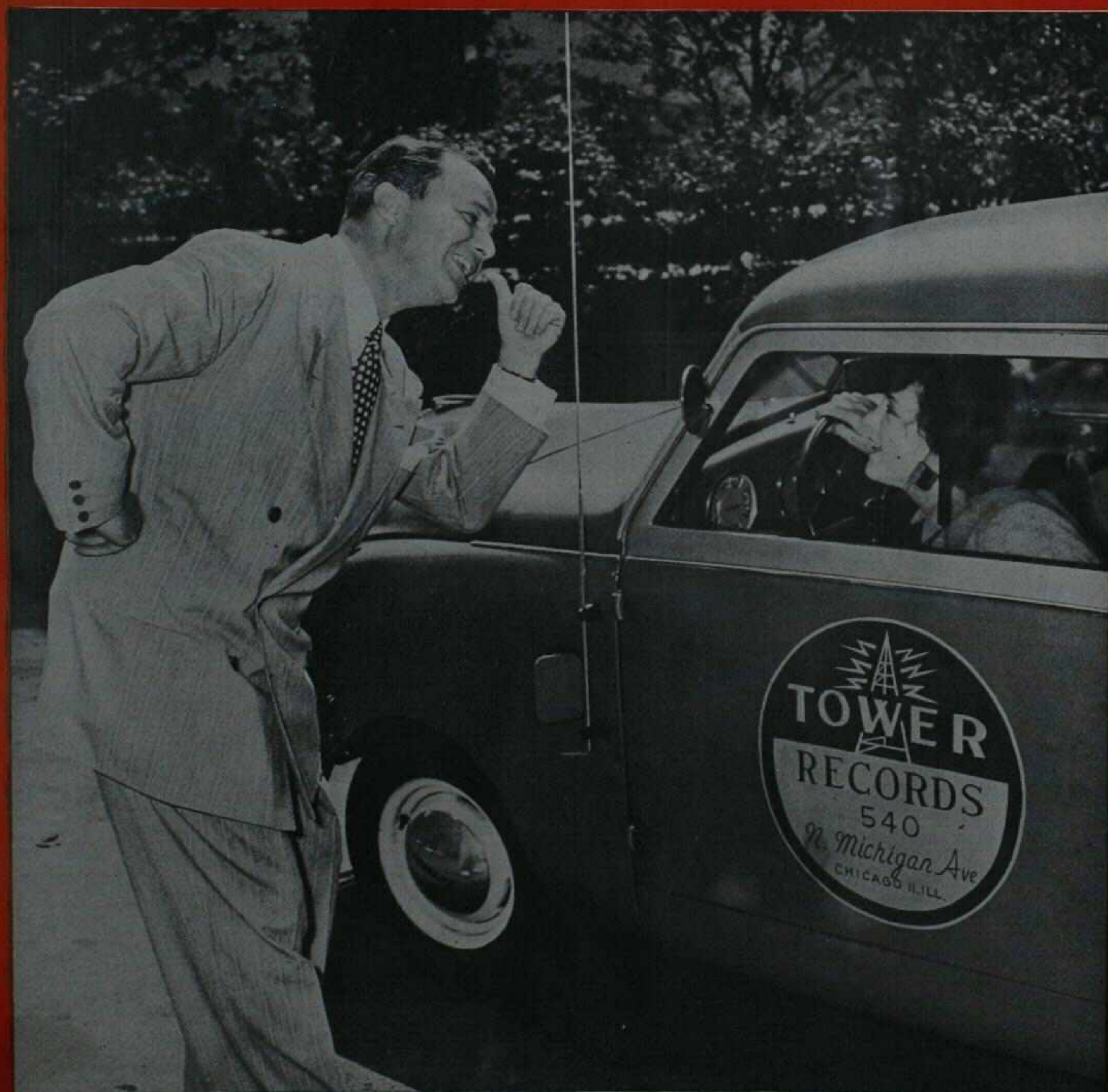


The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 11, 1948

