts of the country, after a sharp drop-off. While the slow-up was attributed mainly to the seasonal fluctuation in music machine play, the pick-up noted in the past 10 days has been attributed to the new crop of records now available from practically all diskeries.

While some of the new releases have found regional favor, ops report there seems to be an outstanding group of disks on the market at present. Those listed by ops in practically every section of the country as especially hot tunes were: *Mona Lisa*, *Goodnight, Irene*; *I Wanna Be Loved*, *Play a Simple Melody*, and, now coming up fast, *Tenderly*.

Of special interest to the phono field is the fact that the usual summer recession usually goes thru Labor Day, with the exception of those locations catering to tourists and vacationers. The early pick-up in play this year, while still not approaching the grosses expected next month, is welcomed by ops, who are now faced with increased costs on all sides, and who are attempting to build a financial reserve which can be used to modernize their routes before any recession in manufacturing sets in due to world conditions.

### Op Reports

Indicative of the increased gross trend are these reports, picked at random, from ops in various parts of the country.

R. Angelelli, Brownsville, Pa., says, "Goodnight, Irene is the biggest hit since I entered the juke box business."

The Gammon Music Company, (See *New Disks* on page 114)

## New Op-Video Competish Is Two Years Off

### War, Freeze Responsible

WASHINGTON, Aug. 12. — The Korean War and the continuing video freeze virtually assures juke operators still outside of TV territory that they will have no competition from the medium before 1952 at the earliest. A survey of Federal Communications Commission (FCC) files this week disclosed that only a single new TV station remains to take the air.

FCC's recent revocation of a permit for a Jacksonville, Fla., station leaves only WSM-TV, Nashville, still to make a TV bow. The... will be no new television stations after WSM-TV until FCC lifts the freeze.

Even without the war complications, it would take 6 to 12 months from the freeze-end before the first new station could be completed. However, steel—a necessity for TV towers—is about to go on the allocations list, and it is doubtful that there will be any steel left from defense needs for TV construction.

## One Speed... But When?

(Continued from page 11)

### Can't Brush Off Jukes

An even greater problem to be faced and solved before a one new speed resolution of the industry is reached, is the problem of selling juke box operators on the one new speed. The operator investment in the almost 500,000 78-r.p.m. juke boxes now on location is a tremendous one. And until such a time as juke box manufacturers and/or record manufacturers can show the operator why it makes sense for him to throw away that equipment and to replace his stock of standard 78-r.p.m. records with disks at one of the new speeds, the operator is not going to a new speed. The annual rate of replacement in the juke box business is estimated at roughly 12½ per cent, or 60,000 machines a year, and, thus far, no greater portion of this replacement figure has been in the form of either new speed conversion jobs or new speed phonographs, even the Wurlitzer has made quite a drive on the former, and Seeburg is preparing to announce a 45-r.p.m. machine soon. Nor has the Ristaurat, small 45-r.p.m.-only juke box, accounted for any large percentage of the total sales of juke boxes in the short time it has been on the market.

### International Question Marks

And in addition to all the foreseeable factors, there hangs over the heads of the industry and the world at large the present international situation, the effects of which none can foretell with any degree of accuracy. If we are to enter into the realm of speculation on this score, it is difficult to see how any intensification or spread of the Korean crisis could do anything other than slow up any move toward a resolution.

There seems no doubt, as we pointed out earlier in this editorial, that the record industry must some day come back to a single speed; but which speed it will be, and when, will be determined by the inexorable laws of economics. In the meantime, the best the dealer can do is to keep fully informed as to the trends. If he can sell 78-r.p.m. disks in profitable quantity he will, and certainly should, continue to do so. The same applies to 45 or 33-r.p.m. disks, single or album, pop or classical.

The juke box operator, in our opinion, has little to worry about. As long as the almost half-million machines continue to exploit disks as they do at present; as long as the operator is the good customer of the record companies which he now is, there is no danger that he will not be able to get the record he needs, be they 78s or either one or both of the new speeds.

The industry must keep working toward one eventual goal; one speed for all... but it, and its individual members, must always keep in mind that evolutions are slow processes of change, and too often cannot be hastened without serious damage to one phase or another of the business.

## Selling Used Records in Large Amounts Brings \$ to Denver Op

DENVER, Aug. 12. — What's the best system for disposing of used phonograph records?

Altho many plans have worked out successfully for operators in all sections of the country, a policy of accumulating them in large numbers and selling them in lots shows most advantages, according to Pete Geritz, manager of Peerless Music Company, phonograph operators here.

After testing a variety of outlets, Peerless Music Company now sells its records 500 at a time, priced at a flat 10 cents each, to carefully

selected outlets.

"Big-volume drugstores or record shops are ideal markets," Geritz said. "They can use serviceable used records as traffic builders, and run advertising to push them along. The good features of this system is that the cartoning of all of the records as they come off location insures the customer a good choice of recently popular music, and one which he needn't fear to display to the public. A lot of low income youngsters such as high school bobby-soxers wait (See *SELLING USED* on page 114)

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in this issue of *The Billboard* are:

**ONE SPEED... BUT WHEN?** The *Billboard* sees an eventual death of two of the three speeds and a full acceptance of one (Music Department).

**SENTIMENT GROWS FOR MANUFACTURERS' TAX.** If proposal goes thru, special taxes on disks, phonos, radios, etc., would be abolished (General Department).

**DISKERIES IN TALENT SCRAMBLE.** Many top artists are in the process of switching label pacts (Music Department).

**IT'S 45 IN '50, SEZ VICTOR.** With 55 labels now using 45s, Victor gets set for biggest push yet to plug the doughnut disks (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and a special *Billboard* feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## NPMWA Sets Up in Cincy; Wants Probe

### Org Seeks CIO Tie-Up

CINCINNATI, Aug. 12.—The National Phonograph Machine Workers of America (NPMWA) chartered Local No. 6 here last week. Edward J. Duck, president of the independent union, which earlier chartered a local in Detroit (*The Billboard*, July 29), said the Cincinnati local has 11 members. In town with Duck was Arthur V. Sisco, director of national organization for the union.

After announcing the formation of the new local, Duck informed Cincinnati newspapers he had petitioned Sen. Estes Kefauver (D., Tenn.) to have Kefauver's Senate crime investigating committee probe monopoly conditions.

Duck's charges of monopoly were leveled against the Cincinnati Phonograph Owners' Association and Alfred Salupo, business agent of the AFL Electrical Workers' Union.

### "Ridiculous," Says Association

The charges were termed "ridiculous" by Lawrence Kane, attorney for the Cincinnati association, who said Duck's "ravings sound like Jacob Malik on the Korean situation (See *NPMWA* on page 100)

## Ristaurat Unit Set for Bow in Industr'1 Spots

APPLETON, Wis., Aug. 12.—Within two weeks, the Ristaurat Corporation will announce availability of the new non-coin-operated music machine. Compactly built, the unit is housed in a portable case and re-stacks twelve 45 r.p.m. disks automatically after the last one is played.

Equipped to service 18 loud-speakers, the machine is especially adapted for industrial and office building use and features a microphone attachment so unit can also be pressed into service as a communication system within a plant.

Prices and details will be announced shortly, according to Joe Cohen, sales manager, who reports that a dozen units have already been shipped to distributors for field testing in various parts of the country.

## Wurlitzer Plant Resumes Output After Vacation

NORTH TONAWANDA, N. Y., Aug. 12.—The Rudolph Wurlitzer Company here resumed production on the 1250 phonograph Monday (7) following a two-week vacation period which started July 24. Ed R. Wurgler, general sales manager of the phonograph division, reported that due to the backlog of orders which have piled up, the firm will step up its production immediately.

In addition to phonographs, Wurgler said the plant also is in production on its 48-selection wallboxes, and on the conversion kits for 45 and 33½ r.p.m. play on the 1250.

# Record Reviews

(Continued from page 35)

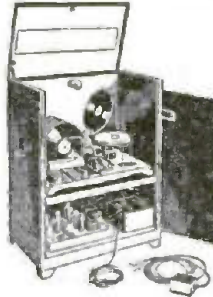
ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
		DISK JOCKEY
		OVER-ALL
<b>POPULAR</b>		
<b>MAC MCGUIRE QUINTET</b> Capitol 1135	<b>Cakewalk</b> The minstrel-type rendition of the minstrel oldie fails to impress.	60--60--60--60
	<b>Hokey Pokey Polka</b> The Adamson-McHugh polka doesn't fare any better.	60--60--60--60
<b>WAYNE KING ORK</b> Victor 20-3878	<b>Waltz of the Wind</b> Properly restrained and fiddle-some is this Nancy-Evans-Harry Hall duet of a better-than-average waltz tune drawn from the country catalog.	75--78--76--70
	<b>Lonesome—That's All</b> The maestro himself handles the vocal on this tearful lament.	71--74--71--68
<b>FOUR TUNES</b> Victor 20-3881	<b>Do I Worry?</b> It's the same tune that hit with the Ink Spots. This is not much competition for the oldie.	60--59--60--61
	<b>Say When</b> Group sings well, but nothing distinguishes from disks made by other quartets. This version of the tune won't hurt, tho.	65--64--64--67
<b>DAVE BARBOUR</b> Capitol 1134	<b>Harlem Mambo</b> This is Barbour's follow-up to "The Mambo." It shows off a fine and driving orking which will draw hefty spinner action. Ensemble sings a chorus.	76--80--75--74
	<b>Guitar Mambo</b> This is a medium mambo spotting a catchy riff as well as a brief bit of Barbour's guitar. Another for the spinner legion.	76--80--75--74
<b>MARGARET WHITING</b> Capitol 1132	<b>Let's Do It Again</b> With Joe "Fingers" Carr laying the piano foundation, Maggie teams thru a cute cornball item which could score in tavern locations.	73--73--70--77
	<b>Friendly Star</b> From the score of "Summer Stock," this lovely ballad is treated to a typically glowing and sympathetic song-selling job by the thrush. Score it as one of her finest recent ballad efforts.	84--85--84--83
<b>FRANK GALLAGHER</b> King 15058	<b>Don't Tread on the Tail of My Coat</b> A novelty built from an Irish ditty doesn't come off as anything special.	45--45--40--50
	<b>Our Serenade</b> This umpteenth adaptation of Schubert's "Serenade" is handed a business man's bounce dance treatment, with Gallagher turning in a passable vocal.	53--55--50--55
<b>MINDY CARSON</b> Victor 20-3878	<b>You're Not In My Arms Tonight</b> Lovely new Victor Young-Ned Washington ballad is treated to a lush Hugo Winterhalter setting for Mindy's tasteful vocalizing.	82--84--82--81
	<b>Touch of Your Lips</b> Mindy delivers one of her best recorded jobs in this job on the Ray Noble standard. Winterhalter's orchestral support paces her wonderfully and generally enhances the effort.	83--84--83--81
<b>ELLA FITZGERALD</b> Decca 27120	<b>Peas and Rice</b> The versatile Miss Fitzgerald turns to the calypso dialect here. Strong performance of not particularly enticing material.	74--77--74--72
	<b>I've Got the World on a String</b> Ella adds another lustrous ballad effort to her long list. She gushes warmth and feeling in this reading of the great standard. Her followers will want this one.	79--82--80--75
<b>BILL BICKEL TRIO</b> Boral 60264	<b>Secrets</b> Strictly instrumental is this version of the tune that's setting some action. The group, tho, is only a fair imitation of the Three Suns.	63--63--63--63
	<b>Lovely Night</b> This is a Bickel original adaptation of Hejre Khalil and makes a more interesting disk. Nice rink material. Could have local value in group's Pittsburgh territory.	68--68--68--68
<b>MADGE SUTTEE SWING QUARTET</b> Bullet 1008	<b>Avalon</b> Whether this is meant to be swing, jazz, or an imitation of the piano-roll style doesn't really matter, since nothing much happens.	49--49--48--50
	<b>Angry</b> Same comment.	49--49--48--50
<b>BEAN MARTIN</b> Capitol 1139	<b>Wham! Bam! Thank You, Ma'am</b> More informal than the Art Mooney job, Martin and Diala ork provide thro novelty treatment for the bright hunk of material.	78--79--78--78
	<b>The Peddler's Serenade</b> Italian-dialect song is a lilting, entertaining bit in this fine vocal rendition.	72--73--72--72
<b>BOB CROSBY-GEORGIA GIBBS</b> Coral 60263	<b>Dream a Little Dream of Me</b> Pairing Gibbs and Crosby on this oldie was a happy thought tho not an inspired one. It all adds up to an acceptable disk but little more.	75--79--73--73
	<b>Cherry Stones</b> Another good rendition of an importation that shows promise.	75--79--73--73
<b>JESS STACY</b> Capitol 1136	<b>Can't We Be Friends?</b> Light and bouncy instrumental interpretation of the standard is pleasant listening, featuring the Stacy piano; George Van Esp, guitar; Nick Falool, drums, and Morty Corbs, bass.	65--65--65--65
	<b>Imagination</b> More easy listening at a slower tempo.	65--65--65--65
<b>ART MOONEY ORK</b> MGM 10768	<b>Wham! Bam! Thank You, Ma'am</b> Attractive novelty, with contagious title phrase is given a robust production by bard, Bob Manning and gang.	78--79--77--78
	<b>There'll Never Be Another You</b> Highly attractive new ballad gets top-notch vocal and Miller-band treatment here. Tune is not the same as that waxed by the Andrews Sisters, and may suffer in the confusion.	79--80--78--78

(Continued on page 100)



## Gold Mine in the Cellar!

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SEE OUR COIN MACHINE  
AD ON PAGE 124



## Victor 45 Push To Cover Jukes

(Continued from page 16)

As an indication of how Victor is attempting to expand the 45 market, the diskery will cite the coin machine field wherein manufacturers are going 45. Wurlitzer, it will be pointed out, is now making available mechanisms which will play 45s. The company is also distributing a kit of Victor 45s with these mechanisms.

Seeburg, Victor will point out to its distributors, has a 45 working model and is tooling for production on both a 50-record, 100-play 45 machine and a 100-record, 200-play 45 machine.

There already is a complete 45 juke box the Ristaurat—45, in operation. Hundreds are being used, according to Victor.

In an effort to expand the 45 market, Victor also plans to work on the educational market this fall. Special packages, including instrument and records, will be designed for special areas which will be given a concentrated sales push. The accent will be on colleges and other educational institutions.

## NPMWA SET IN CINCY

(Continued from page 98)

tion." Kane also said that if Duck is serious in seeking an investigation, the association would join in and lend its full co-operation.

Duck, formerly with the UAW-CIO in Toledo, made similar charges last month against the Michigan Phonograph Association and the AFL teamsters' Detroit Local 985.

Duck told Cincinnati newspapers that the officers of his association—unnamed except for himself and Sisco—were former leaders in the CIO. Last Saturday, he asserted he had applied to the CIO for national affiliation. At present NPMWA is operating as an independent group. It is chartered, Duck said, in Michigan, with offices at 600 Michigan Building, Detroit.

Meantime, Duck said he would recommend that the Cincinnati local endorse a proposal that the Cincinnati City Council pass an ordinance which would make it illegal to "coerce a location to use a particular machine or a particular operator's machine."

## Record Reviews

(Continued from page 99)

ARTIST	TUNES	COMMENT	RATINGS
LABEL AND NO.			OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>POPULAR</b>			
DOROTHY COLLINS MGM 10753	I'm Playing With Fire	Miss Collins debuts as a singer with a neat job on this Irving Berlin oldie. She shows nice quality and fine phrasing.	71--78--68--68
	Me and My Imagination	The thrush treats this ditty as a rhythmic item. As such it doesn't stand up, tho the gal shows style. Could be too that she was trying too hard for perfect diction.	61--64--60--60
CALIFORNIA COMMANDERS ORK Capitol 2125	Shuffle Off to Buffalo	There's probably no reason why, among all the rest of the revivals, Capitol won't make it with this Hal Kemp styled orking. It sounds authentic.	72--78--70--68
	I Never Knew I Loved You	Same comment, tho the song has greater potential. Band incidentally is conducted by Lou Busch, who is better known in some quarters as Joe "Fingers" Carr.	73--78--74--68
VERA LYNN-LEE LAWRENCE-BOB FARNON ORK London 729	Cherry Stones	Despite activity on the song and Miss Lynn's growling following, this duet version lacks the spark to fire a hit.	71--72--72--68
	Your Heart and My Heart	The spark is there, on this side. A fine new ballad gets a meaningful interpretation.	77--80--77--75
YANK LAWSON ORK Signature 15280	Sugar	Big band jazz played by a group composed of some of the better sidemen in the business. A reissue.	67--69--67--66
	Sensation Rag	Same group sounds more commercial on this side in view of the activity in Dixieland stylings.	70--73--70--67
JOE GRAYDON Coral 60265	Our Very Own	Graydon does a pleasing job with this lovely pic title tune. A relaxed, song-selling job which makes solid coverage should the song start to move.	75--76--74--74
	If I Had a Magic Carpet	Late release of a pretty plug ballad which has shown no sign of breaking thru. Graydon does a handsome job of it nevertheless.	61--64--60--60
NAPPY LAMARE'S STRAWHAT SEVEN Capitol 2128	Listen to the Mocking Bird	Idea of making this Dixie crew with the old tune must have sounded like a good one, but it just didn't come off. Slow tempo drags the disk.	65--66--65--65
	Bag Rag	Brad Gowns-Nappy Lamare original is far better material for the group's Dixie styling. Lamare's banjo plucking supplies the polish.	73--75--72--72
JERRY BYRD-JERRY MURAD HARMONICATS Mercury 5461	Harbor Lights	Both sides of this revival coupling could cash in on the stir started by the Griffin and Petty originals. Byrd's Hawaiian guitar blends neatly.	80--81--79--80
	At Sundown	The weaker side, this one aims at a jazz interpretation.	70--70--70--70
BING CROSBY Decca 27117	Friendly Islands, The	Ballad from the coming "My Blue Heaven" flicker lends itself for an ingratiating croon job by der Bingle on class material.	77--80--77--75
	All My Love	Superb Victor Young orking and Jeff Alexander choral support enhance a rich Crosby warbling job on this beautiful French import. Could be the dishing that might establish the song here.	88--88--88--88
FRANKIE LAINE Mercury 5458	Dream a Little Dream of Me	Intimate rhythm treatment is accorded this lovely revival by Laine and a rhythm section plus clay backing. Should at least score solidly with the Rock of Laine admirers and could hit big if song revival is successful.	86--87--85--85
	Music, Maestro, Please	Laine lays on the hambone in an attempt to revive another fine oldie. Rather unusual emoted intro and ending may draw plays.	82--83--83--80
CONNIE HAINES Coral 60261	Along the Navajo Trail	Gimmick intro and ending plus an unusual treatment of this oldie plus a wonderful job by the thrush could make this a heavy winner merely on the strength of performance.	85--86--85--85
	I'm Bashful	Connie turns in another superb job with this promising novelty ballad. She is neatly backed by an ear-attacking Roy Ross orking.	81--82--80--82
GUY LOMBARDO Decca 27118	All My Love	Lombardo knocks out the usually expert and efficient terp treatment of this beautiful melody. Bill Flanagan contributes an acceptable vocal.	85--85--85--85
	Swiss Bellringer, The	Right down the Lombardo novelty alley is this delightful ditty which is done up brightly with twin pianos, Trio, Kenny Gardner, bells and all. Could be a big coupling for the master.	85--85--85--85
WOODY HERMAN Capitol 1126	I Want a Little Girl	Woody revives this fine oldie in handsome modern dance ork casing. He sings it with group aid in his singular feelingful style. Herman's most commercial effort in ages.	79--80--79--79
	Music To Dance To	Instrumental original spotting the "Four Brothers" sax blend practices what the title preaches. It's a swarming piece which is heavy on ensemble, modern yet melodic and light on estetica.	71--75--72--67

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**CHILDREN**

**RAY HEATHERTON**  
Columbia 355-PV (7")

**Three Little Pigs (1 & II)**  
For this mini-disk, the tale has been reduced to its bare essentials, using catchy jingles and sound effects. Excellent quality, production and appearance for a 25-cent product. Can be spotted on kiddie air segs.

83--82--84--88

# Record Reviews

**RATINGS**  
**OVER-ALL**  
**DISK**  
**JOCKEY**  
**RETAILER**  
**OPERATOR**

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>CHILDREN</b>		
<b>RAY HEATHERTON</b> Columbia 356-PV (7")	<b>Hansel and Gretel (I &amp; II)</b> Another excellent abridgment, using some of the Humperdunk music. If displayed, this series could sell itself fast in retail shops and chain departments.	83--82--84--NS
<b>RAY HEATHERTON</b> Columbia 357-PV (7")	<b>How Old Are You?</b> Snappy little, folk-style song nicely rounds out an attractive birthday disk, junior size.	75--77--74--NS
	<b>The Happy Birthday Record</b> Good-enough birthday disk features the warbler with trio. Lively little production.	76--NS--76--NS
<b>RAY HEATHERTON</b> Columbia 358-PV (7")	<b>School Days</b> Swing rendition of the old-time fare, always strong with kids of school and camp age.	79--78--80--NS
	<b>Daisy Bell</b> Ditty. Can be worked into air and TV shows.	79--78--80--NS
<b>COUNTRY &amp; WESTERN</b>		
<b>RED RIVER DAVE</b> MGM 10789	<b>Change Partners</b> This time the theme's "Switchin' Around." Dave's appeal is forthright and convincing, tho the situation isn't common.	68--69--68--68
	<b>Jack O'Hearts</b> Dave delivers an admission to young gals, but fails to impress.	61--62--60--60
<b>JACK POWERS</b> Lotus LO-1	<b>End of Desire</b> Pretentious piece of erotica is eden abber' latest contribution. No "Nature Boy" here.	47--53--47--40
	<b>Guitar-Totin' Cowboy</b> Like the flip, the vocal balance is poor here. It's another abber original, but offers nothing too special.	47--47--48--45
<b>JOHNNIE WHITE &amp; HIS MELODY KNIGHTS</b> Fortune 142	<b>When the Roses Bloom Around Our Cabin Door</b> True-blue, down-to-earth, but ordinary country stuff warbled in harmony.	61--62--60--60
	<b>The Southland Boogie</b> Rural band vocal boogie has a good beat. Again, nothing unusual is offered.	63--63--62--64
<b>JACK SHOOK-DOTTIE DILLARD-OWEN BRADLEY QUINTET</b> Coral 64054	<b>Give Me a Little Old-Fashioned Love</b> High-riding Ernest Tubb tune is custom-tailored to the pop-corn trade in this fine combination of talents.	78--78--78--79
	<b>Goodnight, Irene</b> Sweet harmonizin' gives the label adequate coverage on the hit, tho the heavy competition got there first.	72--72--70--75
<b>SUN VALLEY TRIO</b> 4 Star	<b>The Hokey Pokey</b> Item here is a set of dance instructions, done in a repeating refrain—an attempt at a rustic "Hucklebuck." Conception is synthetic and too repetitious.	52--54--52--50
	<b>Paddy Murphy's Wake</b> Trio warbles and plays an Irish comic novelty on the wake theme. Not country, nor promising for pop, either.	42--44--42--40
<b>BOBBY GREGORY &amp; HIS CACTUS COWBOYS</b> Hilbilly 71101	<b>No Mail From a Female</b> Feeble, silly stuff, ineptly performed.	18--21--16--16
	<b>Who-Oh</b> Gregory sings another of his own tunes on his own label.	17--20--15--15
<b>CACTUS PRYOR</b> 4 Star 1498	<b>If I Know'd Youse A' Comin' I'd Cut My Throat</b> The perpetrator of the "Dying Duck" takeoff has another salty, rib-tickling country burlesque on the recent "Bake A Cake" hit.	83--84--83--81
	<b>Can't Yodel Blues</b> Another rib job here, this one about the mock tragedy of a country boy who tries to master the yodeling art to win his gal away from a sure-enough yodelin' cowboy. Some laughs, but not with the wide appeal of flip.	73--76--73--70
<b>JACK SHOOK</b> Coral 64088	<b>I'm Moving On</b> Shook and country combo knock out a sprightly coverage job on the high-stepping Hank Snow blues.	68--70--70--64
	<b>Steppin' Out</b> Medium throbber with beat is a dilute vamp on the "Slippin' Around" theme; doesn't convince.	63--63--62--64
<b>TERRY PRESTON</b> 4 Star 1388	<b>Flowers Speak Louder Than Words</b> Preston gets urgency and conviction into an indifferent, rather tepid weeper. Disparity between rendition and material is too great.	66--66--66--66
	<b>The Letter You Promised To Write</b> Again, Preston turns on an admirably warm and soulful vocal on a throbber that is only routine.	70--70--70--70
<b>HANK LOCKLIN</b> 4 Star 1408	<b>Fifty Miles of Elbow Room</b> Semi-sacred song, a Locklin original, is sung in full-bodied style, with a sound beat. Attractive stuff.	77--78--76--NS
	<b>Are You Treating Your Neighbor As Yourself?</b> The talented clefter-warbler has another well-built piece of material here.	71--72--70--NS
<b>STUART HAMBLIN</b> Columbia 10733	<b>Good Mornin' Yall</b> Pleasant-enough rippy-tippy ditty isn't likely to start a riot.	68--69--67--67
	<b>I Whisper Your Name</b> Another Hamblin tune, this time a throbber. Effort fails to penetrate.	67--67--67--67
<b>TOBY DOWDY</b> Mercury 6470	<b>Gonna Get Going</b> Blues side, with a country beat, uses a jazz sax. Danceability is its strongest feature.	66--65--66--69
	<b>Steppin' Out</b> Attractive new song in the "Slippin' Around" vein gets one of its best renditions here. Good chime guitar work stands out.	78--78--78--78
<b>"COUSIN" FORD LEWIS</b> 4 Star 1310	<b>I'm Movin' On</b> With the Hank Snow original showing big this hustler interpretation should do okay in the hill country and Southwest.	80--80--80--80
	<b>Last Night You Said Goodbye</b> Nasal warbler has less to work with here.	66--67--66--65

(Continued on page 112)

the SMALL  
PHONOGRAPH  
for the  
SMALL  
LOCATIONS

Precision Engineered,  
coin operated  
**RISTAUCRAT '45'**  
plays twelve 45 RPM  
records—restacks  
them automatically.

The  
MUSIC BOX  
for the  
SPOT You  
FORGOT



Only 12" wide,  
12 3/4" deep and  
16" high.  
Weights only  
30 lbs.

## RISTAUCRAT '45'

- **PLAYS 12-45 RPM RECORDS**—restacks automatically. Un-breakable 45 RPM's last longer than others, are easy to carry, easy to store.
- **SUPERB TONE**—Sparkling clear tone is comparable to the most expensive juke boxes made. Can be regulated as soft or as loud as you wish.
- **EYE-CATCHING CABINET**—hand finished; topped by an un-breakable plexiglas dome lighted with soft, glowing color.
- **5¢—2 FOR 5¢ PLAY**—quickly, easily set for the type of play the location requires. Separate cash drawer.
- **CONNECT WITH SPEAKERS**—one or two speakers can be connected instantly.
- **AMAZINGLY LOW COST**—five RISTAUCRAT '45' machines cost less than one large juke box, giving you more locations at less cost, more profit per unit.

IDEAL FOR RENTAL PURPOSES

# RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

# Cup Vender Operation Round-Up

## Goods Producing Plants, Theaters Lead Locations; Future Potential Ripens

### Daily Servicing Rule in Most Installations

By Fred Amann

(This is the second part of a three-part location-study series. The concluding article will deal with cigarette operations. The first article, last week, dealt with candy vendors.)

CHICAGO, Aug. 12.—A significant factor in soft drink cup vender operation, acting to limit current over-all sales-placement findings but affording a truly wide future installation potential, is the absence of such equipment in many sections of the country. This was the keynote of reports from operators surveyed by *The Billboard* during a location study on cup vendors. Where cup units are operated in quantity, leading industrial type installations were found to be in good-producing plants and transient or public locations, paced by theaters.

Dividing the location study into industrial and non-industrial types, operators specializing in the former report upped weekly sales volume is already becoming apparent due to increased employment, over-time and in some instances added shifts. However, this is true only in goods-producing plants, with service and other type factory or captive-installations not affected.

#### Top Industrial Spots

In addition to top goods-producing factories, prime industrial and/or other employee-type locations include department stores, hotels, freight terminals and similar establishments (See Cup Operation on page 107)

## Vendors Hike Ciggie Prices By 2-3 Cents

### Boosts Vary by Sections

NEW YORK, Aug. 12.—Operators, beset with rising route costs, have lost little time in passing on to consumers the recent 1/2-cent increase in wholesale cigarette prices. (The *Billboard*, August 12.)

While the situation is by no means consistent throughout the country, in most cases operators have added a penny to the vending price. But where they sold at 20 cents before, the rise is often 2-3 cents, to help defray the cost of quarter conversion.

In New York State the general vend price is now 24 cents, except for a few up-State cities. In Buffalo and Rochester, for instance, competitive factors forced a return to 20 cents some time ago after a flyer at 23 cents had been taken. A multi-penny jump there might create strong buyer resistance, some operators hold, and the plunge has yet to be taken.

New Jersey, which held to a 20-cent price despite a 3-cent State tax, has gone to 23 cents almost entirely. Pennsylvania and Texas have gone to 24 cents in most cases, although some operators are still holding to the earlier 23 cents.

In Illinois, Michigan and Indiana, almost all operators have standardized at the 23-cent price, although they sold both at 20 cents and 23 cents before the wholesale rise. Some operators in Ohio have jumped the 20-cent barrier and gone to 22 cents, although the move is not yet general.

Connecticut is up to 23 cents from 22 cents and a move has been noted in Virginia, especially the Seaboard cities, to go to 20 cents from 18 cents.

## Jolly Boy Ice Cream Venders Set by Belvend

CHICAGO, Aug. 12.—Belvend Manufacturing Company, Inc., has added a line of ice cream vendors, under the trade name Jolly Boy, to its penny bulk machine and allied pan-candy distributing activities. The ice cream unit, manufactured for Belvend under a contractual agreement with a second firm, is sold on the same basis as its penny equipment, and is said to be competitively priced.

#### Supply Arrangement

Features of the Jolly Boy package plan include making supply arrangements with ice cream producers in those parts of the country where franchised operators set up shop. This means that a special Jolly Boy bar will be made up, to a specific formula requiring the bar contain at least 2 per cent over the State's stipulated butterfat content. At present, the single flavor offered is vanilla, chocolate coated, and individually packaged in cartons.

Operator franchises, which have already been let in Chicago; Tulsa, (See *JOLLY BOY* on page 104)

## Canadian Firm Intros New Towel, Hanky, Soap Units

TORONTO, Aug. 12.—Vending units designed to eliminate the heavy expense of washrooms and actually turn them into profitable operations are being offered by the Canadian Restroom Equipment Company. The units were designed by Ed Piggott, head of the company.

The three units, all made in Canada, merchandise pocket tissue handkerchiefs, paper towels, bar of soap and a comb. All are of the same dimensions, varying in design and construction only in the interior mechanism, in order to accommodate the various merchandise offered. They are of durable attractive white porcelain enamel finish.

The CRE-15 Hankiette Vending Machine is designed to dispense, for a nickel, an attractive package containing 10 double ply "Hankiettes" (pocket tissue handkerchiefs or for use as face tissue). It is available to operators at \$35, f. o. b. Toronto.

Advantage of the package is that

## Lunch Box Adopts Outright Sale Policy; Exhibits at Trade Fair

CHICAGO, Aug. 12.—With the first public showing of its multiple-product food vender at the first U. S. International Trade Fair here this week (7-20), Lunch Box, Inc., announced a change in business policy and a new line-up of officials.

The lease arrangement offered operators with the inception of the firm in July (*The Billboard*, July 15) has been discontinued, with the vender now being sold outright. As announced by C. Moreau, who was instrumental in firm's formation, prices are \$895, dropping to \$800 on orders of 10 to 19, with a base of \$750 for 20 or more units. Firm is now appointing distributors for various areas.

#### Tasty Firm Out

Formerly heading Tasty Sandwich Company, Inc., Chicago, Georgia Shanks and Florence Vipond now head Lunch Box with Moreau. Tasty Sandwich Company has been dis-

continued, according to Miss Shanks. Lunch Box has exhibits in both sections of the International Trade Fair; one display machine each at the Navy Pier and the International Amphitheater. In addition, firm has six units on location at Navy Pier for the duration of the fair. These are spotted about the exhibit floor for use by visitors, and vend six items at a dime each; carton milk, cake, canned tomato juice, sandwiches, fruit salad and chocolate pudding (latter two items are packaged in Dixie cups which are boxed).

#### Use 8-Column Unit

As initially announced, Lunch Box continues to use the eight-column Cedar Hills Dari Mart vender with special column adaptation to handle the various foods. The two highest volume items (milk, sandwiches) are stocked in two columns, remaining in one column each. Approximate total capacity, depending upon type of food packages vended, is 140 units.

## Gotham Officials Study Cup Vending in Move To Draft Machine and Service Rules

### Seek To Tighten Sanitary Code Provisions

NEW YORK, Aug. 12.—A long-term study by the New York City Department of Health, now in its second year, may lead to the incorporation in the city's sanitary code of a special set of regulations to guide cup vender operation here. The far from complete, the study has already led to the drafting of a tentative set of specifications.

The regulations, when and if adopted, will profoundly affect cup machine operation. They will make mandatory the compliance with sanitary standards now only partially observed.

Manufacturers selling equipment

for placement here (the largest single cup machine market in the country) will also be affected. Regulations being considered stipulate details of (See *NY VENDER* on page 108)

## Set NAMA Red Feather Plan For Chi Ops

### Meet To Form Program

CHICAGO, Aug. 12.—The organization of a committee to support Chicago's Community Fund thru the National Automatic Merchandising Associations (NAMA) Red Feather plan was announced by local operator members this week.

The committee, headed by William Fishman, Automatic Merchandising (See *NAMA RED* on page 104)

## WVMOA's Agenda For Sept. Meeting

LOS ANGELES, Aug. 12.—Members of the Western Vending Machine Operators' Association (WVMOA), scheduled to hold its next meeting September 26, will hear a report on its activities in the industry's Red Feather campaign, M. L. Slater, president, said.

Co-operating with the Cigarette Merchandisers' Association of Southern California in its all-out drive to boost the Community Chest fund, the bulk operators have already taken (See *WVMOA's* on page 107)

**Developing New Markets:**

# Denver Industry Small, So P & M Develops Other Type Locations for Cig Venders

By Robert Latimer

DENVER, Aug. 12.—The cigarette vender must make a definite effort to cultivate new types of locations in order to expand his route and sales, according to Dick Ziska, general manager of P & M Vending Company, major cigarette venders in the Colorado capital.

P & M is currently "feeling out" a large variety of potential locations and keeping a close check on the results. With 325 machines already located in Denver and suburbs, the firm has been sharply limited by the paucity of industrial plants.

"We have only two large factories employing more than 200 in the entire city," Ziska pointed out. "That means that there is little opportunity in this fast-selling direction and, consequently, we must resort to other types of location which to date have scarcely been considered."

**Service Stations**

No. 1 on the list for the P & M expansion program is service station outlets. Whereas a year or so ago there were no all-night gasoline stations operating in Denver, there are now more than a score, all of which serve as excellent points for the late-hour celebrant to pick up a pack of cigarettes before going home.

"We've found that the service station which remains open late is a sure-fire source of worthwhile sales," Ziska said. "Even stations which stay open only till midnight are worth consideration, so long as the operator can be depended upon to take the machine in and out when required. Most station owners are willing to install venders, if for no other reason than that the machine helps to pull in gasoline customers during a rough, competitive sales period."

**Drugstore Outlets**

Of real interest is the fact that many Denver drugstores are now installing electric or mechanical cigarette venders in their stores. Whereas a couple of years ago druggists were

solidly interested in profits earned by cigarette sales, forcing down of the price by chain drugstores has to all extents limited profits to 1-cent per carton or so. Therefore neighborhood and independent drug stores are actually losing money in waiting on cigarette purchasers, and installation of a cigarette vender will leave sales people free to wait on customers buying profit-bearing merchandise.

"Few druggists enjoy climbing out of a window they are trimming, or dropping a prescription halfway compounded to wait on a cigarette customer," Ziska pointed out. "In this way the machine takes the load off their shoulders."

It may be pointed out that low-price cigarettes are a sure traffic building asset in the drugstore. In comparison with the amount of time saved by machine selling, however, this point has no real significance, Ziska believes.

P & M Vending Company has likewise been successful in placing many machines in night clubs and lounges which feature dancing. Here, the principal sales asset has been pointing out to the management that with the machines, there is no necessity of collecting an amusement tax, such as is necessary when cigarettes are sold over the bar or by waitresses. Scores of lounges quickly see the wisdom of this fact, and thus venders have gone into many such spots since January 1 of this year.

# Zaug Develops Cigar Convers'n

NEW LONDON, Wis., Aug. 12.—R. W. Zaug, president of Modern Vending Service, this week announced completion of plans for marketing a newly developed cigar conversion unit for cigarette machines.

The cigar conversion according to Zaug, can be added to regular cigarette vending equipment without using brackets or necessitating the loss of floor space. Unit is especially adaptable for use in locations with limited floor space.

In addition to the conversion unit, Modern Vending Service has also developed a special cigar packet made of moisture proof material which will be sold under the trade name of Zauger. Tests of the packet have shown cigars remain fresh after a four-month trial period.

Production and marketing of these two products have been held up pending approval of the pack by the United States Revenue office and delivery to the firm of additional wrapping equipment.

**Nedicks Promotes Three**

NEW YORK, Aug. 12.—As part of its current expansion program, Nedicks this week announced the promotion of Joseph W. Riley as vice-president in charge of the wholesale division; William W. Thackeray, vice-president in charge of store operations, and A. Mele to the office of secretary.

Riley, formerly sales manager of the franchise division, came to Nedicks in 1949 from the Charles E. Hires Company. Thackeray, formerly general superintendent of store operations, joined Nedicks in 1928, and Mele started with the company in 1936 as a clerk. All three also were made members of the board of directors.

**Hires Names Johnson**

PHILADELPHIA, Aug. 12. — The Charles E. Hires Company has announced the appointment of Ralph E.

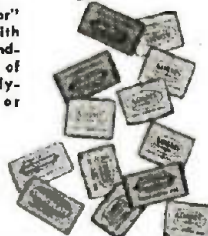
Johnson as manager of its Milwaukee plant. Johnson joined the Hires org in 1945 after many years in the beverage field, concentrating in the Midwest territory.



"THE LATEST IN A LONG LINE OF ARISTOCRATS"



"The Penny vendor" is equipped with six columns, vending your choice of tab and candy-coated gum or chocolate bars.



meet the new baby!

# "the Pennyvendor"

The latest addition to the STONER family, is an Aristocrat with an eye on Profits! Installed in conjunction with your Candy, Cigarette, Drink or Cracker machine, "the Penny vendor" affords additional profit opportunity. Check the features of this new eye-appealing off-spring!

- Vends tab & candy-coated gum of your choice or penny chocolate if you prefer.
- Six-column, versatile and trouble-free operation.
- Simple, effective STONER slug rejector.
- Housed in attractive, Univendor-styled, metal cabinet.
- Available in Green, Tan, White, Blue, Gray or Red Bronze finish.
- Comes with or without bracket for mounting.
- Backed by Stoner reputation of proven performance.

SIZE: 18 1/2" high, 11 1/2" wide, 5 1/4" deep.

*Pioneer Mfg. Corp. Aurora, Illinois*

# Grant Patents for 3 Vender Mechanisms

WASHINGTON, Aug. 12.—Patents for three vending units were granted this week to as many firms, the U. S. Patent Office announced. The first patent covers a storage and dispensing device for ice cream venders, and was granted to James E. Kendig, assigned to Eastern Engineering & Sales, Inc., Philadelphia. The unit is comprised of a rotary magazine, has a cam-actuated dispenser which is operated by revolvment of the magazine.

A coin mechanism patent, granted to Milton C. Taylor, was assigned to the Bastian-Blessing Company, Chicago. Device includes a pair of fixed coin chutes, a slidable plate supported between the chutes, and a pair of coin receptacles holding one or more coins. Unit is so constructed that when a coin is deposited, it will move a plate out of alignment with the chute by advancing the support, thus permitting controlled dispensing of an article with each coin of the proper denomination.

The third patent, granted to Herman Carew and Wayne M. Mack, was assigned to the Dixie Cup Company, Easton, Pa. It covers a cup dispensing unit, a carrier for a series of stacks of cups, and a means for intermittently actuating the carrier to move a full stack into dispensing position.

**ROWE ROYAL**  
10 Col., 400 Pack Cap.  
**\$85.00**

8 Col., 320 Pack Cap.  
**\$80.00**

**ATTENTION 25c CONVERSIONS**  
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

**CIGARETTE MACHINES**

UNEEDA, 8 Col. .... \$95.00  
UNEEDA, 6 Col. .... 85.00  
Uneeda Model 500, 9 Col., 350 Pack Cap. .... 90.00  
8 Col., Model E, 240 Pack Cap. .... 62.50  
P-X, 10 Col., 425 Pack Cap. .... 100.00  
National 9-50, 350 Pack Cap. .... 95.00  
DuGrenier MODEL W, 9 Col., 308 PACK CAP. .... 62.50

**CIGAR MACHINES**  
50 capacity, 10c vending, \$8.50  
Lots of 10 or more, \$7.50 ea.

**CANDY MACHINES**

ROWE, 120 Bar Cap. .... \$75.00  
CANDYMAN, like new, 72 Bar Cap., Enclosed Base. .... 55.00  
VENDIT, 150 Bar Cap. .... 57.50  
U-Select-It ..... 35.00  
UNEEDA, 105 Bar Cap. .... 75.00  
UNEEDA, 40 Bar Cap. .... 23.50

**SALE NATIONAL CANDY VENDER \$100.00**  
9 Col., 162 Bar Cap.

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. O.  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**  
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
New . . . Reconditioned . . . As Is  
166 CLYMER STREET      EVERGREEN 7-4568      BROOKLYN 11, NEW YORK

### Smokes Disappear

COLUMBIA, S. C., Aug. 12.—Saxons of South Carolina, Inc., cigarette machine distributors and operators, are having trouble keeping up stocks.

For the third time within less than 10 days police received a report that the Saxon's building had been entered and a large quantity of cigarettes stolen.

According to police records, the firm first reported 120 cartons of smokes taken. The second time the thieves removed 354 cartons of cigarettes and an adding machine. In the last burglary, 522 cartons of cigarettes, valued at almost \$1,000, were stolen.

## Coan Puts Trade-In Plan In Effect for Operators

MADISON, Wis., Aug. 12.—Substantial trade-in allowances on older U-Select-It models were announced here this week by Coan Manufacturing Company in an effort to retire obsolete candy equipment from the field and replace it with modern machines. Frank Doyle, sales manager for Coan, informed the company's customers they would be allowed \$20 on Model 54 and \$25 on Models 72 and 74 to apply on the purchase of new U-Select-Its.

The present Coan model carries a time-selling price of \$95.50, a cash

price of \$94. Doyle said approximately 40,000 of the older model machines could conceivably be replaced under the program.

Models traded in, Doyle said, will be junked at the Coan factory. Operators must ship their old equipment to Coan within five days after receiving their new equipment, and the serial numbers of the equipment to be traded must appear on orders for new equipment.

Coan worked out the trade-in plan, Doyle stated, to encourage operators to retire older equipment which may be both an eye-sore and costly to maintain. Ne machine replacements, at reduced cost because of the trade allowances, should raise the efficiency level and help increase sales, Coan told its customers.

To demonstrate the cost to operators, Doyle pointed out that the \$25 allowance on old Models 72 and 74 would reduce the time-selling price of a new unit to \$70.50. In addition, operators must pay a 10 per cent down payment of \$7.05. The balance, \$63.45, is payable in 18 months at \$3.53 per month thru a financing program Coan has with the Walter Heller Company, Chicago.

### NAMA Red Feather Plan for Chi's Ops

(Continued from page 102)

Company, Chicago, and chairman of NAMA Region VI, met with Bernard A. Roloff, public relations director, and Robert E. Coburn, campaign director, of the Chicago Community Fund, at NAMA headquarter recently. Meeting was held to estimate the total amount of message tape required for NAMA's Chicago Red Feather needs, and also to demonstrate the solidarity of NAMA operators in Chicago behind the program.

It was decided that NAMA Red Feather promotional material would be placed on participating members' vending equipment a week to two weeks prior to the campaign, which opens October 9. Cups and match packs with the appropriate Red Feather messages will be dispensed by September 15, so as to permit their pre-campaign placement.

Chicago NAMA operators participating include A. J. Behrens and Edward Wygerl, Pepsi-Cola Bottling Company of Chicago; Matt O. Blesius, Mills Automatic Merchandising Corporation; J. D. Brodsky, Illinois Vending Company; G. L. Duryea, Chicago Concessions, Inc.; David Gottlieb, Kate Coffemat Vending Service; Theodore H. Griesenauer, Bowman Dairy Company; M. L. Heffer, Johnson Tobacco Company; B. J. Kiley Jr., Airport Vending Service; Herbert S. Kohn, Kwik-Kafe of Chicago; Max Kavinow, Milk Vending Service Company; Howard I. Olsen, Transit Sales Service, Inc.; Leon Segal, Kandy Korner, and Herman Stamer, Mechanical Merchants, Inc.

### JOLLY BOY ICE CREAM

(Continued from page 102)

Okl., and Miami areas, cover operating procedures in addition to offering area protection, according to Belvend officials. Frequency of servicing (recommended on a daily basis) and cleanliness are two points covered. Servicemen are uniformed in a white shirt and cap, with the former carrying the Jolly Boy insignia in blue lettering on the back. Routeman's name appears in small letters on the front pocket.

CHICAGO, Aug. 12.—Mills Industries, Inc., will start a two-week vacation period August 21, it was announced this week. At the same time it was reported that production on bell machines for Bell-o-Matic had been increased during the first three weeks of August.

### Conn. Collects Cig Taxes

BRIDGEPORT, Conn., Aug. 12.—State Tax Commissioner Dennis P. O'Connor's drive against evaders of the cigarette tax has netted the State \$4,878.03 so far, according to a statement issued by his office this week.

Nearly all of the 147 tax evaders subpoenaed to hearings during the past two weeks appeared and were co-operative about bringing their returns up to date, it was announced



## VICTOR'S REVOLVING SUPER MARKET

Dominates Any Location

The most practical MULTIPLE bulk vendor ever built... featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand... the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

SELECTIVITY... the most important factor in successful automatic vending... makes everyone a potential customer for VICTOR'S REVOLVING SUPERMARKET.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new buy view display compartment plus side display windows.

See SUPER MARKET TODAY at your distributor

### VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Ill.



IT'S A HONEY

The NEW ACORN 5c

### ALL CHARM VENDOR

No question about it... this smooth working vendor is a Honey of a money maker in ALL locations. Place the Acorn 5c All Charm today and you'll operate many more tomorrow. For it is certain to produce the biggest profit harvest of 1950. ORDER TODAY!

Complete Details on Request

#### DISTRIBUTORS

A few choice territories are still open. Write, phone, wire, phone. M. J. ABELSON, Gen. Sales Mgr. 1349 Fifth Ave., Pittsburgh, Pa. Phone: ATlantic 1-6478-6479

Pacific Coast Dist. OPERATORS VENDING MACH. SUPPLY CO. 1022 S. Grand, Los Angeles 15, Calif.

11411 Knightsbridge Avenue Culver City, California



**FITS ANY SPOT!**

### ALKUNO CIGARETTE VENDOR

You need a cigarette machine like this — a machine — 100 capacity columns — 100 capacity silver quarter only — regular and extra in size — no matches.

**MODEL 600**  
Metal cabinet and base.  
Mt. on Base, 60"  
Wt. on Base, 70 Lbs.

**PRICE**  
MACHINE \$65.00  
BASE 12.00

Immediate Delivery in Green Metal Lustre Finish

Other ALKUNO Models — 440, Silver Quarter, Free Matches — 441, Two Dimes, Free Matches — 441, Two Dimes, No Matches.

TAKE ADVANTAGE OF ALKUNO'S NEW **FINANCE PLAN**

Write for Catalog of Complete Line Including 5c Cracker Vendor

**Alkuno & Co.** 408 Concord Ave. New York 54, N.Y. MElose 5-7757

## SENSATIONAL VENDING DEAL!

**Bigger Profits for you with PURITY PRETZEL STIX VENDER**

A natural fit-in with any Beverage Vending Unit.

**BIG PREMIUM PROMOTION!**

A 5c SELLER WITH A 100% Mark-Up

Purity Pretzel Stix are a golden brown crisp and tasty food confection. Men, women and children go for them in a big way.

Write for Prices and Details

**VEND-RITE MANUFACTURING CO.**  
1536 N. Halsted Street, Chicago 22, Illinois

## GET NEWER CHARMS

Lower prices from America's newest Charm manufacturer: Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
613 N. Spruce Street Pittsburgh 20 Pa.



## Turning Back the Clock

10 Years Ago This Week  
 CHICAGO, Aug. 10, 1940.—Exports of juke boxes hit a new high with the June total of 239 machines, valued at \$40,837, going to a dozen countries. Interested operators checking up on out-State shipments discovered that the leading juke importer was Canada, with 120 phonographs, followed by Mexico, with 75. Next four countries proving most juke-conscious were Salvador, importing 20 units, Columbia, 7, Brazil, 5, and Soviet Russia, 4.

From New Orleans came word that operators were showing sharp interest in testing counter model jukeboxes for home parties and small candy and drugstore locations.

Formation of a new phonograph association for operators was announced in Chicago. It was called the Illinois Phonograph Owners, Inc., and Joseph A. Kroeck was elected the first president. Secretary and treasurer was Morris Korengold, with Earl Gardner association manager.

Bowling alley owners thru New England were enthusing over the profit lift they were experiencing during off-season weeks because of

pin game installations. Many alleys claimed that the pin games boosted revenue to within 30 per cent of normal spring trade.

Exhibit Supply Company was reading its "surprise game of the year" for Labor Day release. Called Landslide, the game featured five ways to win, both free play and non-vertible styles. Price was \$104.50. Another boom game of the season was Dude Ranch, a Genco product. Employing a ranch motif on back-board and play field, it also listed at \$104.50.

On the futuristic side, Chicago Coin Machine Company made its bid for game fame with Skyline. This one featured back panel and play field designs of modern-plus buildings and skylines, had an extra score build-up and transfer idea. Stoner Corporation came up with a five and dime play game, Double Feature. On nickel, player tried for high score with extra points if bumpers were contracted when lit. On dime, player tried for high score or lights out to receive a double award, made in addition to skill points earned. This was another \$104.50 model.

15 Years Ago This Week  
 CHICAGO, Aug. 10, 1935.—News of the week was the formation of the National Council of Coin Machine Operators' Association during a meeting in St. Louis. Twelve operator associations sent delegates. The meeting had been called by the organization committee appointed during the 1935 Coin Machine Exposition here.

Ralph T. Young, chairman of the organization committee, presided. He explained the plan for the national group: State associations would appoint two members to the national council and pay a membership fee of \$50 per year. Local county and city associations could become members by payment of a \$25 fee and would be entitled to one member in the council. Over-all plan was for a national representative body which would meet for counsel, exchange of ideas and would make plans for the advancement of operators' interests throughout the country.

With the formal setting up of the council, Young was elected chairman, Fred A. Mann, president of the Organized Operators of Chicago, was named vice-chairman, and Archie LeBeau, vice-president of the Minnesota Skill Game Operators' Association, was elected secretary-treasurer.

Exhibit Supply Company adopted a policy of advance production information for its jobbers. Leo J. Kelly, Exhibit sales manager, said the issuance of a pamphlet called *The Profit Booster* would "take the secrets out of the business." He added that firm's jobbers were its star salesmen, and should know what the factory has in process so that they in turn could advise their operator customers.

In Dallas, jobbers and operators banded together to join the Better Business Bureau. Weekly luncheons were arranged by operators to promote fellowship and good will, with all such meetings to be rotated in at least one cafe location of each operator.

Coincraft Corporation, Chicago, reported it was working on a new type game which would be radical in that it could be played in 25 seconds. Maximum length of play would be one-half minute, altho it was 10 ball play.

### Cuba-U. S. Sugar

WASHINGTON, Aug. 12.—In an attempt to end the sugar panic, Agriculture Department is now negotiating to buy the entire Cuban reserve of some 600,000 tons. This amount will be in addition to the recent increase of 350,000 tons in the 1950 sugar quota.

## WANTED

OPERATORS--DISTRIBUTORS  
 ROUTE SALESMEN

They Say: Opportunity  
 Knocks But Once--This Is It!

Hundreds of these Machines on location six months. Paid off 100% to 500% on the investment.



Thousands of LOCATIONS will welcome THE ANSWER BOX. Napkin Holder because it pays for the Napkins plus entertaining customers. ASK THE ANSWER BOX any YES or NO Question and it will give you the correct ANSWER.

**NO MERCHANDISE • NO SERVING**  
 Just collect your DIVIDENDS each Month.  
 CASH BOX holds \$12.00.  
 Finished in Chrome and Stainless Steel,  
**YOU MUST SEE THIS MACHINE—TO SEE WHAT IT WILL DO**  
 Sample \$20.00 With Order  
 Shipped prepaid in the U. S. A.  
 Sample deposit refunded on your order of TEN (10) Machines.  
 WRITE  
**F. E. ERICKSON & CO.**  
 204 6th St. North Sacramento, Calif.

**NEW GUNS**

Load your machines with our guns and watch 'em empty faster than ever! Trial order will convince you. (Same size as illustrated.)

PLASTIC (6 Bright Colors) .. \$4.75 per M  
 NICKEL PLATED .. 6.50 per M  
 SILVER OR GOLD PLATED .. 7.50 per M

**Large Ass'd. SPORT CHARMS**  
 (Baseball, Basketball, Boxing Gloves, Roller-skates-on-a-Shoe, and Football)  
 PLASTIC (6 Bright Colors) .. \$3.75 per M  
 COPPER PLATED .. 6.00 per M  
 GOLD OR SILVER PLATED .. 7.00 per M

Opportunity for Distributors  
**PAUL A. PRICE CO.** Dept. 2  
 220 Broadway, New York 7, N. Y.

**EPPEY COMIC STRIP CHARMS**  
 WORK-LIKE SPINACH ON VENDING MACHINES!

20 ass't plastic \$4 M.  
 metal-plated \$6.75

EPPEY 91-15 144 Pl. Jamaica 2, N. Y.

Here's **STEADY PROFITS** of 50% to 200%

Outperforms All Other Scales  
 Fully Patented — Nothing Else Like It!

**2 MACHINES IN 1**  
 TELLS FORTUNE & WEIGHT  
 FULLY AUTOMATIC!  
 NO TROUBLE! • No knobs to turn!  
 • No handles to pull!  
 • The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.

Shipped to you for only **\$25 deposit**

**AMERICAN SCALE MFG. CO.**  
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Check one of the following:

Attached find check for \$25 deposit on one Model 403 scale. Ship at once.

Please send me further details at once.

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 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

MAIL THIS COUPON TODAY for further details for immediate delivery

**ATTENTION, VENDING MACHINE SALESMEN**

If you are a top-notch producer, can qualify in hiring and working vending machine salesmen, we have an overwriting-commission proposition that will earn real profits for you. Our machines are best equipment available and our merchandise is of quality and price that will show operators real profits. If you are qualified write full particulars.

**PRINCESS PRODUCTS CO.**  
 Camilla, Georgia

**ADVANCE DUPLEX-E**

SITROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE

Also Complete Advance Line including  
 HERSHEY BAR VENDOR  
 IMMEDIATE DELIVERY  
 Order Sample Today!

Write for Quantity Prices!

**LISTO SANITARY NAPKINS**

Sample and Prices on Request. Manufacturer and Distributor

**J. SCHOENBACH**  
 1445 Bedford Ave., Brooklyn 25, N. Y.

WRITE FOR FREE ILLUSTRATED CATALOG OF ALL TYPES OF MACHINES

**TOPPER**  
 (Illustrated)  
 Lots of 100 \$10.00  
 Sample \$11.25

Victor's Universal

**JUMBO**  
 1" Ball Gum Vendor.  
 Best Location Getter in Field!  
 Immediate Delivery.

1/2 Dep. With Order, Est. C. O. D.  
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Consistently a Winner . . .  
When You Vend  
JUMBO-SIZE BALL GUM



Vended Perfectly with  
**VICTOR'S JUMBO UNIVERSAL**  
Thousands of locations waiting for JUMBO UNIVERSAL and Jumbo-Size Ball Gum. Also the JUMBO UNIVERSAL SPECIAL with the tremendous capacity of 2,478 balls.  
SEE THEM TODAY AT YOUR DISTRIBUTOR

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**LARGEST?**

Yes. Rake stocks the largest selection of New and Used Coin Operated Vending, Amusement and other MONEY MAKING machines. We also stock complete assortment of Bulk Merchandise, Charms, Novelties and Accessories.  
SEE THEM ON DISPLAY IN OUR WELL-STOCKED BUILDING . . . or WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

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**BRAND NEW LUCKY BOY VENDORS**  
**\$9.75** Lots of 5, \$48.75  
Lots of 25, \$121.75  
NUT and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 500 Balls Gum Fully guaranteed.  
1/2 Deposit, Balance C.O.D.  
**FREE** 5 LBS. NUTS OR BALL GUM ONE WALL BRACKET WITH EACH MACHINE  
**BLOYD MFG. CO.**  
VALLEY STATION, KY.

## New England Candy Firms Start Raising Bar, Vend Pack Prices

BOSTON, Aug. 12.—The confectionery industry in New England is beginning to put price increases into effect. As of the end of July, a 3-cent increase in bar goods on the 24-pack-agg box was put into effect by most manufacturers, and one manufacturer increased vending machine packs 10 per cent. The price line was being held on packaged goods, but increases of 5 cents were noted in several instances.

Walter L. Guild, managing director of the New England Manufacturing Confectioners' Association (NEMCA), said prices had not been

increased to any great general extent and that the industry was holding back awaiting developments. No shortage in sugar was reported and indications were, he said, that sugar would be plentiful. Worry over the cocoa bean price situation was still an important factor in the picture.

There was no indication of a return to the wartime 10-cent bar, but the entire situation was subject to change depending upon the war situation, leaders in the industry pointed out.

NEMCA, comprised of 20 manufacturing confectioners in Massachusetts and one in Connecticut, reported that summer business had been up 7.2 per cent in May and 8.5 per cent in June, but the volume increase had not overlaken a poor spring in which April volume was off 12.9 per cent over 1949. Total volume for the first six months of 1950 was behind that of 1949.

Volume sales for June, 1950, were \$2,132,533, 8.5 per cent over the \$1,984,682 reported for June, 1949. Total volume for the first six months of 1950, ending June, was \$43,315,056, 7.1 per cent under the \$46,641,386 rolled up for the first six months of 1949.

For May the 21 NEMCA members reported \$2,382,980, 7.2 per cent over the \$2,223,534 recorded for May, 1949. April showed a decrease of 12.9 per cent in volume, with \$2,906,560 reported, while in April last year, volume was \$3,337,983.

## NAMA To End 1950 Regional Meet Series With Direct's Confab

CHICAGO, Aug. 12. — National Automatic Merchandising Association (NAMA) announced it will wind up the 950 series of six regional meetings at the Region II confab in Buffalo September 26. A gathering of directors has been set for September 27. Both will be held in the Statler Hotel.

Hosting the Region II meet (which will also include Regions I and A) will be acting chairman Frank Bradley, Automatic Equipments Company, Buffalo, taking the place of A. F. Martin Jr., Canteen Company, regional chairman. Inclusion of the two additional regions makes the gathering a nine-State affair.

A feature of the meeting will be a special "Automatic Merchandising Day" program for attending operators by the Greater Buffalo Advertising Club. This will take place at noon Wednesday (26). Regular sessions will be held in the morning and afternoon.

Another feature of the meeting will be a banquet, with present and past officers and directors of NAMA as guests. A highlight will be a special presentation honoring a veteran operator and early NAMA director.

The complete program will be announced later, NAMA officials said.

WASHINGTON, Aug. 12.—Dollar sales of candy bar manufacturers were down 4 per cent in June compared with that month last year, the Department of Commerce's Bureau of Census reported. Sales of confectioners' package goods were up 7 per cent while bulk goods were up 19 per cent, the report showed. General line houses reported a decrease of 2 per cent.

## Rowe Mfg. Boosts Output of Pushers, Conversion Kits

WHIPPANY, N. J., Aug. 12.—The Rowe Manufacturing Company has stepped up production of penny pushers and quarter conversion units to meet heavy operator demand, according to Jack Mill, vice-president. The demand made itself felt as soon as cigarette prices were raised two weeks ago (*The Billboard*, Aug 5) and operators made plans to pass on the increase to consumers.

Mill also reported quantity output of the entire Diplomat line, altho production of the electric models is being emphasized. Rowe milk and sandwich machines are currently being worked on, as well, with some assemblies of the latter being subcontracted out to another manufacturer.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

## KNOW WHAT'S GOING ON IN BULK VENDING

Read *The Northwestern* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

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829 E. Armstrong St. Morris, Illinois

**Topper Deluxe** Single, \$12.95  
**Topper Standard** with Plastic Globes, \$11.25  
**JUMBO** 1-inch Ball Gum Vender opens a new field. You can locate as fast as you fill.  
**\$13.95**  
WEST COAST DISTRIBUTOR  
**ACE VENDING & DIST. CO.**  
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**TOP VALUE--LOW PRICE!!**  
As any operator using "Topper" Vendors and you will find that these machines cannot be equalled in either performance or low price! "Topper" machines start at \$10.75 and drop to \$10.00 per machine on quantity orders. Send for free descriptive leaflet!  
**R. H. ADAIR COMPANY**  
6924 W. Roosevelt Rd. Oak Park, Illinois Phone: EUclid 4-9219

**30 DAY MONEY BACK TRIAL**  
**Northwestern** MODEL 49 SPECIAL  
Prices  
LESS THAN \$5 \$14.35  
LESS THAN \$10 \$14.35  
100 OR MORE \$13.95

GUARANTEED NORTHWESTERN SPECIALS—Used  
DELUXE, 1¢ or 5¢, Bakod Metallic . . . \$7.45  
Finish, Red or Green—Sample . . . \$14.95  
10 OR MORE . . . 12.95  
#39 PORCELAIN, 1¢ . . . 7.45

MERCHANDISE AND SUPPLIES  
VIRGINIA PEANUTS, M & M . . . 39¢  
WHOLE . . . 24¢  
FILBERTS . . . 55¢  
MIXED NUTS . . . 50¢  
BOSTON BAKED BEANS . . . 24¢  
CASHEW, whole . . . 45¢  
CASHEW, BUTTS . . . 44¢  
LICORICE LOZENGES . . . 25¢  
Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.  
1/2 Deposit, Balance C. O. D.

Time Payment Plan Available—Trade-Ins Accepted

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142  
4705 163rd AVENUE, BROOKLYN, N. Y. • GEDney 3-3600

**25c CONVERSION BARS FOR UNEEDA MONARCH \$1.25**  
Per Set of 3 including instructions  
Clearalls Machines  
Minimum Order—3 Sets Per Customer.

**Scott-Crosse Co.**  
423 Spring Garden Street  
Philadelphia, Pennsylvania  
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**VICTOR'S AMAZING NEW TOPPER**



Special August Offers  
 1 Case (4) Toppers  
 PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms All for only \$50.25  
 with plastic gloves \$52.00  
 1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P. L. U. S. 1000 Charms All for only \$36.00  
 1 Triple Unit Topper with Mand. plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P. L. U. S. 1000 Charms. All for only \$51.25  
 Samp. Topper, \$11.25

Get today's top money maker—Topper DeLuxa by all Charm Vender. Sample \$13.95

**RAIN-BLO GUM**  
 140, 170 or 210 Count, in 23¢ cartons, 26¢ lb. in lots of 150¢ or more with freight prepaid. 244 lb. less 2%.

**COLORED BALL GUM**—All Sizes 25¢ or 40¢ carton, 26¢ lb. 160¢ total, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER

**PISTACHIOS**  
 23 lb. carton large, 49¢ lb. Extra Large, 53¢ lb. Full Cash With Order.

Plastic Autographed Baseballs, \$5.00 per M Metal plated, \$8.00 per M. Write for our FREE Complete Charm List.

1/3 Depoist, P. O. B. Brooklyn, N. Y. Balance C. O. O. 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

**Cup Operation Round-Up; Survey Shows Best Stops**

(Continued from page 102)

employing large numbers. Other plant locations drawing good daily volume include the "super-heated" spots such as laundries and commercial bakeries.

In top industrial installations, as well as in some large laundries etc., machines are serviced daily (alho he deciding factor is the capacity of the equipment used). Thisapers off to three or four times a week servicing, with the absolute minimum being once a week. Latter, however, is the exception and viewed as poor location material.

**Profit Picture**

Usual pre-installation potential profit standards followed by operators of cup venders almost parallel those of candy operations (wage scales, rest periods, stability of employment, etc.), and in addition include observance of these points:

1. Does plant operate on live, six or seven-day week?
2. Are people concentrated in areas reasonably close to equipment?
3. Require a 100-person minimum staff for small vendors; 250 for large.

While the majority of cup operators report absence of written location contracts, those using such forms say they do so primarily to show ownership of equipment. And these are mainly used in large scale installations. Usual type contract is a simple one or two-year form, carrying a 30 and 90-day cancellation clause.

New locations (in the sense of new plant installations and not new types of plants) are anticipated with increased worker staffs or added shifts in many of the smaller factories obtaining government work. Operators report "keeping a weather eye" open for upped activity in heretofore bypassed plants deemed too small to support a cup machine.

**Transient Toppers**

Non-industrial installations, which operators say are topped by theaters, are rated in this order in a general grouping on a national basis:

2. Institutions (schools, hospitals, etc.).
3. Transportation terminals (train, bus, airplane).
4. Department stores (for customers).
5. Office building lobbies.
6. Service establishments (public garages, larger self-service laundries, etc.).
7. Military establishments (limited to certain areas of the country and so not available to large number of operators).

Servicing in major installations is on a daily basis. In a number of instances, daily service is maintained until average volume can be determined and a call-schedule more closely allied with actual requirements is worked out.

**Foot Traffic Counts**

Primarily, it is the volume of foot traffic, and not location appearance, that determines whether or not to spot equipment in public locations. A number of operators have suggested that a minimum of 1,500 people be exposed to the vender daily in office building lobbies. In department stores, institutions, public garages, sufficient traffic to require at least twice-weekly servicings of small machines is felt necessary. This traffic count is based, generally, on a "one out of 10" customer ratio "in season."

**New Locations**

New types of transient locations are opening in different parts of the country. Some of the new location material includes beach locations in Detroit (and similar beach areas), drive-in theaters (especially in Minneapolis), hamburger stands in Dallas and "5 & 10" stores in Los Angeles. Turkish baths, too, have been

found a paying location in some areas.

With the exception of theater installations, location contracts are the exception rather than the rule in non-industrial operations. Operators state they stress service, cleanliness, courtesy to cement good will with location owners rather than "paper promises."

Individual operator comments, selected at random from responding firms in various sections of the country, show some interesting thinking on the location-placement subject.

**Spotlights Theaters**

Glenn Bradley, vice-president of Spacarb Detroit Distributors, Inc., spotlighted theaters as the top location for his firm "because the general trend of fluctuating business was not as noticeable as other spots." Art Colbert, divisional manager of Cole Products, stated his operator-customers rated factories first in location importance because of the greater volume. Many reported that plant foremen delegate one worker to get drinks for a group and, in general, are lenient about distribution of drinks.

Operators with military installations, Colbert said, rated them second in spot-preference over industrials. Equipment is usually checked daily, if it has a capacity of 1,200 or 1,300 cups, until the operator can determine the average volume. Week-ends in military centers are found especially heavy.

Speaking out for goods-producing industrial plants, Otto Garcia, Spokane operator, said he favors these locations because they have been found to offer a larger per capita consumption. Investigation revealed this was due to the confining nature of the work in such plants, making employees thirst more than in other types of industrial plants, Garcia said.

**School Placement**

A Texas operator (who preferred to remain unnamed) reported successful placement in a new school location. He recently effected a volume outlet in one of the largest universities in the Southwest (Baylor University) when the authorities okayed change-over from bottle to cup equipment. Installed in dormitories, halls, and other campus buildings, school officials said they were sold on the bulk beverage units because of their "cleanliness and ease of operation." Pin-pointing location contract usage, one of Buffalo's industrial operations, Rittling's, reports while it prefers written contracts, it has only about 30 per cent of its stops covered in this manner. Firm's contract policy is optional with the location.

Larry Granfield Sr., head of County Beverage, San Diego, Calif., points to new location material in the form of department stores and "5 and 10" stores. Firm has installed equipment in such spots "at a profit," he states. Evidence of its per-location volume status is the fact that it services most of its equipment daily, with none going longer than every other day.

**WVMOA'S AGENDA**

(Continued from page 102)

the lead with the purchase of 2,500 machine stickers.

Arch Riddell, secretary of the general committee, vending machine Red Feather campaign, praised the bulk operators for their work.

"The co-operation we are getting from the bulk venders is remarkable. We've had to order more stickers from New York to take care of the response this group has made to this drive," Riddell said.

WVMOA does not meet during August and December.

**IMMEDIATE DELIVERY**



Feather-Touch All-Electric REGAL SMOKESHOP '612'

still only \$209.50

STRAIGHT QUARTER OPERATION

TEAR OUT THIS AD AND TAKE TO YOUR NEAREST DISTRIBUTOR or mail to us. For details on other outstanding models with change makers.

DISTRIBUTORS A Few Choice Territories Still Available. Write

AUTOMATIC PRODUCTS CO. 230 W. 37th Street, New York 19 PLAZA 9-3123

**EMPTIES MACHINES FASTER!**

**Rain-Bio BALL BUBBLE GUM**

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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

**LEAF GUM CO.**  
 Div. of Leaf Brands, Inc. Chicago, U. S. A.

**SANDY MAC TIGHT BUYS**  
 all his Leaf Ball Gum at FACTORY PRICES from ROY TORR, LANSDOWNE, PA. Better get on his quota, too



**TOPPER is tops!**  
 Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case. \$43.00 per case in lots of 1 to 5 cases. \$10.00 per machine in lots of 25 cases. Investigate our 20-week TIME PAYMENT plan. ROY TORR Lansdowne, Pa.

**LARGEST PROFIT MAKER**

5¢ Silver-King for Pistachios Change NOW to 5¢ Model for REAL PROFITS



5¢ change-over parts available for all 1 1/2 Models New 5¢-1 1/2 Models now at \$10.00 in quantities

5¢ HOT NUT, \$39.50 Nut and Ball Gum Candy, Charms, Vendors. 1 1/2-5¢ U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" @ \$59.50 SILVER-KING CORP. 622 Diversey Parkway Chicago, Ill.

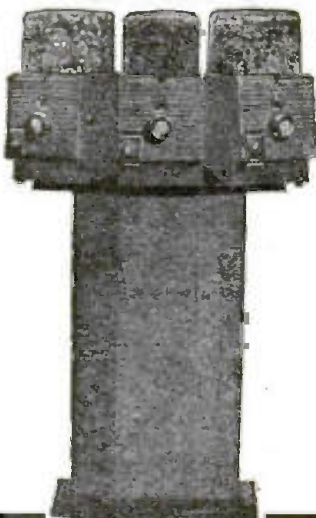
**IT'S SENSATIONAL THE NEW ACORN 5¢**



**ALL CHARM VENDOR**  
 Immediate Delivery **EMPIRE COIN MACHINE EXCH.** 1612 Milwaukee Ave. Chicago 22, Ill.

**GIVE TO THE RUNYON CANCER FUND**

**NOW!**  
**Bigger Profit**  
 FROM EVERY LOCATION  
 With the New  
*Northwestern*  
**CABINET STAND**  
 FOR MODEL 49



**WRITE FOR DETAILS**  
 OR SEE YOUR DISTRIBUTOR  
**THE NORTHWESTERN CORPORATION**  
 829A ARMSTRONG STREET, MORRIS, ILL.

# 70 WONDERFUL CHARMS

Fruits, Vegetables, Flowers, Nuts, Birds,  
 Animals, Faces, Coins, Musical Instruments,  
 Military Insignias, Sports, Romance, Fashion,  
 Wearing Apparel and Knick-Knack Charms—  
 The most amazing assortment ever.

Plastik .....\$3.75 per 1,000  
 Metal-Plated ..... 5.75 per 1,000

P.O.B. JAMAICA, N. Y.

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 5958 BAUM BLVD. PITTSBURGH 6, PA.

**GIVE TO THE  
 RUNYON CANCER FUND**

## NY Vender Study May Bring Special Regulations for Ops

(Continued from page 102)

vender construction where parts are subject to contamination.

To date, the health department has approved no cup vender for operation here. Rather, it has permitted the locating of standard machines with the proviso to the operator that he keep his equipment clean. From time to time it has suggested certain changes in machine construction or service procedure. But no enforcement of these suggestions was undertaken as long as venders served drinks in a sanitary way.

As Edwin Ludewig, director of the department's Bureau of Food and Drugs, put it: "The changes we suggest are merely recommendations. We do not force compliance. But we do insist on operators keeping machines clean. If equipment is maintained in a sanitary manner, we are not too concerned with the methods used."

The health department first became interested in checking cup vender operation here in the summer of 1948. Concerned over the sanitation problems large-scale placement might entail, it launched its present study. Two men of the equipment section were assigned the job and the general aims of the program laid down.

Ludewig told *The Billboard* that the program has been broken down into three main subdivisions. (1) The inspection of venders as equipment. In this phase, machines are examined with the view of uncovering potential trouble spots. (2) The inspection of venders operating on location "to determine the actual quality of sanitary maintenance and the cleaning facilities provided." (3) A final phase that will correlate the facts gleaned from the first two segments in order to write into city law detailed specifications on cup vender operation.

Since the city has no jurisdiction over manufacturers, it has checked equipment thru normal operator inspections. Thus, if an inspector expresses dissatisfaction with a machine's mechanical features, the usual practice has been for the operator to bring the objection to the attention of the manufacturer.

Recent inspections have shown that machine producers have modified equipment in line with the department's recommendations in many cases, Ludewig declared. After the problem has been relayed to the producer by the operator, normal practice has then been for the manufacturer to deal directly with the department.

Some 19 manufacturers have contacted his bureau since the start of the program, Ludewig disclosed. Although no machine has yet received official approval, he said, "much progress has been made in correcting some of our objections."

The health department never actually approves a food dispensing machine, whether coin operated or not. Rather, it will send manufacturers of machines which it considers properly constructed "no objections" letters, which serve the same purpose. No cup vender manufacturer has yet received this prized letter, but machines are permitted to operate as long as sanitary standards are maintained.

The main gripe of the department has been the difficulty of dismantling assemblies in certain machines to ease cleaning of product zones.

On the operator level, inspection has uncovered cases of heavy dust accumulation, encrustment of dirt and spilled ingredients, slime on outlet spouts, mold growth in refrigeration insulation and roach infestation. Washing facilities on location have often been found inadequate and regular maintenance superficial, according to Ludewig.

While proposed sanitary code regulations are still in tentative form and may be altered in content or degree

before final action is taken, the department is known to consider the following objective desirable in new machine construction:

1. Cabinets should be so fabricated as to preclude potential insect and rodent harborage. Doors should close tightly and be lined with rubber tubing.

2. The entire vender should be elevated some four to six inches above the floor to permit cleaning under the machine.

3. All assemblies should be accessible for dusting or damp wiping. If this cleaning cannot be done within the machine the assemblies must be readily disassembled.

4. The cup dispenser should be so designed as to prevent dust contamination. This would probably mean providing a dust-protection track on the cup turret table to keep dust from being swept into the cup to be filled.

5. The cup station (where the cup is filled with the finished drink) should be made as a single unit and be readily disassembled.

6. All containers and fittings in the product zone should be made of non-corrodable, non-toxic material. Sharp corners, recesses and open seams should be eliminated and the interior surface be smooth and continuous to facilitate cleaning. The same standards would obtain for dispensing valves, fittings and sirup lines. Sirup lines, in addition, should be short enough to allow internal brushing.

7. Open water-storage and pre-cooling tanks should be eliminated. Such tanks were described as a break in the city water system and liable to contamination thru a build-up of sludge and slime.

8. Waste containers for used cups should be separate and apart from venders and also be insect and vermin proof.

The regulations affecting operators are also tentative at this time. But current opinion at the bureau indicate route owners will be required to have a centrally located service center equipped to sanitize vital vender parts (sirup tank, lines, fittings, valves and spout) twice monthly. It is also believed adequate (hot water, brushes, detergent) facilities will be specified near locations for on-the-spot cleaning.

Ludewig declared that a medium for imparting sanitation information to operators will probably have to be devised. This may take the form of periodic conferences between the department and the industry, such as has been tried with notable success in Los Angeles.

### CANADIAN FIRM INTROS

(Continued from page 102)

designed to dispense a package containing the four paper towels and soap, plus a five and a half inch plastic comb.

The packages are held together by a thin cardboard covering or sleeve on each of which is stamped the name and address of the rest room company, thus providing an additional ad for the firm.

Each of the units have a capacity for 24 packages, but it is expected that larger machines will be manufactured in the next run.

Some 800 units are expected from the factory sometime this week. Most of these machines have already been placed with some of the larger concerns in Toronto. Only problem facing the company at this time is the steel situation. However, Piggott, who used to be with the Imperial Oil Company in charge of sales and promotion, is hopeful.

He has been able to tie up the exclusive rights to the "Hanklettes" for vending machine use.

Public washrooms, restaurants, railway stations, airports, service stations, hospitals and clubs will all be potential locations for these machines.

### WRITE FOR CATALOG

On Bulk Vendors, Merchandise.

#### CHARMS

Plastic Charms, small, 1,000	\$2.25
Metal Colored Charms, small, 1,000	4.25
Plastic Charms, large, 1,000	2.95
Copper & Nickel, large, 1,000	5.00
Silver Wedding Rings, 1,000	8.95
Toy Watches, 2 gross	2.50
Stone Set Rings, 1 gross	1.75
"Hop Cat" Buttons, 1,000	8.95
Plastic Colored Rings, 1,000	2.50

We are factory distributors for all leading makes of VENDING MACHINES.



### VICTOR 5¢ ALL CHARM VENDOR

The newest sensation for vending charms never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vender. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 22, \$12.95 each; 24 to 47, \$13.75 each; 48 to 97, \$13.50 each; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

### Victory Basketball Game

Plenty of action—return ball feature—on 44 play. Real Money Maker! 22" High 18" Wide 8" Deep. Simple mechanism, guaranteed trouble-free.

**\$32.50**  
 EA.



1/2 DEPOSIT ON ALL ORDERS

**PARKWAY MACHINE CORPORATION**  
 718 Enoch St. Baltimore 2, Md.

### SILVER QUARTER MECHANISM

All Set for Quick Change Over

**BEST VALUES**

**SILVER QUARTER SLUG REJECTORS**

Guaranteed to work perfectly

Rowe Royal.....	\$ 9.82
Rowe President.....	9.82
Rowe Crusader.....	9.82
DuGrenier (S) (W) (V) (VD).....	12.50

**ALL READY TO INSTALL; NO TROUBLE**

### STEINER MFG. CO.

363 Hudson Ave. Brooklyn 1, New York  
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 Est. Since 1927  
 Founder of UNEEDA-PAN PRODUCTS CORP.  
 Famous for E, A & 500



Lowest Prices on Ball Gum, Nuts, Candies and Charms.

#### TOPPER

(Illustrated)  
 Lots of 100 ..... \$10.00  
 Sample, \$11.25.  
 Victor's Universal

#### JUMBO

1" Ball Gum Vender.  
 Best Location Getter in Years!  
 Immediate Delivery.  
 Time Payment Plan.

#### BERNARD K. BITTERMAN

3002 Truman Road  
 Kansas City 1, Mo.

# Shuffle Sales, Costs Going Up

## TSAA Sets Up Program for Fall Meeting

### Appeal for Unity

DETROIT, Aug. 12.—Discussion of a balanced program of association activity will take the spotlight at the next session of the Table Shuffleboard Association of America (TSAA), which is expected to be held in the fall. President Fred Chlopan said this week. Actual objectives of the group, aimed "to aid and better conditions in the shuffleboard industry nationally," are clearly shown in the TSAA's six-point national program:

1. Attempt to establish and unify a national program.
2. Promote and popularize the sport.
3. Promote and conduct local, State and national tournaments.
4. Promulgate official rules of play.
5. Stabilize the industry.
6. Establish a medium to obtain legislation.

An appeal to every person connected with the shuffleboard industry in any way to work with the national organization was made by Chlopan.

"The details of the future programs, methods, financing, personnel, administration and procedure will require serious consideration, discussion and study on the part of all branches of the industry," Chlopan said.

## Puck Patter

### Chicago:

The Como conversion for the Bally Shuffle Bowler is still going strong, Bill Billheimer, vice-president, reports. Firm has trebled its output and is still lagging behind in shipments due to the heavy number of orders being sent in from all parts of the country. Jack Nelson, Bally sales manager, is loud in his praise of the conversion.

Also going great guns these days on the conversion front is the United Manufacturing Company, where the Shuffle Alley DeLux unit is in production. Billy DeSeim, general sales manager, reports he found the orders stacking up on his desk upon his return from a few days vacation recently. Herman Paster, head of Mayflower Distributing, dropped in from his St. Paul headquarters last week to see the unit.

Monarch is getting ready for the start of the 1950-'51 shuffleboard league season, Clayton Nemeroff, firm exec, reports. Nemeroff, who toured the entire Southwest earlier this year, looks to a banner season in shuffleboard this winter. He was one of the shuffleboard officials contacted by Fred Chlopan, TSAA president, when the latter visited here a few weeks ago.

Wally Finke, co-head of First Distributors, reports shuffle ops are now ordering their premiums in anticipation of the start of the 1950-'51 season early next month. Partner Joe Kline, who just completed a one-week jaunt thru Illinois, confirmed the report with a stack of orders for the premiums which he wrote during the trip. On the shuffle game front, both Finke and Kline report new units are again in heavy demand.

Sol Lipkin, National's field super- (See PUCK PATER on page 115)

### Slow But Sure:

## Hartford Firm Cautions Staff Against Overselling, Finding a Long-Range Program Pays Off

By Allen M. Wideman

HARTFORD, Conn., Aug. 12.—A Hartford shuffleboard distribution concern has built up its trade by stressing to all employees: "Don't try to oversell our company or services."

Abe Rechtshafer, president, and Paul Rechtshafer, general manager, of Reliable Coin Machine Company, distribute shuffleboards thruout this territory. Reliable, in addition to its shuffleboard trade, handles Bally Manufacturing Company games, plus games manufactured by Keeney Manufacturing Company and Exhibitors Manufacturing Company.

The firm's offices and warehouse are at 184 Windsor Street in downtown Hartford.

### Long Range Plans

"By telling our employees not to oversell the concern or services," explained Rechtshafer, "we got over the idea that we weren't in business to make a quick killing in profits and then quit. Not by a long shot. We knew that it took time to build up anything—and that even goes for shuffleboard trade."

"We were prepared to wait. And so we told our employees, including servicemen, not to attempt at any time to tell customers that Reliable was just tops, with all other competitors inferior."

"We didn't try to push any mechanically bad shuffleboards onto the operators. And we told operators to try to be sincere in their dealings with locations at all times. There couldn't be any hurry-up kind of business

dealings as far as Reliable Coin was concerned."

But the Reliable organization wasn't content to just talk glibly about fair trade practices and let the situation take care of itself. The Rechtshafers have been distributing "plenty" of literature on shuffleboards to operators in an effort to orientate each operator on all the technicalities of the various makes. Over the many months Reliable has been distributing shuffleboards, the Rechtshafers also have been stressing playing appeal of their items to the operators. "We've been carrying out our initial policy of 'no fast selling' all the way down the line," Paul Rechtshafer continued. "When we distribute a shuffleboard, we distribute it. We tell the operator all he wants to know about playing potentialities, about profit-making ideas, about public relations between operator and location owner."

"We've felt that the shuffleboard business needs carefully planned public relations, geared to a slow, yet sturdy, program of indoctrinating the consumer public on the enjoyment to be derived from playing shuffleboards. And that's how we've had our employees build up our business, thru slow, steady plodding. Of course, it's not the most glamorous way of bulldozing up trade, but it's the most consistent."

And the Rechtshafers haven't been relying on brochures and other mail- (See SLOW BUT SURE on page 114)

## DSA Donates 3 Boards to Local Kid Centers; Name League Exec

DETROIT, Aug. 12.—League play in this area is about to get under way with an auspicious public relations development, thru the donation this week of three boards for the use of youngsters in various youth centers in the city. Donation was made by the Detroit Shuffleboard Association (DSA) as part of a local battle against juvenile delinquency.

Move was made by the DSA in co-operation with the Detroit Police Department. Boards were placed in the Boys' Club, 3910 Livernois; Boys' Club, 1245 West Philadelphia, and Rotary Youth Center, Cass at Selden Avenue.

Permanent good will contribution will be the continued free servicing of these boards by DSA members Joe Kanterman and Jim Darlos.

Meantime DSA league organization plans took a big step forward with the appointment of a new man to organize league play—Dave Linden, who will act as assistant to John Westerdale. Both Linden and Westerdale, as well as Fred Chlopan, executive director of the DSA, are engaged in a program of calling on all location owners in the area to formulate individual plans for teams.

The league play schedule is slated to start about September 15 on a city-wide basis and, from present indications, will include a complete representation of shuffleboard players from all parts of the city.

Scoring rules came up for critical discussion at the meeting of the association this week, but all differen-

ces were ultimately settled harmoniously, as evidenced by the unanimous vote to abide by the old rules and make no change in hammer scoring.

Chlopan, as president of the Table Shuffleboard Association of America, was able to promise the local members that the matter of scoring rules will have a definite place on the agenda at the next session of the national body.

## Scor. Demand Is High; Note W'd Shortage

### Loops Start Next Month

CHICAGO, Aug. 12.—A combination of world events has resulted in a resurgence of activity in the shuffleboard field within the past month, bringing with it not only increased sales of boards and a heavy demand for scoreboards, but shortages in top-grade maple used in the playfields. Sharply increased prices in practically all parts, materials and supplies have followed.

Most important single factor in the sales picture during the past few weeks has been the demand from operators for coin-operated scoreboards, with immediate delivery requested. This demand sprang up almost overnight, and while it could partly be explained by the increased buying due to the war in Korea, manufacturers felt world conditions were not completely responsible.

### Scoreboard Demand

Herbert Perkins, president of the Purveyor Shuffleboard Company, Chicago, after talking with operators thruout the Midwest, said many of the latter were buying the scorers for one or more of the following reasons:

1. Possible shortage if manufacturing is curtailed.
2. Possible price increases as costs of parts continue to rise.
3. Players are now "fans" of shuffleboard, and are more willing to pay for the game than they were during the "education" period.
4. The marginal or losing locations have, to a great extent, been eliminated and those locations which will start off the 1950-'51 season are all money-makers, thus making scorers a must.
5. Operators are now more conscious of the value of the scoreboards as grossers.

### Supply Costs Up

Perkins reported that he, as well as most shuffleboard manufacturers, had been hit by the recent sharp price increases in lumber. Most of the firms are well supplied with cabinets, either completed or with the lumber required to build them.

It is in building the playfield that the manufacturer now faces his greatest problem. Not only has top-grade maple (wood used in most of (See BOARD SALES on page 114)

<p><b>USED SHUFFLEBOARDS and SALESBOARDS</b> \$49.50 up</p>	<p><b>PURVEYOR FOR VALUES</b></p>	<p><b>PREMIUMS FOR ALL OCCASIONS</b> Large beautifully colored gold finished lamps and shade only \$4.95 Ea. or \$55.00 Per Doz. Buy one and you'll buy a dozen.</p>
<p><b>USED SHUFFLE GAMES</b></p> <p>5 Balls and Rolldowns ..... \$29.50 Up United Shuffle Alley ..... 99.50 United Shuffle Alley (Flying Pin Conversion) ..... 149.50 United ..... 199.50 United Twin Bowler ..... 159.50 Metro Bowl Shuffleboard Conversion ..... 49.50 Exhibit Shuffleboard Conversion ..... 89.50 Exhibit Strike (Floor Sample) ..... 179.50 Flying Pin Conversion ..... 49.50 Genco Glider ..... 49.50</p>	<p><b>NATIONWIDE SHUFFLE BASEBALL</b> \$179.50</p>	<p><b>SHUFFLEBOARD SUPPLIES</b></p> <p>Purveyor Playing Weights (Pucks), set of 8, chrome-plated ..... \$12.00 Score Sheets, 100 sheets per pad, 10 pads per bundle ..... 6.50 Powdered Wax, 24 1-lb. cans per case ..... 7.20 Bowling Game, 10 weighted pins, 2 racks, score sheets not included ..... 12.50 Purveyor Shuffleboard Fluorescent Lights, pair ..... 18.00 Climatic Adjusters ..... 18.00</p>
<p><b>ATOM JET</b> Sensational New Remote Controlled Pin Ball Wall Type Game—Write.</p>		
<p><b>Purveyor Shuffleboard Co.</b> 4322-24 No. Western Ave., Chicago, Ill. Phone: Juniper 9-1814, 8-1815, 8-1816</p>		

# COINMEN YOU KNOW

## Chicago:

In addition to the Chicago Fair, which has drawn many out-of-town coinmen to the city during the past month, the International Trade Fair, which opened here Tuesday (8), and the two big golf tournaments at the Tam O'Shanter Country Club also are proving magnets. Officials at many plants were vacationing last week, but in all cases, business was going on as usual as production lines continued, shipments went out on schedule, and sales staffs, altho skeletoned in some cases, continued active.

Over at the United Manufacturing headquarters, Billy DeSelm, general sales manager, reported Twin Shuffle Alley Rebounds were coming off the lines and being shipped in increasing numbers. The firm's conversion also is in big demand. Johnny Casola and Ray DeRoche, United's top field team, returned to Chicago week before last with Johnny headquarters at the factory last week while Ray took a one-week vacation. Herman Paater, Mayflower Distributing, St. Paul, dropped in to say hello.

After a three-day showing in Indianapolis, Herb Perkins, head of Purveyor, found his desk piled high with work. But there wasn't much time to get it finished. Herb, one of the many coinmen who are members at Tam O'Shanter, visited the club with out-of-towners all week to watch the nation's top golfers compete for more than \$75,000 in prize money. Tom McNeill, Purveyor roadman, who also worked the showing in Indianapolis, was busy getting orders on Atom-Jet, written at both the Milwaukee and Indianapolis meets, shipped out as fast as possible.

Grant Shay, vice-president and director of advertising for Bellomatic, reports he and the new Mrs. Shay are getting their apartment in shape. Meanwhile, both Grant and Vince Shay, firm president, are getting back in the swing of things after having been away from the Fullerton Avenue headquarters. Grant on his honeymoon and Vince on a brief vacation to Colorado.

There has been considerable activity at Comet Industries these past few weeks, this despite the heat and vacation periods, Ted Rubenstein, firm head, reports. Causing the air-  
(See CHICAGO on opp. page)

## Cincinnati:

The Automatic Phonograph Owners' Association will hold its celebration and meeting September 14 at the Hotel Gibson. There will be a big surprise for all who attend. . . . Mr. and Mrs. James Drivalkis are vacationing in Toronto. They expect to be away for about three weeks.

Bill Bigner, associated with his father, is planning a trip to Michigan with his family. Orin Autenrieb, also associated with Bigner, Inc., is the proud parent of another son born August 1. . . . Ray Bigner entertained his employees at a picnic August 6 at his home in White Oaks.

## Vital Statistics

### Births

A son to Mr. and Mrs. Orin Autenrieb, August 1, in Cincinnati. Father is associated with Bigner, Inc., coin machine firm.

### Marriages

Don Juergens, Mercury Records road man in Wisconsin, covering juke box operators, and Audrey Bowers, Milwaukee, last week.

## Washington:

Toddy Crawford, of the Sterling Novelty Company, spent his vacation in Florida. He motored. . . . Bill Schwartz, of the Washington Music Guild, didn't go to Florida, but he said that he got a good tan during his recent vacation in New York State. He wound up the holiday with some time in the big city and had a visit with Sid Prosen, of the Home Town Music publishers. The only bad thing about a vacation, Schwartz commented, was having to get back to a desk-load of work.

George Cervantes has succeeded Tom Gray as record manager for Southern Wholesalers, distributor of Victor Records. Cervantes' 11-year career in the field included a former stint with the Washington firm, a similar position in Miami, and work in teevee. He also was active in Albany and Rochester, N. Y. First job for Cervantes on his new post was handling Victor's "Pop Single Week" (August 7). Of the 13 "Baker's Dozen" offerings, Cervantes personally earmarks for hitdom Perry Como's "I Cross My Fingers," "Old Man Atom" by the Sons of the Pioneers, and "La Vie En Rose," of which there are two waxings—one by Tony Martin and one by Ralph Flanagan. Promotion on this drive reached disk jockeys and juke ops, he said.

McNair Bell and Billy Coryell have teamed up to form the Liberty Bell Amusement Company at 1366 Columbia Road, N.W. Actually, each man is working independently, Bell handling amusement machines and Coryell the music machines. Bell took over the route previously op.  
(See WASHINGTON on opp. page)

## Milwaukee:

Bill Karr, Ristauer exec, returned from a business trip thru Southern Indiana, Kentucky, Missouri and Iowa. Bill reports good results in setting up new distrib accounts for the company's recently introduced 45 r.p.m. music box. He said big headache these days was shipping. Jammed up truck facilities are delaying quick deliveries.

Milwaukee music and game ops have been warned recently to check whether all licensed equipment on location bears the proper tax stamps. . . . A newlywed is Don Juergens, former MGM platter rep, now covering the northern and eastern part of the State for Mercury Records. The bride is the former Audrey Bowers, of Milwaukee.

A fast plane flight to the Windy City on coin machine business matters was the schedule for N. R. Boetcher, of Green Bay's Badger Sales  
(See MILWAUKEE on opp. page)

## Hartford, Conn.:

Abe Rechtschafer, president of Reliable Coin Machine Company, Hartford, sent postcards to friends from Saratoga Springs, N. Y., where he was vacationing. . . . Peter Amodeo, of Automatic Vendors, Norwich, Conn., and Mrs. Amodeo are observing their 17th wedding anniversary. The Amodeos have two children, Michael, 7, and Patricia, 3.

Directors of the Stamford, Conn., Retail Merchants' Council have disapproved a proposal that advertising be allowed on city parking meters. One advertising concern proposed that the city lease space on parking meters in return for a share of the revenue. Board of Representatives President Samuel F. Pierson asked the council directors for the opinion, with the merchants, in opposing the plan, expressing the view that the city should not use its facilities for advertising purposes, and that the signs would be an eyesore to the community.

## Los Angeles:

Operators are reporting increases in take. According to some, the upswing has been under way for several weeks. The general attitude among the routemen is better than it was eight months or a year ago. . . . Johnny Nelson, Culver City operator, is back in town following a trip to Glacier National Park and is making the rounds on coin row. . . . John Hawley, of John Hawley Distributing Company, has already begun his store remodeling project. At the present time, the entire front is ripped out and the carpenters are putting in beams for the "new look."

Dale Cooper, son of Jerry Cooper, operator in Riverside, was in the city making the rounds and picking up new equipment. . . . Al Weymouth, of Weymouth Service Company, distributors of the Electro cigarette machine in the 11 Western States, Hawaiian Islands and Alaska, left on a jaunt to San Francisco, Seattle and other towns. Altho not definite at the time of his departure, Weymouth was thinking of hitting Alaska on this trip. . . . Preston Jarrell, of Weymouth Service Company, keeping things humming at the spot on parts.

Stan Turner, of Southland Distributors, Wurlitzer distributors, pretty busy these days with out-of-town buyers. . . . Larry Granfield, of County Beverage Company and County Sales in San Diego, in the city on business. Granfield is the largest beverage operator in Southern California, having built the business from a meager start in 1941. . . . Walter (Solly) Solomon, of J. Peskin Distributing Company, AMI distributors, back in the city following a trip to Fresno and other points north. . . . Ed Wilkes, of the Paul Layton Company, is enjoying his vacation with his family in Balboa.

Harry Williams, of the Williams  
(See LOS ANGELES on opp. page)

## Indianapolis:

Shaffer Music Company replaced all Hostess music spots with Secburg phonographs. The Hostess music was recently acquired by C. H. Phillips, local juke box operator, and Harold Meeker, formerly associated with the Meeker Music Company, who have formed a company and taken over Hostess operations.

Sicking, Inc., is in the midst of preparing its new location which it hopes to move into September 1. New electric neon signs and an entire new floor are being installed. William (Bill) Marmor, of Sicking, Inc., Cincinnati, was a business visitor at the local headquarters during the week. Mrs. Lottie Berman, head of Sicking, Inc., announced the climination of the record sales department, new and used platters, in the new location.

Calderon Distributing Company, distributors of the Rock-Ola phonograph, are anticipating the arrival of the new Rock-Ola Rocket this fall. . . . Distributors here report the sale of new equipment increasing. In many instances, new juke boxes are replacing those of ancient vintage. It has also been observed that new machines attract more attention and increase the take of the juke box.

Visitors on coinrow, looking and inspecting new phonographs last week and buying new equipment included Kenneth Bennett, operator at Fort Wayne, Ind.; Earl Craig, operator at Anderson, Ind.; Russell Pennington, Pennington Music Company, Columbus, Ind.; John Fava, Westville, Ill., and Fred Slough, Plymouth, Ind. . . . Loew's Theater here installed a coin-operated Coke dispenser on the mezzanine floor.

## New York:

More and more operators are investigating the possibilities of coin-operated television according to George Trad, of Tradio, Inc., Asbury Park, N. J. The company, one of the pioneer manufacturers of coin-operated radios, recently announced its entry into the "TV for two bits" field. No newcomer to television, the firm for some time has been producing movie size screen sets for commercial installation.

Bill Suesens, of the Broadway Music Service, has moved his route headquarters to 44-12 31st Street, Long Island City. . . . Dave Berkowitz has changed the name of his phono route from Mello Music to the Winthrop Music Company. . . . Ray Knoss, of Arrow Music, has returned from a vacation at Delaware Water Gap.

Danny Melitzer, of Mel-Ler Music, recently enlarged his juke route by buying out the Alley Music Company, formerly owned by Moo Seide. . . . Max Grantz has sold his operation, known as Mac Hub, to Ben Gottlieb, of Majestic Music. . . . Boris Gilford, who has set up in the phono biz as Elma Music, has purchased the Nassau County route segment of Al and Bill Ferber. The Ferbers still operate machines in Brooklyn and Manhattan.

Yet another route transfer saw John Nikich, veteran op, retire from the local scene. He sold his operation, John's Automatic Music, to John Pezza, a former employee. Nikich will now confine his activities to the hotel business. He runs the Lakeland Hotel in Congers, N. Y.

Teddy (Champ) Seidel, recently back from a vacation in Washington, has been named purchasing agent for a large arcade soon to open in an Eastern city. One of the biggest deals in which the veteran coinman has figured, it has him on the lookout for machine sources to help stock the new establishment. While in town he makes his headquarters at Dave Lowy's outlet.

Bert S. Good, head of the Vido-  
(See NEW YORK on opp. page)

## Detroit:

Chester Rosinski, Continental Service & Equipment Company, national distributor for the Mercury scale and other machines, reports the company is planning a national promotional campaign for mid-August. . . . Joseph O'Connor, of the Consolidated Productions Company, whose coin-operated Penguin hair dryer is now selling several weeks ahead of production and delivery schedules, plans to move the company to Florida and establish a new plant there, with increased production facilities. . . . Maurice Feldman, of the Central Coin Machine Exchange, who is secretary of the Michigan Miniature Bowling Association, reports this operator group still functioning on a stand-by basis, altho most games are now off location or in storage, pending changes in popular taste in games.

Roy Clason, business manager of the Michigan Automatic Phonograph Owners, is leaving on a two-week vacation at Manistee Lake in Northern Michigan. . . . Ben Liddon, head of Advance Service Company, is returning to Pittsburgh for his third hospitalization in recent months. . . . Oliver Carver, vending machine operator, has bought the American Popcorn Confections Company, popcorn supply and distributing firm, from Herman Rosenberg. Carver was a partner in the American firm for a short time before taking over the entire business. . . . Ben Lefkowitz reports L and L Confections is opening the new Holiday Drive-In Cafe at Couzens and McNicholas roads.

**Chicago:**

(Continued from opp. page)

tivity is the op interest in the firm's line of five counter games, including the Comet, Meteor, Ciggy, Mitc and King.

Pat Kelly, sales manager of Vend-all Service Corporation, has broken ground for a new ranch-type home in Mount Prospect. Vendall head, A. Garrick Alex, reports his chief aid is going around with candy data and lumber costs vicing for priority in his program. Alex adds that the new Vendall console candy machine is almost ready for presentation to the trade.

Jimmy Johnson, Globe Distributing, is back in town for a brief stay. Friends and customers still find it a touch and go proposition when it comes to finding Jimmy ensconced behind his desk. He's keeping the roads warm carrying word of his coin counting and sorting units to parts near and far.

Lunch Box, Inc., reports thru Miss G. Shanks, vice-president, that it has been approached by various institutions for information concerning its multiple item food vender. Among the inquiring agencies are U. S. Army training centers, public libraries, etc. Firm is currently exhibiting its machine at the International Trade Fair here.

Joe Kline, partner in First Distributors, arriving back in town last week-end after a one-week trip thru Illinois, reported heavy operator response to his new game and premium lines. Joe had been trying to make the trip for the past two months, but couldn't get away from Chicago. Meanwhile, partner Wally Finke, aided by Mel Finke and the rest of the staff, worked until midnight every night last week trying to catch up on orders. Mel did take time out to pick up his new Dodge convertible last week. The Finke family now boasts two convertibles.

Harvey C. Holz, operating the Harvey Music Company out of Park Ridge, is continuing his experiments with silicone in liquid form, which he says lengthens disk life. Charles Wilmoth, Tri-County Music Company, is another operator to stick to his ideas. Charley is working to increase shuffle game placements in his music spots. The games show signs of going on an even better play plane now that the summer days are ending and fall nears.

Nate Feinstein and Harold Schwartz, Atlas Music Company, are in agreement on business conditions as they compare notes on orders for the Seeburg Select-o-Matic. Boys say the phones are moving out to operators at a good pace.

Empire Coin burned the midnight oil last week, with all hands on deck to keep the orders rolling. Gil Kitt, despite the heat, said he was especially pleased with the growing export business the firm is doing. Shipments to Belgium and Ecuador were made last week. Howie Freer, Empire's jack-of-all-trades, returned to work Monday (?) after a jaunt to Miami, and immediately went to work to clear up the work which had piled up in his absence. Stanley Levin left last week on a trip thru Illinois and Iowa. Jerry Bremner, who recently suffered a second heart attack, has been released from the hospital and is recuperating at his home. Ralph Sheffield says Empire's premium biz is growing every day. He is spending practically all of his time replacing stock and augmenting the premium lines now handled by the firm.

Phil Rubey and Bruno Kosek, Mid-State execs, report business has been on the upswing at their headquarters. Their operator customers have been sending in laudatory messages after receiving games purchased from Phil and Bruno, reporting the equipment is all receiving excellent play on location.

**Los Angeles:**

(Continued from opp. page)

Manufacturing Company, dropped into the Badger Sales Company here the other day and began playing one of the games on the floor. The game was, no less, Williams's Double Header. The D H is creating a lot of interest. Bill Happel Jr., of Badger, reports. . . . Sammy Ricklin busy with the details at his California Music Company on West Pico. . . . A birthday party was given in Brentwood recently for Frederick and Richard Gaunt, twin sons of Fred Gaunt, of General Music.

F. E. Erickson, Sacramento Waling scale operator, in town in the interest of his Answer Box napkin holder. . . . R. A. Hendricks, Hanford operator, is reported to have received his orders to report to the army August 14. Hendricks is a specialist in office equipment machines. . . . Dorothy and Jack Leonard, he's the head of the Badger sales parts department, taking time off to hear Tony Martin at Cocoanut Grove of the Ambassador Hotel.

Francis T. Murphy, Universal Industries engineer, Chicago, spending his vacation in Southern California. . . . S. W. Ketchersid, of San Bernardino, making his usual buying trip to coin row. . . . Mr. and Mrs. Harry Rowe in the city from near-by Van Nuys. . . . Walter Huber, AMI distributor in the Bay area, has moved his headquarters from Oakland to San Francisco. He is now located at 1118 Howard Street. . . . Operators in the city and visiting coin row included Mr. and Mrs. Fred Allen, of Bakersfield; M. F. Tillison, Long Beach, and E. S. Trimble, Bell.

**New York:**

(Continued from opp. page)

scope Corporation of America, left August 10 for Europe to help promote his coin-operated binocular on that continent. Before turning to his new enterprise, he had been interested in a number of vending and coin service operations. He was one of the first coin laundry operators in this area.

Meyer Parkoff and Harry Rosen, of Atlantic New York, report Williams's new game, Double Header, is moving well, with most units going to out-of-town buyers. Hank Walton, who assists Murray Kaye, Atlantic sales staffer, is spending week-ends in Danbury, Conn., where his family is vacationing for the summer. . . . Joe Young, Wurlitzer distributor here, has fitted his showroom phono model with the new 45-r.p.m. conversion.

Sam Kresberg and Al Blendow, of Automatic Products, report top sales of the firm's Refresh-o-Mat. . . . Frank Breheny, of La Salle Music, mourning the death of his mother August 2. . . . Lou Herman is back at the helm of County Amusement after a vacation in the Catskills.

Al Stern, boss man at World Wide Distributors, says he never knew that Leonard Micum had so many friends—they've been calling Leonard to congratulate him on his recent association with World Wide. Monty West, firm's sales manager, is on the road and informs the office that it's like old times and that the salesman today gets a royal welcome. . . . Guy Farrell, formerly with Moe Fine, of Canada, is now with Allied Coin Machine Company here, where he heads the engineering department. Farrell has already incorporated two new features on Allied's Whiz Bowl conversion, and Vic Weiss and Bill Knapp, heads of Allied, put the okay on his technical skill. . . . Murray Rosenthal, of Coinex, claims to be the commutating coinman in the business. Murray has a summer home north of Racine, Wis., and he railroads the 70 miles every night to be with his family.

**Milwaukee:**

(Continued from opp. page)

Company. Bootcher was back in town by late afternoon of the same day.

Rainy weather forced postponement of the last three games scheduled in the Appleton Tavern League for the Cigarette Service Squad. Russ Dougherty, Wally Cotton and Hank Staedt are still rendering yeoman service to the outfit which now is boasting about a .500 average. Hurler Staedt insists that he still has a no-hitter up his sleeve this season.

George Jaber, Fond du Lac op, reports an upsurge in demands from locations for installation of cigarette equipment. This trend seems to be widespread, according to many ops who attribute it to rising cigarette prices.

Herman Plous, Green Bay vending op, reports candy sale at a profitable level. Herman, meanwhile, is looking forward anxiously to his coming week's vacation up north.

Making his regular rounds thru the territory and seeing a lot of vending ops, was Don Reynolds, State rep for the Wayne Candy Company. Don is a member of the executive committee of the Badger Candy Club.

Clarence Smith, of Oshkosh's M. & S. Novelty Company, recently took part in a posse which captured a fugitive murderer near Marinette, Wis. This is old stuff for Clarence who formerly was sheriff of Winnebago County. . . . Frank Barinick, of Milwaukee's Banaco Music, returned from a fishing trip to Canada with his sons, Roger and Gerald.

**Twin Cities:**

Amos Heilicher, of Advance Music Company, Minneapolis, has taken over the operation of the phonograph and pin game route of Jak Sales Company, Minneapolis, run for many years by Jim Karusis. The route is one of the larger operations in this territory and tends to build Heilicher's operation to one of the largest in this area. Karusis, meanwhile, has gone on a vacation to Europe, with Greece his destination. Upon returning he will emphasize his radio and television business. . . . Reports that Mike Crakes, another Minneapolis coinman, is planning to sell out his holdings appears entirely unfounded. Instead, Crakes, who is back on his feet following a serious abdominal operation which kept him hospitalized for nearly two months, is more eager-beaver than ever and is taking steps to strengthen his holdings in this area.

Dave Ziskin, of Dave's Distributing Company, Minneapolis, who recently opened his jobbing firm here, finally has managed to get away long enough to "hit the road" in Northern and Western Minnesota. He will be gone for a week. . . . After playing "baby sitters" to their grandson while his parents were vacationing at Breezy Point on Gull Lake in Minnesota, Mr. and Mrs. Hy Greenstein (he's head of Hy-G Music Company), needed a vacation themselves and are spending a week at Breezy Point. . . . Another Hy-G man, Solly Rose, and his wife, spent last week-end of Breezy Point.

Buzz Whisman, son of Milo Whisman, Robbinsdale, Minn., operator, is on a 10-day trip to Lake Nipigon in Canada. . . . Al Egernount, of Marshall, Minn., was in the city buying shuffle games for his route. . . . Mildred and Ed Birkemeyer, of Litchfield, Minn., were in buying bowlers, too, and she reported that her son, Jack Michaus, of Minneapolis, a lieutenant in the marine reserves, has been alerted for a call to service. . . . Lorenzo Olson, of Grand Forks, N. D., came to the Twin Cities to buy phonographs and

**Washington:**

(Continued from opp. page)

erated by Rosa Pastor and is working now at building up his locations, which consist mainly of retail establishments.

Baltimore associate members who attended the Washington Music Guild's Associates meeting last week included Lou Krefetz, of Gimbel Bros., Mack Lesnick, of Musical Sales Company, and Frank Crowley, of the General Vending Sales Corporation. Other associates at the meeting included Irving (Whitey) Sattler, of Whitey's Coin Machine Service; Arthur E. Seinick, of the Kaufmann - Washington Company (Decca distributor); George Cervantes, of Southern Wholesalers (Victor distributor), and Jack Loetz, of Nelson & Company (Capital distributor).

Melvin Banner, associated with Hyman Banner and Jack Rice in the Banner Vending Company, reported that the firm, now nearing its second anniversary, is coming along successfully. The Banners attribute part of this good record to the fact that they were previously in the food distribution business and have been able to carry over into the vending operation many of the principles of their former occupation. In many instances, they are even handling the same items, such as candy or French fried potatoes. They use U-Select-It machines and also vend cigarettes. Best locations, they stated, are gas stations, schools and warehouses. They also have some government building locations, with some of the best spots requiring servicing daily. Others are visited two or three times a week.

pin games. . . . Law Ruben, office manager for Lieberman Music, watched the all-star football game in Chicago Friday night. . . . Oscar and Jerry Hardwick, of St. Cloud, Minn., both were in buying shuffle games.

Gene Patch, Mercury record salesman for Amos Heilicher's Advance Music Company, Minneapolis, has gone into service as a technical sergeant, radar specialist, with the armed forces. He got his notice to report as a reserve Tuesday (1), was shipped Thursday and by the following Thursday had breakfast in Korea. . . . Eddie Wieland, head of the parts department at Liberman Music Company, who is an air force reserve first lieutenant, is on a flight training tour with his unit to the South and is due back August 30.

Jack Karter, Midwest Coin Machine Company, St. Paul, is adding Wurlitzer phonographs to his route. . . . John McMahon, Eau Claire, Wis., operator, was in the Twin Cities buying parts and records for his machines. . . . Gertrude Yank McAndrews, of Twin City Novelty Company, Minneapolis, is going thru the finishing stages of building her new home on the outskirts of town. . . . Solly Nash, of Twin City Novelty, is back from a week-long fishing trip to Round Lake near Deer River, Minn., and brought back evidence to prove that fishing was good. . . . Sid Levin, of Hy-G Music, reports his fishing is confined to week-ends but that he has had good luck angling on near-by Lake Minnetonka.

Vacations have hit the Lieberman Music Company, Minneapolis, staff with full impact, too. Vera Foster, record department head, is back from Minaki Lodge, New Kenora, Ont., where she joined record distributor Murray Kirshbaum and wife. Bill Percy, Lieberman service instructor for Wurlitzer, went to Chicago for his holiday from where Wally Zellmer, pin game department serviceman, returned following his vacation. Boss man Harold Lieberman will join his family at a cabin at Tofte, Minn., where he hopes he can shake off a summer cold which has been plaguing him for weeks.

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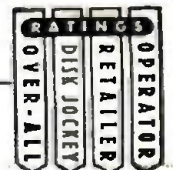
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Record Reviews

(Continued from page 101)



ARTIST	TUNES	COMMENT	OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
<b>COUNTRY &amp; WESTERN</b>						
"T" TEXAS TYLER 4 Star 1501	You'll Never Break My Trusting Heart Again	The fine warbler deals in routine material here.	70	70	70	70
	Wrong Side of Town	Socially conscious ditty misses fire despite another good job by Tyler.	71	71	71	71
JENE O'QUIN Capitol 1148	The Pinball Millionaire	Tongy warbler, in the Jimmy Dickens vein, socks out a catchy hillbilly novelty that should draw modest coin.	72	72	72	72
	The Hard Way	Light, well-suited song should also draw some attention to the new warbler.	72	73	72	72
JESS WILLARD Capitol 1137	Two Dollar Diamond Ring	Danceable, but lyrically unsuited for the family trade.	67	NS	67	68
	Trouble Then Satisfaction	An intriguing bank of blues material is dished out in okay country style.	71	72	70	70
ALAN FLATT Jamboree 508	It's All Over Now	Tubby-like warbler turns in a competent throbber here.	73	74	72	72
	Watching My Past Go By	It's difficult to tell Flatt from the original on one of Tubb's own tunes.	71	72	70	70
RAY ANDERSON Jamboree 504	You're the Two-Timing Kind	Good production of a fair-to-middlin' too-tapper.	70	71	70	70
	You'd Better Hold Your Tongue	Dickens-type warbler essays some typical material here. Highly attractive, heart-warming and amusing side.	79	80	78	78
JACK RIVERS Horace Heidt MS 1050	If Only Costs Three Cents	Strong piece of material is well-projected by Rivers, but dull recording doesn't help.	71	73	71	70
	Let Me Touch the Hem of the Garment	Equally strong religious side suffers from the same deficiency.	72	72	72	NS
BOB LONG Rondo 237	Lost and Gone	Pedestrian country bounce belted effort.	57	55	55	60
	Someone Stole My Heart	Long turns in a neat warble of a ballad of slight substance from his own pen.	61	60	60	62
DICK STRATTON Jamboree 510	Music City, U. S. A.	Dedication is to Nashville. Danceable side, but lyrically limited to Nashville patriots.	62	63	62	60
	It'll Be a Cold Day in July	Bonny well-constructed hill ditty is pleasant, but not exciting here.	66	67	66	66
AL DEXTER King 884	Walking With the Blues	An intense, but unusual hillbilly blues side with constant underlying guitar figure.	67	67	67	68
	Mi De Ho Boogie	Fine, bright boogie tune could create a real stir in a more inspired rendition.	75	75	75	75
JIMMIE HEAP Imperial 8090	I've Got a Cause To Be Lonesome	Fairly undistinguished stuff here, the Heap warbles in full, flavorful manner.	66	67	66	66
	The Woods Are Full of Them	Bright, Southwestern novelty has a strong boogie melody and a catchy refrain. Danceable and listenable.	81	82	80	80
WESLEY TUTTLE Coral 84056	When the Bloom Is on the Sage	The standard Western ballad gets an adequate and legitimate rendition from Tuttle and group.	74	74	72	75
	Jealous Lies	Another orthodox interpretation of a typical Western ballad.	70	70	70	70
HANK GARLAND Decca 46256	I'm Moving On	Garland does a better than average job on the Hank Snow tune, but will offer only minor competition for the Snow platter.	72	72	70	74
	Culter Shuffle	Country boogie novelty gets a so-so rendition.	66	66	64	68
BOB LONG Rondo R-238	No One To Love	Tearful Western ballad gets an adequate run-thru.	64	64	62	66
	Walking With Tears in My Eyes	Weaker material gets the same treatment.	62	62	60	64
BOB ATCHER Capitol 1147	Walk Chicken Walk	Atcher gives the Western novelty tongue treatment, but the material misses fire.	71	72	70	70
	Guilty Conscience	The vastly improved warbler handles a bouncy 'regret' tune in hearty, heart-felt fashion.	75	76	74	74
SONS OF THE PIONEERS Victor 21-0368	What This Country Needs	Material fails to live up to its promising title. Not much meat here.	66	67	66	NS
	Old Man Atom	The Sons' interpretation of the fine piece of modern commentary lacks the rhythmic cohesion of the original ABC version, now on Columbia.	76	79	75	75
<b>HOT JAZZ</b>						
KURT EDELHAGEN ORK Empire 01 504	Cherokee	German jazz ork's treatment of the Ray Noble classic is a curious amalgam of old-hat swing and bop touches. No solos, technical musicianship okay, but little jazz feeling here.	52	54	52	50
	Explosion	Original is largely a drum solo with touches of Woody Herman in the "Blow" groove. Little here for the jazz clique.	43	46	43	40
DODO MARMAROSA Sony 756	My Foolish Heart	Marmarosa's been absent from wax for some time. He returns here with a straight no reading of the hit ballad. Hardly a frill or stylistic liberty.	59	60	57	59
	Why Was I Born?	Marmarosa treats the Kern classic as a rhythm item, again sticking close to the melody all the way, the touches of bop and block chord patterns show here and there. The pianist can do better than this coupling shows.	61	63	61	60



# Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>HOT JAZZ</b>					
<b>KURT EDELHAGEN</b> Empire 81 892	<b>Interlude</b> Pata Rugolo's color piece is interestingly handled by the German "cats," with a harpsichord carrying the lead. Jazz jocks might try a few spins as a novelty item.	60--65--60--56			
	<b>Empire Bounce</b> This one's an out-and-out bop riffer along the lines of the Dameron riffers. Conception is acceptable, execution, except for a fairly "hip" piano, is wooden. Again side is on competition for American jazz, but has some curiosity value.	57--61--57--53			
<b>STAN GETZ QUARTET</b> Roost 512	<b>Yesterdays</b> Exquisite dreamy bop balladry here. Getz's tenor weaves a fine mood, inventive without violation of the spirit and intent of the tune. Should be added to his "Pennies From Heaven" as a sure-fire item in the progressive catalog.	73--76--73--70			
	<b>Sweetie Pie</b> Rhythmic treatment of the oldie is tasty, showcasing Al Hally's fine BB-ing and leader's tenor.	65--67--66--63			
<b>MUGGSY SPANIER DIXIELAND BAND</b> Mercury 8460	<b>Sweet Georgia Brown</b> Muggsy's driving trumpet style shows the way in this split-tempo two-beat jazz reading of the old fave.	73--77--73--70			
	<b>Feather Brain</b> Muggsy plays a mess of feelingful slow blues on his muted horn as a "Relaxin' at the Touro." Darnell Howard blows some neat low register clary to make way for Muggsy's leading the assemblage home with horn open. Fine two-beat effort.	73--78--75--65			
<b>LATIN-AMERICAN</b>					
<b>PEREZ PRADO</b> Victor 23-920A	<b>Pianolo (mambo batiri)</b> Highly exciting mambo novelty features the maestro's mad piano, screaming brass, Latin bop trumpet, and crisp bongo thumping.	84--85--84--83			
	<b>Ni Habla! (mambo batiri)</b> Another wild, well-recorded modern mambo, featuring dynamic section work and some chanting. American bands will go for this one.	83--84--83--83			
<b>ROBERTO PEREDA</b> Pro-Arta 1275	<b>No Me Lo Niegues (bolero)</b> Romantic Latin crooner essays a pretty medium rumba with ork maintaining good dance tempo in society style.	73--74--74--70			
	<b>La Vida En Rose (bolero)</b> Beautiful Latin dance setting and warbling of "La Vie En Rose."	75--76--76--74			
<b>MOONDOC</b> Pro-Arta 2523	<b>Snaketime Rhythms (I &amp; II)</b> The first side features drum rhythms in 3-beat patterns, the flip in 7-beat. Hardly a commercial item, this could nevertheless have interest for dance groups or modern effecters.	56--57--55--NS			

## RHYTHM & BLUES RECORD REVIEWS

.... (Continued from page 34)

<b>LOWELL FULSON</b> Swing Time 226	<b>Low Society Blues</b> Slow blues instrumental spotting a running rhythmic bass pattern could pick up a coin here and there in rhythm sectors.	71--74--70--70
	<b>Blue Shadows</b> Fulson shows distinction as he effectively shouts a less cliched than usual slow blues. Should score another for Fulson.	84--84--84--84
<b>JEWEL KING</b> Imperial 3087	<b>Low Down Feeling</b> Turner delivers a rather routine slow blues with warmth.	66--68--64--66
	<b>I Love a Fellow</b> She does a jump blues with considerably less persuasion. Sturdy orking helps.	63--63--61--65
<b>JOE TURNER</b> Imperial 3090	<b>Jumpin' Tonight</b> Turner turns in an earthy shout on a good rocker which spots some driving ork work and pushing tenor honking.	59--60--58--59
	<b>Story To Tell</b> The master blues shouter tells his story of the woman he loves and his difficulties therefrom. Poor balance doesn't help. Mainly for Turner collectors.	61--62--60--62
<b>T-BONE WALKER</b> Imperial 8094	<b>Travelin' Blues</b> T-Bone does a persuasive shout on an effective medium blues. Good recording and fine support from the small and jumping ork are added assets.	80--80--79--81
	<b>Evil Hearted Woman</b> T-Bone, playing earthy guitar accompaniment for himself, makes a moving dinking of a slow blues. A superb tenor sax helps sock this one home. Should score.	84--85--83--84
<b>FAT MAN HUMPHRIES</b> Abbey 3016	<b>Doby at the Bat</b> Shuffle-boogie rocker about Larry Doby misses fire because of weak lead vocal. Material, combo work, unison chanting are all spirited and punchy.	65--65--65--65
	<b>Anything Is the Right Time</b> Jump boogie blues shows some strength and weakness as flip.	62--62--62--62
<b>AL JACKSON</b> Roost 608	<b>It Ain't Gonna Be Like That</b> Jackson, a pile-driving shouter with the force and thrifty appeal of a Wynonie Harris, socks a winning good-rocker with band unison-chanting the punch line. Could score.	82--82--82--82
	<b>Cool, Cruel Mama</b> Warbler shows he's just as handy with a slow blues. Combo work is excellent, as with flip.	72--72--72--72
<b>BROTHER BLUES</b> Abbey 3015	<b>Feather Weight Mama</b> Up-tempo boogie blues is ordinary in theme and warbling.	63--63--63--63
	<b>Day Break</b> Piano-guitar-rhythm slow mood blues registers affectingly.	74--74--74--74

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Volume Control Keys, 100 .....	\$ .36
METALLIC CLOTH, 3" wide in all the latest designs for practically all makes and models of coin-operated phonographs. Re-decorate your machines for very little cost. Reg. \$4.00 per yd. Our price per yd. ....	\$1.30
Wurlitzer—Seeburg—Rock-Ola Amplifiers with Tubes, Ea. ....	\$10.00
Wurlitzer—Rock-Ola—Seeburg Speakers, Ea. ....	\$5.50

SEND FOR FREE CATALOG  
50% DEPOSIT REQUIRED  
WITH ALL ORDERS

# ALBENA SALES CO

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## IN NEW ENGLAND IT'S TRIMOUNT

### Because:

- TRIMOUNT IS EXCLUSIVE DISTRIBUTORS FOR SEEBURG, COTTLIER, WILLIAMS AND UNIVERSAL.
- TRIMOUNT HAS NEW ENGLAND'S LARGEST SERVICE DEPARTMENT WITH A WELL-TRAINED, EXPERIENCED STAFF WAITING TO SERVE YOU.
- TRIMOUNT HAS NEW ENGLAND'S MOST COMPLETE PARTS DEPARTMENT.
- EVERY MAIL AND PHONE ORDER IS CAREFULLY AND PROMPTLY FILLED.
- TRIMOUNT'S ENTIRE STAFF IS ALWAYS AVAILABLE TO HELP SOLVE ANY PROBLEMS YOU MAY HAVE.



Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 2-9482

## CONTACT US BEFORE YOU BUY

WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES

## Williamsport Amusement Company

233 W. 3d Street, Williamsport, Pa.  
Phone 2-3326—2-1648

"Central Pennsylvania's Largest Distributors"

## Board Sales, Costs Up; Demand High

(Continued from page 109)

the regulation playfields) jumped in price, but shortages have already developed. Perkins pointed out that the regulation playfield requires 27 strips of seasoned maple measuring 3/4-inch wide, 3 inches deep and 20.8 inches long.

Practically all parts, other than wood products, required to complete a shuffleboard have also jumped in price, and supplies are following the trend. An example are the score pads which are supplied to the locations. These have increased 12 cents per pad in price within the past two weeks. When it is considered that a manufacturer of boards buys the pads in lots of several hundred thousand, the increased cost is substantial on this one product alone.

What is forecast as the largest league season in shuffleboard to date is scheduled to tee off in most parts of the country within the next 30 days. Purveyor, which sponsors leagues throughout this territory, will get its first pairings ready for a start as soon after Labor Day as possible. Standard (the Rock-Ola shuffleboard division) is also getting its league play ready for an early start, as are American, National, Penn and Valley.

Further impetus for tournaments is expected to result from the scheduled fall meeting of the Table Shuffleboard Association of America (TSA), which will be airing plans for local, regional and national meets next year.

## SLOW BUT SURE

(Continued from page 109)

ing list items to help them in their relationships with operators. Several times a year the Rechtshafers go to Chicago by plane.

"We've got countless bits of encouragement for our 'slow, but sturdy' campaign of public relations from those Chicago trips," said Paul Rechtshaffer.

Both he and his uncle, Abe Rechtshaffer, report getting "plenty of solid ideas from column thruout the country at these manufacturers' get-togethers in Chicago. We come back to Hartford freshly enthused, and also with plenty of ideas to give to our operators."

## SELLING USED RECORDS

(Continued from page 98)

anxiously for this sale, so that there is little turnover problem to worry about."

A second important point is that the retailer picks up the used records himself, under most circumstances, which does away with the delivery and handling expense for the route operator. Peerless Music Company has a weeded-down list of customers for all used records. They pay 10 cents each for lots of 500, and send a pickup truck after them. Heavy cartons are kept in the shop for the purpose, and the retailer is telephoned as soon as 500 have been stacked up.

"Such retailers can use tremendous amounts," Geritz added. "For example, I received 1,000 used records from a Wyoming operator. With two telephone calls I disposed of the entire lot, and they were out of the building the same day."

## NEW DISKS BOOSTING

(Continued from page 98)

Houston, reports the reason for the increased business is due to "more records that are making money." This firm named, as some of the high grossers in their area, the following sides: What About You, by Johnny and Jack; I'm Moving On, by Hank Snow; Don't Let Our Love Die, by the York Brothers; Nola, by Les Paul, and Why Don't You Love Me, by Hank Williams.

Crest Amusement, Glendale, Calif., reports: "Music collections are slightly up in the past two weeks. Credit is due, in part, to some outstanding new records like Mona Lisa; Good-night, Irene, and Play a Simple Melody.

## ★ DISAPPEARING PIN CONVERSIONS ★

For . . .  
**UNITED CHICAGO COIN ONLY \$39.50 EA.**

In Lots of 10 or More  
5 to 9, \$45.00 Ea. • Sample \$49.50

ALSO CONVERSIONS FOR  
BALLY, WILLIAMS AND ROCK-OLA

1/3 With Order, Balance C.O.D.

**MIKE MUNYER**

577 10th Ave. at 42nd, N. Y. 18, N. Y.  
BRyant 9-6477

SWINGIN' MONK  
\$89.50

CHICKEN SAM  
\$69.50

COMPLETE STOCK OF PARTS  
FOR SEEBURG RAY GUNS  
WRITE FOR PRICES



1346 Roscoe St. Chicago 13  
CRaceland 2-0317

## OUT THEY GO

BALLY CONSOLES  
Double Ups, Spot Balls, Multi Balls, Clover Balls, new. All in No. 1 condition. Write for price. Get them while they last.

PHONOGRAPHS  
500 Record Seeburg, New .....

1947 Seeburg Model M .....

Three Musketeers .....

Williams Freshie .....

Gottlieb Just 21 .....

Citation .....

Terms: One-third deposit with order and balance C. O. D.

**FRANK SWARTZ SALES CO.**

315-A Fourth Ave., South, Nashville 16, Tenn.

**MOST LIBERAL  
MOST MAGNETIC  
MOST PROFITABLE  
COIN MACHINES FOR  
EVERY AMUSEMENT PURPOSE**

**O. D. JENNINGS & CO.**  
4307-39 W. LAKE ST., CHICAGO 24, ILL.

**ONE BALL**  
Champion .....

Jockey Special .....

**FIVE BALL**  
South Pacific .....

Just 21 .....

All Babe .....

Serenade .....

Chicago C. Bowling Classic .....

Gottlieb Bowlette .....

Chicago Cain Trophy Bowl, New .....

1/3 Deposit, Balance Sight Draft.

**GENERAL DISTRIBUTING**  
1225 N. Broad Ave. New Orleans, La.

## Calendar for Coinmen

August 15—Music Operators Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.  
 August 15—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.  
 August 16—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.  
 August 17, 24, 31—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.  
 August 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.  
 August 23—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.  
 August 24—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.  
 August 28—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.  
 August 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.  
 August 29—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.  
 August 31—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.  
 September 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.  
 September 6—Coin Machine Operators' Association of Harris County (SMOABC), monthly meeting, Chamber of Commerce Building, Houston.  
 September 7—Washington Music Guild, Inc. (WGMG), monthly meeting, Hotel Hamilton, Washington.  
 September 7—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.  
 September 7—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.  
 September 11—California Music Guild (CMG), monthly meeting, 331 Club, Oakland, Calif.  
 September 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.  
 September 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.  
 September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.  
 October 25-27—Sixth Annual Popcorn Industries convention and exposition, Stevens Hotel, Chicago.  
 October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.  
 (Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

## Puck Patter

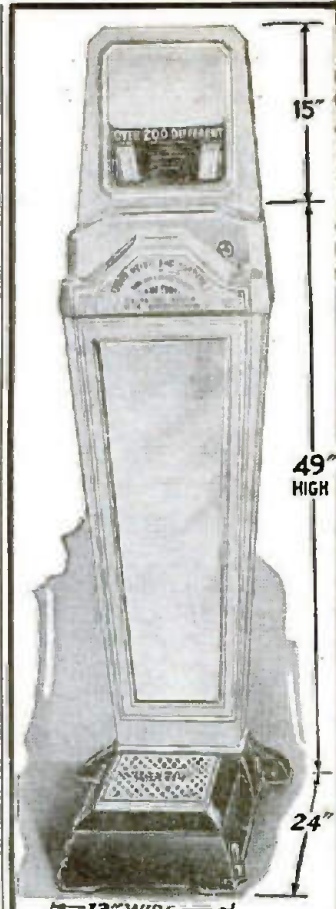
(Continued from page 109)

visor, is now on the road, traveling thru the East, and writes that from present indications, the upcoming season should be the best in the history of the sport. Sol says operators are already setting up their boards and getting them in condition for the start of the league season next month.

Preparing for a record loop season this fall is Herb Perkins, head of Purveyor. Altho he was busy squiring visiting coinmen out to the Tam O'Shanter Country Club last week to see goldfom's greats compete for \$75,000 prize money, Herb expects to get busy again with his league plans. Tom McNeill, roadman for Purveyor, reports shuffleboard interest greater than ever in Wisconsin and Indiana.

### Detroit:

David Yamshon, who operates the D. and C. Amusement Company, is refinishing the tops on his entire route of boards, in preparation for the league playing season to be initiated by the Detroit Shuffleboard Association. . . Dale Sauve, of A. P. Sauve and Son, is awaiting delivery on a new Pontiac car. . . J. H. Brown has purchased the shuffleboard route of George Bradley, who is retiring to devote his entire time to the trucking business. . . Operator G. Ferris at Ypsilanti, Mich., is setting up an independent shuffleboard league, and is planning to have his winners challenge the Detroit city champions for a match at the end of the season. . . Kenneth Thoms, who has long been connected with various coin machine operations as a serviceman, has returned to the industry with the purchase of a shuffleboard route. . . Maurice Feldman, of the Central Coin Machine Exchange, has been named distributor for Sunglow wax.



WEIGHT, 165 LBS.

**\$25 DOWN**

**Balance \$10 Monthly**

**400 DE LUXE PENNY FORTUNE SCALE**

**WRITE FOR PRICES**

**LARGE CASH BOX HOLDS \$85.00 IN PENNIES**

*Invented and Made Only by*

**WATLING**

**Manufacturing Company**  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
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### IMMEDIATE DELIVERIES!

<b>DISAPPEARING PIN CONVERSIONS</b> for Chicoin Bowling Alleys, United Shuffle Alleys, Belly Bowlers <i>Write for Prices</i>	<b>STILL AVAILABLE!</b> "POP CORN SEZ." \$44.50 EA. 10x Units, \$49.50 Ea. <i>Perfect Condition!</i>	<b>ROYAL DELUXE</b> <b>LITE-A-PIN CONVERSION</b> Fits all Shuffle Games. <i>Write for Special Prices.</i> Specify game.
--	--	---

### RECONDITIONED SHUFFLE GAMES

United Shuffle Alley \$ 99.50 W/Disappearing Pins 174.50 Belly Shuffle Bowler 115.00	Genco Bowl League . \$ 99.50 United Super Shuffle 164.50 Univ. Twin Bowler . 179.50	Chicoin Bowl's Alley \$179.50 Bally Speed Bowler . 259.50 Univ. SuperTwinBowl. 259.50
<b>SPECIAL!</b> Exhibit Strike, Fl. Sample \$219.50 Evans Shuffle Ten Pins, Fl. Sample . 299.50 New United Shuffle Slugger Write	<b>NEW—</b> United Twin Shuffle Rebound Chicago Coin Trophy Bowl, United Shuffle Alley Express, & Fl.	<b>WRITE!</b>

Write for latest list new and reconditioned B-Balls, 1-Balls, Consoles, Arcades, Balls, Etc.  
**Canadian and Foreign Operators—You'll Do Better at Monarch!**  
 Terms: 1/3 Deposit, Balance C. O. D.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE Armitage 6-1434) CHICAGO 27, ILL.

**IF YOU WANT TO BUY—SELL OR EXCHANGE MILLS SLOT MACHINES**

**WRITE—PHONE OR TELEGRAPH FOR PRICES AND ALLOWANCES**

## BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD CHICAGO 12, ILLINOIS

### FOR SALE

48 Unit Kentucky Derby choice board. Walk location. Fully equipped, now can be seen in operation at Lincoln Avenue and Boardwalk. Will train buyer. Good profit assured. Rental, \$2,500 yearly.

**ACME AMUSEMENT CO., 3210 Boardwalk, Wildwood, N. J.**

### COIN BINOCULARS

(Continued from page 97)

shut until the show is over, but is asked to perform this chore before leaving the theater.

Good has found, tho, that he has to send a representative around before each new performance to insure that lids are shut. Collections are made once weekly.

When installing equipment he starts at the rear of the highest balcony and works his way down. The collection pattern determines at what row he stops placing new units. During the run of a hit show, Good claims half the binoculars are used each performance.

Good, a long-time coin machine operator with most of his experience in the automatic laundry machine field, did not disclose the selling price of the unit. He said most current production is being diverted for use in his own operation.

### GREAT NORTHWEST OPS

(Continued from page 97)

busy. When the farmers come to town these games may expect even greater play.

Phonographs on location also will get plenty of attention when the farmers and their families come to town, once the harvest is out of the way.

Vending machine units, of course, will continue their heavy draw as in the past.

Jobbers report that operators, in anticipation of this on-rush of autumn business, are adding new equipment, refurbishing old machines and generally getting all set for the better days ahead.

### PRICE REDUCED

**SEEBURG**

8800-9800-8200 . . . . . \$23.00 Each  
 Remote Control . . . . . 48.00 Each  
 We have 30 used Phonographs of this low price ready for delivery.

**W. B. DISTRIBUTORS, INC.**  
 1012 Market Street St. Louis, Missouri

### CLOSE OUTS

Campus . . . . .	\$149.50
Saratoga . . . . .	49.50
Holiday . . . . .	49.50
Magic . . . . .	89.50
Remona . . . . .	54.50
Bally Entry . . . . .	35.00
Kagney Super Bonus, 5x . . . . .	75.00
Super Hockey . . . . .	64.50
Amusecade . . . . .	94.50
Black Gold . . . . .	69.50
Wright 49 . . . . .	79.50
Special Entry . . . . .	35.00
Carnival . . . . .	79.50

All cleaned, reconditioned, graded and warranted. One-third deposit.

### CENTURY DISTRIBUTORS

8. 170 Madison Spokane, Wash.  
 Phone: Rt 6159

### CHAMPION ONE BALLS

**Like new, \$399.00**

Phone: Bridgeport 750

703 MAIN ST. BRIDGEPORT, OHIO

**BETTER  
BELL  
BUY  
FROM  
BUCKLEY**



**NEW  
SENSATIONAL  
STANDARD  
MODEL  
CRISS CROSS**

Here's a Lower Priced Bell  
Comparable to any Jackpot  
on the Market.

Sells to Clubs at \$225.00  
for 5c play, \$235.00 for 10c,  
\$245.00 for 25c.

WRITE FOR OPERATORS' AND  
DISTRIBUTORS' QUANTITY PRICES

**BUCKLEY  
MANUFACTURING CO.**  
4223 W. Lake St.  
Chicago 24, Ill.

**State Tax Calendar**

**Alabama**  
September 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.  
September 15—Income tax third installment due.  
September 20—Sales tax report and payment due.

**Arizona**  
September 15—Gross income report and payment due.

**California**  
September 15—Corporation income tax second installment due.

**Colorado**  
September 14—Sales tax report and payment due.  
September 15—Denver sales tax report and payment due.

**District of Columbia**  
September 20—Sales and use tax report and payment due.  
September 30—Property tax semi-annual installment due. (last day)

**Florida**  
September 20—Sales, use, rental and admission taxes and reports due.

**Georgia**  
September 10—Cigar and cigarette wholesale dealers' report due.  
September 15—Income tax third installment due.

**Idaho**  
September 1—Franchise license tax and statement due (last day).  
September 15—Cigarette wholesalers' drop shipment report due. Income tax second installment due.

**Illinois**  
September 15—Cigarette tax report due. Sales tax report and payment due.

**Indiana**  
September 10—Cigarette distributors' interstate business report due.  
September 15—Cigarette distributor's drop shipment report due.

**Kansas**  
September 20—Sales tax report and payment due.

**Kentucky**  
September 20—Cigarette wholesalers' report due.  
September 30—Amusement and entertainment report and tax due. Louisville income tax withholding agents' payment due.

**Louisiana**  
September 1—Soft drinks tax report due. Tobacco tax report due.  
September 15—Soft drinks tax report due. Tobacco tax report due.  
September 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

**Maryland**  
September 10—Admissions tax payment due.  
September 15—Income tax third installment due. Sales and use tax report and payment due.

**Massachusetts**  
September 20—Tobacco tax report and payment due.

**Michigan**  
September 15—Sales tax report and payment due.  
September 20—Cigarette tax report and payment due.

**Minnesota**  
September 15—Income tax installment due.  
September 20—Cigarette tax and report due.

**Mississippi**  
September 15—Income tax third installment due. Manufacturers, distributors and wholesalers of tobacco, report due. Occupation (sales) tax and report due.

**Missouri**  
September 30—Kansas City property tax due (last day). Soft drinks

manufacturers' report and payment due. Soft drinks manufacturers' report and payment due.

**Nebraska**  
September 10—Cigarette distributors' report due.

**New Jersey**  
September 20—Cigarette distributors' tax report and payment due.

**New Mexico**  
September 15—Occupational gross income tax report and payment due.

**North Carolina**  
September 15—Income tax third installment due. Sales tax report and payment due.

**North Dakota**  
September 10—Cigarette distributors' report due.  
September 15—Income tax third installment due.

**Ohio**  
September 10—Cigarette wholesalers' report due.  
September 15—Cigarette use tax and report due.

**Oklahoma**  
September 10—Cigarette wholesalers', retailers' and vending-machine owners' report due.  
September 15—Income tax third installment due. Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

**Pennsylvania**  
September 10—Soft drinks tax report due.

**Rhode Island**  
September 20—Sales and use tax return and payment due.

**South Carolina**  
September 15—Income tax third installment due.

**Tennessee**  
September 20—Sales and use tax report and payment due.

**Utah**  
September 15—Excise (income) tax third installment due. Sales tax report and payment due.

**Vermont**  
September 15—Corporation income

**Bridgeball Game  
Shipments Start  
September 15**

**ELKHART, Ind., Aug. 12.**—John W. Culp, head of Culp Products Company, announced this week that initial shipments on the new five-ball skill game, Bridgeball, will begin about September 15. The firm marks its entry in the coin machine field with this unit (*The Billboard*, August 12).  
Culp, who reported distributors are now being lined up thruout the country to handle Bridgeball, said the game will weigh 551 pounds, is 31 inches high, 30 inches long and 19½ inches wide.  
Servicing of the unit is accomplished by removing the glass and four screws from the top board, thus exposing the entire patented unit, intact and operable, leaving in the cabinet only the ball lift, the plunger and an Ace coin mechanism.  
Bridgeball features a circular, metal bowl-type playfield. Player, after shooting his ball, uses a handle to control the ball into numbered holes ranging from 1 to 6. If he is able to drop the ball into the No. 1 pocket, he gets a replay on that ball. Play is set for 5 cents.

tax report and payment due. Personal income tax third installment due.

**Washington**  
September 15—Sales tax report and payment due. Seattle occupation tax report and payment due. Vancouver occupation tax report and payment due. Wholesalers' cigarette drop shipment report due.

**West Virginia**  
September 15—Cigarette use tax report and payment due. Sales tax report and payment due.

**Wisconsin**  
September 10—Cigarette wholesalers' and manufacturers' report due.

**Wyoming**  
September 15—Sales tax report and payment due.

**IT'S SMART  
TO BUY FROM  
ATLAS!**

**SHUFFLE GAMES**  
Williams Double Header  
United Twin Shuffle Alley  
Rebound  
Chicago Coin Trophy Bowl  
United Shuffle Slugger (Write)  
Keeney Double Bowler

**PIN GAMES**  
Caneby Study  
Pin Bowler  
Sweetheart  
Yuma Arizona  
Select-a-Card—Write

**NEW 1-BALLS  
WINNER • TURF KING**

**RECONDITIONED 1 BALLS**  
Champion ..... \$395  
Citation ..... 245

**NEW FALCON SHOE  
SHINER, \$125.00**

**DISAPPEARING PIN CONVERSIONS**  
for United Shuffle Alley, Chicago Coin  
Bowling Alley, Bally Shuffle Bowler.  
15-minute installation.

**GAMES—Ready for Location**

Bah, Dale Gun, 879	Maize	..... \$47
Big Top	Rainbow	..... 47
1-2-3	Santo	..... 45
Puddinhead	Sweet Sue	..... 45
Yanks	Broncho	..... 45
Tennessee	Catalina	..... 44
Sunny	Tallyho	..... 39
Stormy	Gold Ball	..... 39
Suspense	Playboy	..... 37
Bermuda	Shooting Star	..... 35

Reconditioned and Refinished  
**SHUFFLE GAMES**

Shuffle Alley, 1-15	..... \$ 95
Chicago Coin Rebound	..... 80
Bally Shuffle Bowler	..... 145
Genco Glider	..... 38
Genco Bowling League	..... 75
Chicago Bowling Alley	..... 165
Rock-Ola Shuffle Jungle	..... 165
Williams DeLuxe Bowler	..... 175

PHONOGRAPHS—reconditioned, Refinished

<b>SEEBURG</b>		<b>WURLITZER</b>	
'48 R.C. (blonde)	\$395	1015	..... \$395
'47 R.C.	350	1100	..... 445
'46 R.C.	295	AMT Model "A"	..... 425

Terms: 1/3 Deposit. Balance C. O. D.

Atlas

NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE Armitage 6-5005 • CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices

**ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19**

**ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9**

HOME OF PERSONAL SERVICE

### Supplies In Brief

#### Tobacco Survey

WASHINGTON, Aug. 12.—The tobacco products industry had slightly lower profit rates in 1949 than in the prewar year of 1940, the Federal Trade Commission (FTC) has reported. In a study of 25 major manufacturing industries, the FTC found that 17 had higher profit rates in 1949 than in 1940, while the tobacco products industry was among six others which fell somewhat below.

Nevertheless, the tobacco products industry's profit rates appear to show a rising trend, according to the study. The rate of return after taxes in 1940 was 13.8 per cent, falling to 11.8 per cent in 1947 but rising to 13.2 per cent in 1948 and 13.3 per cent the following year. Twenty manufacturers were included in the tobacco products study. Of these, eight were cigarette manufacturers. Their rate of return was 14.7 per cent in 1940, falling to 11.9 per cent in 1947, rising to 13.7 per cent in 1948 and 14 per cent in 1949. Nine cigar manufacturers showed 8.7 per cent in 1940, 10.2 per cent in 1947, 8.6 per cent in 1948 and 6.7 per cent in 1949. Three manufacturers of plug, smoking and snuff showed 10 per cent profits return in 1940, 8 per cent in 1947, 11.2 per cent in 1948 and 10 per cent in 1949.

#### Almond Agreement

WASHINGTON, Aug. 12.—The Agriculture Department has issued a marketing agreement and order regulating handling of almonds grown in California. Under this program, the marketable supply of almonds will be adjusted to demand during each session a surplus occurs by establishing salable and surplus percentage applicable to each handler's receipts, on an edible kernel weight basis.

Disposal of surplus almonds will be controlled by the Almond Control Board, but handlers who apply before delivering surplus to the board in any crop year will be authorized to act

## Boston Buying Heavy, Reps Say; See No Shortage

BOSTON, Aug. 12.—Heavy buying of all types of equipment was reported the first two weeks in August, and several distributors had sold from half to three-quarters of their monthly allotments. Heaviest demand was for new equipment, and some distributors were planning instituting allotments if the buying continues.

Distributors in the area are doing their utmost to discourage panic buying. They feel that it is bad for the industry. Reports were that ops formerly buying one piece of equipment were buying two; those customarily buying two were buying four, and so on.

Also there is some tightening, there were no reports of shortages of parts or used equipment. There were many reports, however, that parts were "becoming hard to get."

## Pa. Puts Ban on Loss Leader Sale

HARRISBURG, Pa., Aug. 12.—Pennsylvania's fair trade law prohibiting use of cigarettes as loss leaders was invoked by Revenue Department officials thru the upping of minimum per-carton retail prices by 4 cents.

While the price floor of 20 cents a pack for popular brands remains unchanged, the department hiked the minimum retail price per carton from \$1.98 to \$2, effective August 4.

The cigarette fair trade law, passed by the Legislature in 1949, provides that wholesalers may not sell smokes for less than 4 per cent above their cost, and that retailers must add a minimum of 6 per cent to their costs.

Wholesalers and retailers violating the law are subject to a \$200 fine for first offenses. On second and subsequent offenses they are liable to a fine of up to \$500 and imprisonment up to six months, the Revenue Department pointed out.

as the board's agents in disposing of their own surplus. Practically all of the almonds grown in the United States are produced in California. The 1949 crop of 43,300 tons was of record large size. The July 1 estimate of 1950 output was 36,000 tons.

## Plug Pest Killer As Route Sideline

ELIZABETH, N. J., Aug. 12.—Remington Products here has developed an automatic insect-control unit which it is promoting to operators as a route sideline. Plan is for operators to rent the device to location owners at a small monthly fee.

The assembly is installed on the wall of a location, about three feet below the ceiling. Plugged into an electric socket it vaporizes an insecticide, said to contain no acetone or kerosene.

Remington, at 410 N. Broad Street, is headed by Dave Stern, Irving Sachs and Sam and Harry Wichansky, all active in the coin machine industry. They said "a few hundred" units have already been installed in this area by operators.

## New Jobber Set On NY Coin Row

NEW YORK, Aug. 12.—The U. S. Distributing Company, a new jobbing firm specializing in coin-operated amusement games, opened for business here this week at 615 10th Avenue. The store was formerly headquarters for Economy Supply.

Bob Jacobs, veteran coinman, is manager of the new outlet. In addition to games, a full supply of parts, pucks and wax will be carried, he said.



WEIGHT 88 POUNDS CLOTH HANDLE

# \$139<sup>50</sup>

## BRAND NEW ROL-A-TOPS

### 5c-10c-25c PLAY

Above Prices F. O. B. Chicago

### WATLING MFG. CO.

4650 W. Fulton St.  
CHICAGO 44, ILL.  
Est. 1889—Tel.: COLUMBUS 1-7771  
Cable Address: 'WATLINGITE' Chicago

**FOR SALE**  
**2 TELEQUIZ MACHINES**  
Complete with film. These machines are on location in A-1 condition. \$250.00 each.  
**L. E. HARTY**  
747 E. 7th Ave. West Bend, Wisc.

"Should have Come Here in the FIRST Place!"  
For the latest and finest in coin machines—See FIRST—BE FIRST!

**NEW SHUFFLE GAMES**

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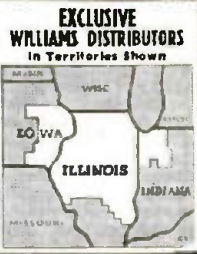
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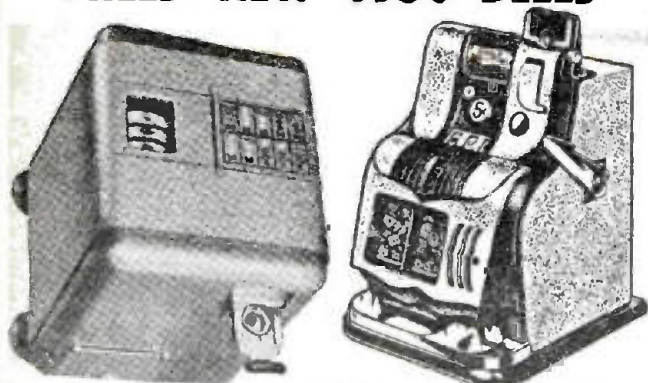
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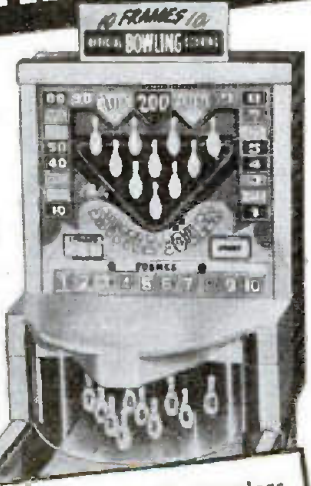
# BIGGER PROFITS FROM YOUR BALLY SHUFFLE-BOWLERS

## NEW CONVERSION WITH REALISTIC UPRIGHT PINS THAT DISAPPEAR

AS ROLL-OVERS ARE HIT

PINS AUTOMATICALLY SET  
EXACTLY AS ON  
BALLY SPEED-BOWLER

INSTALLED ON LOCATION  
IN A FEW MINUTES...  
**IT'S FAST!**



New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes. Write at once for complete details and prices.

## COMO

MANUFACTURING CORPORATION  
5013-5025 N. KEDZIE AV., CHICAGO 25, ILL.  
PHONE Independence 3-7600

# New! FASTEST!

# Again KEENEY'S DOUBLE BOWLER

- ★ **FASTER ACTION!** Rebound puck cuts game time to 45 seconds or less.
- ★ **HI-SPEED TOTALIZER** registers score for 2 players or one.
- ★ **SCORES ALL SPLIT SHOTS!**
- ★ **IMPROVED DESIGN and GREATLY SIMPLIFIED MECHANISM!**
- ★ **QUIET PLAY!**  
**FASTEST 2-PLAYER BOWLER OF TODAY!**



LARGER  
SIZE  
9½ FEET  
LONG  
BY  
2 FEET  
WIDE

BY POPULAR  
DEMAND  
AVAILABLE  
ALSO IN  
8 FT.  
LENGTH

SCORES 4-7 and  
6-10 SPLITS  
20-30 SCORING

SEE YOUR  
KEENEY  
DISTRIBUTOR

J. H. Keeney & CO., INC.  
2400 WEST FORTYTH STREET, CHICAGO 22, ILLINOIS

**TEN USED TELEQUIZ**

with film  
**\$195.00** each

or will trade for  
**SHUFFLE BOWLING GAMES**  
**MITCHELL NOVELTY CO.**  
3306 W. National Ave. Milwaukee, Wis.

"Sensational!"

"OUTSTANDING"

"NOTHING LIKE IT!"  
These are typical comments about our new 122 page PARTS & SUPPLIES CATALOG #36 for Coin Machines. Have you received your FREE copy yet? Ask for it on letterhead or send business card.  
Dept. 88  
1423 N. Broad St.  
Philadelphia 22, Pa.  
**BLOCK MARBLE CO.**

**SENSATIONAL PROFITS WITH THE AMAZING NEW AUTOMATIC "INSECT CONTROL"**



WE ARE APPOINTING AUTHORIZED DISTRIBUTORS FOR TERRITORIES ASSIGNED ON A FRANCHISE BASIS. FOR COMPLETE DETAILS CALL ELIZABETH 5-8075 OR WRITE AND STATE TERRITORY DESIRED.

Increase your profits without increasing your overhead appreciably. You are established in locations that need our product desperately and that makes Automatic "INSECT CONTROL" a natural fit-in with your present operations.

Automatic "INSECT CONTROL" is a new scientific development—an ingenious and simple device which, for the first time, successfully controls flies automatically, continuously and effectively (also mosquitoes, gnats and flying moths) in enclosed places. It eliminates the necessity of buying insecticides, insecticide sprays or insecticide bombs. Once installed in TAVERNS, RESTAURANTS, KITCHENS, INDUSTRIAL PLANTS, MARKETS, HOSPITALS, ETC., Automatic "INSECT CONTROL" operates efficiently, noiselessly and requires very little attention.

Here's a wonderful profit opportunity that will produce a steady, sizable income year in and year out and requires very little investment for equipment.

**REMINGTON PRODUCTS CORP.**  
EXCLUSIVE MANUFACTURERS  
410 N. Broad Street, Elizabeth 3, N. J.

**NEW Skill Sensation . . . "WISHING WELL"**

Greatest **Low Priced** Counter Game in Years!  
**PLASTIC INNER-CONSTRUCTION "IT'S LOCKED"**



IN GLORIOUS COLORS

IN GLORIOUS COLORS

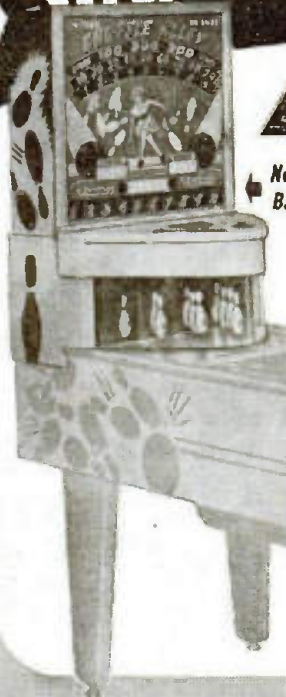
Requires only 6" x 6" Counter Space  
**COLLECTS IN COINS GALORE**  
"They Drop 'Em—You Collect 'Em"  
**START ROUTE**  
**GIGANTIC PROFITS**  
**SAMPLES AVAILABLE NOW!**  
**PRICE: \$7.50 Each, \$59.40 Dozen**  
Shipped Prepaid  
Cash with order or 25% deposit, balance C. O. D.

Write, Wire or Phone—ORDER DIRECT FROM  
**LEGALSHARE SALES**  
P. O. Box 86-A 222 Second St.  
HUNTINGTON BEACH, CALIFORNIA  
Ph.: Lexington 6-3218

**Put New Life Into Your Shuffle Alleys!**

**UNITED'S**

**Shuffle Alley Deluxe**



**New Disappearing Pin CONVERSION UNIT**

New Flashy Back Glass

Turns your original Shuffle Alley into a New Shuffle Alley Express

ALSO AVAILABLE FOR SUPER SHUFFLE ALLEY • DOUBLE SHUFFLE ALLEY

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
- Matches Cabinet Design

Made by the Originators of Automatic Scoring Shuffle-Type Bowling Games

SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**ONE-BALL SALE**

CHAMPIONS .....	\$395.00
PHOTO FINISH .....	295.00
CITATION .....	225.00
GOLD CUP .....	90.00
JOCKEY SPECIAL .....	70.00
SPECIAL ENTRY .....	50.00

CAN USE LATE PHONOGRAPHS, PACKARD BOXES, HOLLY CRANES

**WESTERN DISTRIBUTORS**

3126 Elliott Ave. Seattle 1, Wash.  
Phone: GA 3585

**LOOK AT THESE BUYS!**

Exhibit Pony Express, P.B.	299.00
Chico Shuffle Baseball (New)	199.50
Kerney Ten Pins Alley	77.50
Evans Shuffle Ten Strike Alley	159.00
Coalco	59.50
Spitzer	49.50
Seeb. Rev Gun	32.50
1947 Ten Strike	69.50
Williams Quarterback	64.50
3 Late Bl. Gold Vest Pockets, Ea.	34.50
1 New DBL Revolv Chicago Metal	135.00
6 Peckard Wallboxes, Ea.	11.50
6 Wurl. 120 Wallboxes, Ea.	2.50
7 Seeb. Prewer Wallboxes, Ea.	2.00
9 2145 Wurl. Steppers, Ea.	8.50
1 #135 Step-Receiver	14.00
Rock-Ola Deluxe Phone	44.50
Seeb. 1444	24.50
United Shuffle Skill	32.50
Total Roll	17.50

**OLSHEIN DIST. CO.**  
1186 Broadway Albany 4, N. Y.

**CORRECTION!**

Due to a typographical error in the ad of COVEN DIST. CO., August 12, 1950 issue, the following listing was shown:

CITATIONS .....	\$395.00
This should have been:	
CHAMPIONS .....	\$395.00

Sorry!

**FOR SALE**

12 O. D. Jennings Cigarolas. Eight have the Combination 10y Device so you can make straight purchases. Four straight 5y play. Each, \$85.00; lot, \$75.00 each.

**MONTCALM MUSIC CO.**  
220 N. Marable St. Bastrop, La.

BIG PROFITS LOW COST!



METEOR: Coin Operated - FRUIT REELS, 16 or 24 play. Also available in non-coin model in 16 or 24 play. (Non-coin TAX FREE.) Size 8 1/2" x 9 1/2" x 20".

COMET: Non-coin operated - CIGARETTE RETTE REELS, 16 or 24 play. TAX FREE. Also available in coin operated model, 16 or 24 play. Size 8 1/2" x 9 1/2" x 20".

CIGGY: FRUIT or CIGARETTE REELS, 16, 24 or 36 play. Ball gum vander, 75-25% coin divider. Size 5" x 6 1/2" x 20".

MITE: CIGARETTE or FRUIT REELS, 16, 24 or 36 play. Ball gum vander, 75-25% coin divider. Size 5" x 6 1/2" x 20".

KING: 8 REEL POKER PLAY, 16, 24 or 36 play. Ball Gum Vender, 75-25% coin divider. Size 8" x 5 1/2" x 20".

SPECIFY TYPE REELS AND COIN PLAY DESIRED. WRITE FOR QUANTITY PRICES. We Stock Parts for Daval Counter Games.

COMET INDUSTRIES, Inc. 2845 W. Fullerton Ave., Chicago 47, Illinois (Tel.: Dickens 2-2424)

KEENEY DOUBLE BOWLER 8' & 9 1/2'

Fastest Scoring Two Player Rebound Bowling Game! PRICED RIGHT! Come in and See It in Action! WE'LL ACCEPT TRADES

Keeney Pin Bowler \$100.00 Keeney Ten Pin \$40.00 Bally Shuffle \$100.00 Available for immediate delivery KEENEY ELEC. CIG. VENDOR

DAVE LOWY & CO. Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J. 194 Tenth Ave. NEW YORK, N. Y. Phone: CHICKERING 4-8180

FOR SALE PANORAMS

Now on location. A-1 condition. JOSEPH CAPLAN 1753 N. 57th St. Philadelphia 31, Pennsylvania Phone: Greenwood 3-2622

WHILE THEY LAST

4 Citations \$175.00 3 Champions \$295.00 3 Just 21 (5 Ball) \$90.00 10 Chicago Coin Bowling Alloys \$150.00 Deposit Required. SOUTHERN AMUSEMENT COMPANY 1935 Sophie Wright Pl., New Orleans 13, La.

CAN USE

Any quantity of Walling, Pace, Mills, Buckler and Jennings Slots and Slot Parts. We are wholesalers, so quote us your lowest quantity prices. MAR-MATIC SALES CO. 1009 E. Baltimore St. Baltimore 2, Md.

LAKE CITY Specials

Table listing various games and their prices, including Five Balls, Shuffle Games, and National Candy Mach. Includes address: LAKE CITY AMUSEMENT CO., 1648 ST. CLAIR AVENUE • Cherry 1-7667 • CLEVELAND 14, OHIO

SPECIAL

10 Citations @ \$210.00 2 Gold Cups @ 110.00 5 Jockey Specials @ 95.00 Phone 4-8879 COASTAL NOVELTY CO., Inc. 1313 Paulsen St. Savannah, Ga.

MOTORS WANTED!!! Any quantity of Motors in good condition. New and used—Drive and turntable. Secburg, Rock-Ola, Wurlitzer, Mills. BOX D-409 THE BILLBOARD CINCINNATI 22, O.

EMPIRE'S SUPERBAG WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES CHI. PIN BOWLER UNITED ARIZONA EXH. JUDY GENCO CANASTA NEW ONE BALLS Univ. Winner, F.P., P.G. or Conv. Daily Turf King, F.P.

Table listing New Counter Games with prices, including Hit-A-Homer, Suddy Cig. Reels, Gaval Cup, etc.

NEW CONSOLES UNIV. FEATURE BELL BALLY CLOVER BELL EV. COAL TOWN EVANS RACES EVANS WINTERBROOK EV. BLACK DIAMOND EVANS BANG TAILS EVANS CASINO BELL JENN. CHALLENGER

New Phone Specials EVANS CONSTELLATION, 40 Selec. Write

NEW SLOTS MILLS BLACK BEAUTY M. L., BLACK GOLD, M. L., BLUE BELL, MELON BELL, BONUS BELL, 71 BELL JENNINGS SUN CHIEF, EXPORT CHIEF, SWEEPSTAKE VEST POCKETS \$65.00 1 Q. T., \$6, \$115.00 2 Q. T., \$143.50

NEW VENDORS ACORN VENDOR \$13.95 ACORN 52 CHARM \$17.95 ATLAS DE LUXE 16 \$14.50 ATLAS 52 BANTAM TRAY VENDOR \$14.50 POP CORN WARMER \$45.00 KLEBNER VENDOR \$49.50 MARIAN SCALE \$75.00 FRANTZ SCALE \$115.00 AMERICAN SCALE \$169.50 SILVER KING \$13.95 S. K. HOT NUT VEND. \$29.95 52 4WAY MINT \$14.50 N.W. STAMP VEND. \$49.00 N.W. 49 SPECIAL \$14.25 N.W. DUAL NUT \$45.00 N.W. DE LUXE \$27.00 N.W. MODEL 39 \$10.75 N.W. 13 BALL GUM \$9.50 ALCO-ORRE CANDY \$199.80 MART ELECTRIC \$28.50 10c COMB VENDOR \$28.50 ADVANCE 21P \$28.50

NEW SKILL GAMES United 8' or 4' SHUFFLE ALLEY EXPRESS UN. SHUFFLE REBOUND UN. SHUFFLE SLUGGER CHICAGO TROPHY BOWL UNIV. SHUFFLE TOURNAMENT Exhibit 8' or 9 1/2' STRIKE EX. SILVER BULLETS Write

SLOT, SAFES, STANDS, ETC. CHICAGO METAL REVOLVARDOUND SAFES - OE LUXE Single—\$132.00 • Double—\$172.00 • Triple \$288.00 UNIVERSAL—Single Safe—\$87.50 • Double Safe \$128.50 BOX STANDS—\$27.50 • 5-WAY SR. COIN CHANGER \$7.50

SHUFFLE GAMES UNITED SHUFFLE ALLEY \$114.50 With United's Disappearing Pin Conv. installed \$139.50 BALLY SHUFFLE BOWLER, 9 1/2' Ft. \$124.50 GENCO BOWLING LEAGUE, 8' or 9 1/2' \$119.50 UNITED SUPER SHUFFLE ALLEY \$189.50 EXHIBIT 8' STRIKE \$219.50 UNIVERSAL TWIN BOWLER \$179.50 CHI COIN BOWLING ALLEY \$179.50 UNITED DOUBLE SHUFFLE ALLEY \$239.50 BALLY SPEED BOWLER, 9 1/2' \$249.50 UNIV. SUPER TWIN BOWLER, 9 FT. \$259.50 UNITED SHUFFLE ALLEY EXPRESS \$249.50 CHICAGO BASEBALL \$169.50

PREMIUMS! Write for New Illustrated Circular

SHUFFLE GAMES UNITED SHUFFLE ALLEY \$114.50 With United's Disappearing Pin Conv. installed \$139.50 BALLY SHUFFLE BOWLER, 9 1/2' Ft. \$124.50 GENCO BOWLING LEAGUE, 8' or 9 1/2' \$119.50 UNITED SUPER SHUFFLE ALLEY \$189.50 EXHIBIT 8' STRIKE \$219.50 UNIVERSAL TWIN BOWLER \$179.50 CHI COIN BOWLING ALLEY \$179.50 UNITED DOUBLE SHUFFLE ALLEY \$239.50 BALLY SPEED BOWLER, 9 1/2' \$249.50 UNIV. SUPER TWIN BOWLER, 9 FT. \$259.50 UNITED SHUFFLE ALLEY EXPRESS \$249.50 CHICAGO BASEBALL \$169.50

BRAND NEW SLOT SPECIALS! Alice Melon Bell, 16, 24, 36 \$175.00 Jenn. Standard Chief, 24 \$219.50 Groet. Columbia, O.J. \$199.50 Slot Stand, Special Closeout, Ea. \$17.95

PIN CONVERSIONS United's SHUFFLE ALLEY DE LUXE DISAPPEARING PIN CONVERSION \$79.50 United's DISAPPEARING PIN CONVERSION FOR SUPER SHUFFLE ALLEY \$9.50 DISAPPEARING PIN CONVERSION FOR BALLY SHUFFLE BOWLER \$79.50 SPECIAL! LIGHTED PIN CONVERSION FOR CHI COIN, UNIV., GENCO \$12.50

Table listing 5 Ball Pin Games with prices, including Football, Utah, Pitch Hitter, Camel Caravan, etc.

Table listing One Balls with prices, including Kentucky, P.O., Photo Finish, F.P. or P.O., Champions, F.P., Lexington, P.O., Citation, F.P., Trophy, P.O., Gold Cup, F.P., Jockey Club, P.O., '47 Mod., Jockey Special, F.P., Sally Entry, P.O., Special Entry, F.P., Victory Derby, P.O., Victory Special, F.P.

Table listing Slots with prices, including Black Cherry, 5-10-25, Jewell Bell, 5-10-25, Golden Falls, M.L., 5-10-25, 50¢ Golden Falls (Rebuilt), 25¢ Blue Bell, Blue Front, 5-10-25, Brown Front, 5-10-25, Chrome Bell, 5-10-25, 25¢ Q.T. Blue Cabinet, Vest Pockets, Jennings Standard Chief, 5-10-25, Lite Up Chief, 5-10-25, Bronze Chief, 5-10-25, 4 Star Chief, 5-10-25, Victory Chief, 5-10-25, 5¢ Chief Silver Moon, Tic Tac Toe, 5-10-25, Cigarola, 3¢ Play, Columbia Double J.P., Chrome Columbia, De Luxe Columbia, Gold Award Columbia

CONSOLES BALLY TRIPLE BELL, 8-10-25¢ \$295.00 5-25¢ TWIN BONUS SUPER \$275.00 JENN. CHALLENGER, 6-10¢, LATE \$265.00 25¢ KEENEY BONUS SUPER BELL \$119.00 5¢ KEENEY BONUS SUPER BELL \$149.50 BALLY DE LUXE DRAW BELL \$199.50 BALLY DRAW BELLS, Reg. \$145.00 TWIN SUPER BELL, 8-35¢, Pre War \$109.50 MILLS JUMBO, LATE HEAD \$9.50 MILLS 3 BELLS, Latest Mod. \$195.00

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT. SEND CHECK IN FULL WITH ORDERS LESS THAN \$25

EMPIRE COIN MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. • Phone EVERGLADE 4 2600 • CHICAGO 22, ILL.

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Not ONE... Not TWO... But **THREE...**  
 Yes, 3 Fascinating Scoring Opportunities  
 with **TRIPLE** Earning Potential in  
**GOTTLIEB'S TERRIFIC**

# TRIPLETS

**SPELL TRIPLETS**  
**VARIABLE BONUS AWARD**

**SIDE ROLLOVERS**  
 Alternate for Free Play when Triplets  
 Sequence completed.

with Fast Action  
**DROP COIN CHUTE**

"POP" Bumpers  
 Flippers

ORDER FROM  
 YOUR  
 DISTRIBUTOR

*D. Gottlieb & Co.*  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

## RECONDITIONED PRE-WAR PHONOGRAPHS AT ROCK BOTTOM PRICES

Every phonograph on this list is in good working condition, ready to go on location. Phone, wire or write your order today, while you can take advantage of such low bargain prices.

### WURLITZER

"950"	\$89.50
"850"	79.50
"800"	69.50
"700"	69.50
"600"	49.50

### SEEBURG

8800 RC LoTone	\$99.50
8800 RC HiTone	79.50
9800 RC HiTone	79.50
8200 RC HiTone	79.50
8800 ES HiTone	75.00
Colonial	69.50
Vogue	50.00
8200 Victory	50.00
Classic	49.50
Gem	49.50
Crown	59.50
30 Wire Hideaway	49.50
Rex	39.50
Royal	39.50
Model "A"	39.50
Model "K"	39.50

### ROCK-OLA

Super '40	\$69.50
Playmaster	69.50
Commando	49.50
'39	49.50
'40 Hideaway	49.50

### MILLS

Throne	\$49.50
Empress	49.50

### PACKARD

Model "7"	\$99.50
-----------	---------

Terms: 50% Certified Deposit, Balance C. O. D.  
 All Items Subject To Prior Sale.

SHAFFER-SEEBURG



SALES-SERVICE STATES

## SHAFFER MUSIC COMPANY

Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio  
 2333 Gilbert Ave. 1327 Capitol Ave. 606 S. High St.  
 Charleston, W. Va. 1619 W. Wheeling, W. Va.  
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## EVANS' WINTER BOOK

with NEW ADDED FEATURE!



**VISIBLE ODDS 10 TO 1 UP TO 100 TO 1!**  
**ALL COIN PAYOUT!** Twin Payout Tubes! No Tokens!  
**THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING IS PROFITABLE!**

• Faster Action! Steady Play! Location Security! Mechanical Reliability PLUS! • Sensational Winter Book Odds! No Build-Up Necessary! • Nonpareil 7-Coin Head, history-making improvement! • Takes in up to 7 coins every game! Don't be satisfied with less! • Precision Engineered! Custom Built Cabinet! 5c or 25c Play.

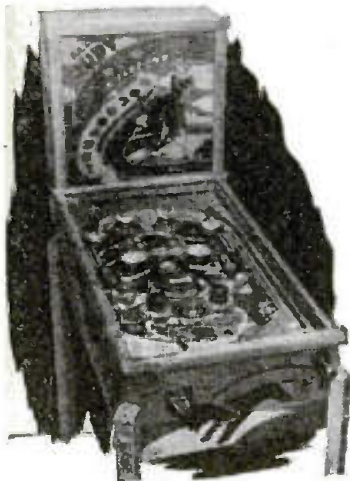
Order From Your Distributor or Write Direct

## H. C. EVANS & CO.

1528 W. ADAMS STREET CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 99

# Profits ARE JUMPIN' with Judy!



Here's the new, last-action, profit-pulling "FIVE BALL" that stands out for—

- SCORING SIMPLICITY
- SUPER-HIGH SCORES
- BOBBLE BUMPERS
- 3 "SPECIALS" FOR FREE GAMES
- LAST-CHANCE POP-OUT

Plus unique new FLASH that means new CASH to operators! And ONLY Exhibit has it! Let JUDY jump your profits! See "Judy" at your distributor Now!

**THE EXHIBIT SUPPLY COMPANY**  
 4222-30 West Lake Street • Chicago 42, Illinois • Established 1901

## CENTRAL OHIO COIN'S QUALITY BUYS!!

Universal's 1 BALL SENSATION "WINNER"

**SPECIAL THIS WEEK**  
 2 Gottlieb BOWLETTES  
 Extra Clean, \$149.50 Each

### NEW PIN BALLS

Gottlieb—ROCKETTES; Exhibit—JUDY; Chi Coin—PINBOWLER;  
 Genco—CANASTA; Bally—TURF KING

United's Twin Shuffle Alley Rebounds

### SLOTS

#### New and Used

5¢ Blue or Brown Fronts	\$ 49.50
10¢ Blue or Brown Fronts	74.50
25¢ Blue or Brown Fronts	79.50
5-10-25¢ Melon Balls	85.00
5¢ Black Cherrys	94.50
10¢ Black Cherrys	99.50
10¢ Black Cherrys	104.50
25¢ Black Cherrys	195.00
50¢ Black Cherrys	245.00
50¢ Jewel Balls	69.50
5¢ New Vest Pockets	65.00
5¢ Mills Q.T. A-1	65.00

### ARCADE EQUIPMENT

#### Specials

Exhibit Dale Case	\$ 99.50
Total Rolls, A-1	49.50
Bank-a-Deers, 10¢ (2)	75.00
Chicago Coin Pistol	149.50
Undersea Raider—Bally	99.50
Sky Fighter	79.50
Kammy Submarine	49.50
Ball-a-Ball Sr., New, With Base	250.00
Pitchem & Batem, Floor Sample	325.00
Voice-a Graph, Like New	165.00
Premier Skee Roll, Like New	175.00
Genco Gliders, New	175.00
18" & 22" Shuffleboards	195.00
Chicago Coin Roll Down, New	32.50
Gottlieb Triple Grippers, New	

### CONSOLES

Mills Jumbo Parade, CP	\$ 49.50
Keeney 3-Way, 5-10-25¢, Like New	375.00
Keeney 2-Way, 5-25¢, A-1	295.00
Mills 3-Balls, Late Model	295.00
Evans Racers, Comb. CP-PP	395.00

DISAPPEARING PIN CONVERSIONS  
 UNITED FACTORY ORIGINALS  
 SHUFFLE ALLEY DELUXE ..... \$79.50  
 SUPER SHUFFLE ALLEY ..... 89.50

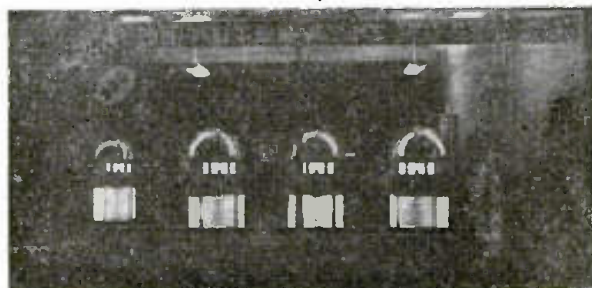
### NEW SAFES

"DELUXE" LINE	
SINGLE, REVOLV-A-ROUND	\$132.00
DOUBLE, REVOLV-A-ROUND	192.00
TRIPLE, REVOLV-A-ROUND	288.00
"UNIVERSAL" LINE	
SINGLE, REVOLV-A-ROUND	\$ 87.50
DOUBLE, REVOLV-A-ROUND	128.50
SINGLE, BOX STAND	26.00
HEAVY SAFES	
SINGLE, TURNABOUT	\$139.00
DOUBLE, TURNABOUT	275.00
TRIPLE, TURNABOUT	325.00

WRITE • WIRE • PHONE • ADAMS 7254

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
 525 S. HIGH STREET COLUMBUS 15, OHIO

## In Indianapolis It's



## SOUTHERN AUTOMATIC AND AMI JUKE BOXES...

FOR HOOSIER "OPS" WHO WANT THE TOPS IN PHONOGRAPHS AND SERVICE!

It Will Pay You To Pay a Visit to "THE HOUSE THAT CONFIDENCE BUILT!"

Also Distributors of All Types of Amusement Machines and Premium Goods

## SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.  
 325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.  
 PHONE: RILEY 5571

# It's True

WHAT THEY SAY ABOUT JonesLand

13 MONTHS OF CONTINUOUS OPERATION!

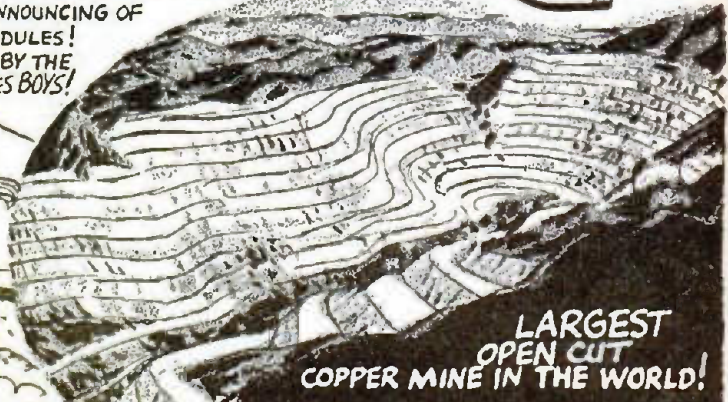


A SEEBURG SELECT-O-MATIC "200" HAS BEEN IN CONTINUOUS OPERATION 24 HRS. A DAY (15 MINS. ON AND 15 MINS. OFF) SINCE THE DEDICATION OF THE SEATTLE-TACOMA INTERNATIONAL AIRPORT, JULY 9, 1949! 150 LOUD SPEAKERS SERVICE THE AIRPORT WITH BACKGROUND MUSIC AND AUTOMATIC ANNOUNCING OF PLANE SCHEDULES! INSTALLED BY THE JONES BOYS!



OVER HALF A MILLION SALMON CLIMB THE FISH LADDERS OF BONNEVILLE DAM ANNUALLY!

MANY, OF COURSE, ENJOYING THE MUSIC FROM CAPTAIN A. LEPPALUOTO'S 128 FT. YACHT "FRANCIS" EQUIPPED WITH SEEBURG SELECT-O-MATIC FOR ENTERTAINING PASSENGERS, PAGING AND ASSISTING IN DOCK OPERATIONS ... A JONES BOYS' PROJECT, NATURALLY!



LARGEST OPEN CUT COPPER MINE IN THE WORLD!

AT BINGHAM, UTAH, IN THE HEART OF JONESLAND. BUT THERE'S RICHER ORE AWAITING YOU IN BALLY'S NEW JUMBO PIN GAME, "TURF KING" AND KEENEY'S NEW "BOWLING CHAMP" ASK THE JONES BOYS FOR FULL DETAILS.

EXCLUSIVE DISTRIBUTORS IN THE FOLLOWING TERRITORIES FOR:

**R.F. JONES CO.**

**SEEBURG KEENEY**

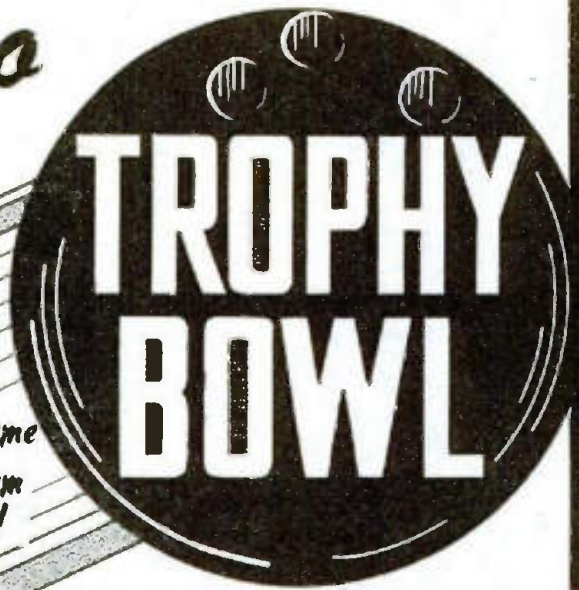
NORTHERN CALIFORNIA - NEVADA (except Clark County) - WASHINGTON UTAH - OREGON - MONTANA WYOMING - IDAHO - COLORADO NEW MEXICO

**BALLY** NORTHERN CALIFORNIA NEVADA - UTAH - EASTERN MONTANA - SOUTHERN IDAHO WYOMING - COLORADO NEW MEXICO.

- SAN FRANCISCO**  
1263 MISSION ST.
- SALT LAKE CITY**  
127 EAST 2nd SOUTH
- DENVER**  
1314 PEARL ST.
- PORTLAND**  
1515 N. E. BOWY.
- SEATTLE**  
2208 4th AVE.

THE GAME THAT HAS EVERYBODY TALKING!

Chicago  
Coin's



The Most  
Beautiful  
Bowling Game  
of Them  
All!

SHUFFLE  
BOWLING  
AT ITS  
BEST

1 OR 2  
CAN PLAY!

10¢ AND 20¢

8 FT.  
LONG!

- DISAPPEARING PINS
- AUTOMATIC SCORING
- ATTRACTIVE CABINET DESIGN

- *Speed!* — 45 SECOND PLAY!
- REBOUND ACTION — FAST! SILENT!
- Simplified Easy To Service Mechanism!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS



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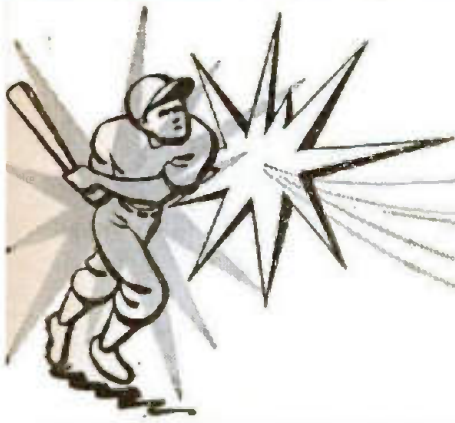
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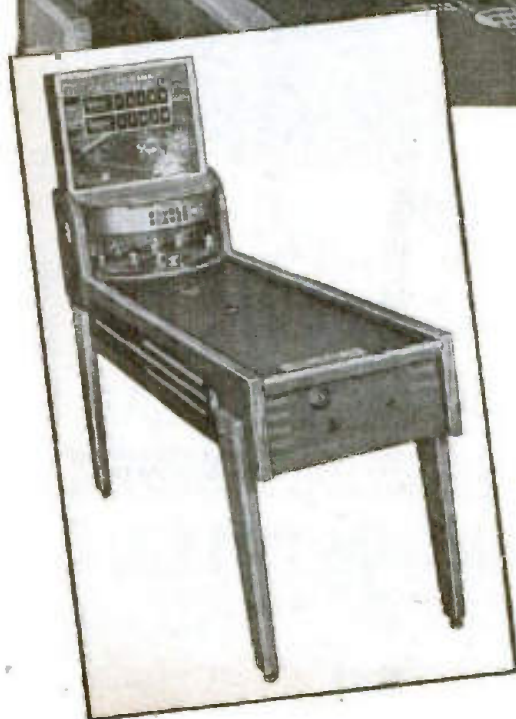


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**HIGH SPEED REBOUND BASEBALL GAME**

- Men Actually Run Bases on Field!
- Opposing Team Actually in Position on Field!

**1 or 2 Players 10¢ Play**



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## GETS RECORD-SMASHING PLAY

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★ PURSE OR SHOW SCORES WIN IS MY MEAT

U GIVE ME MORE SELECTIONS

♣ I GO FOR DOUBLE SCORES

WE CONSERVATIVES PLAY ALL ADVANTAGES

U I'M WILD ABOUT WILD HOLES

WAVE THAT FEATURE FLAG FOR ME



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offers attractions to every type of player... the passer-by who plays a couple of nickels now and then... and the dyed-in-the-wool pinball fan who enjoys lengthy sessions of exciting play. And TURF KING permits each player to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history. Get your share... get TURF KING now.

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UNITED'S

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## FAST PLAY

45 SECONDS

### DISAPPEARING PINS

### 1 OR 2 CAN PLAY



### 20-30 SCORING



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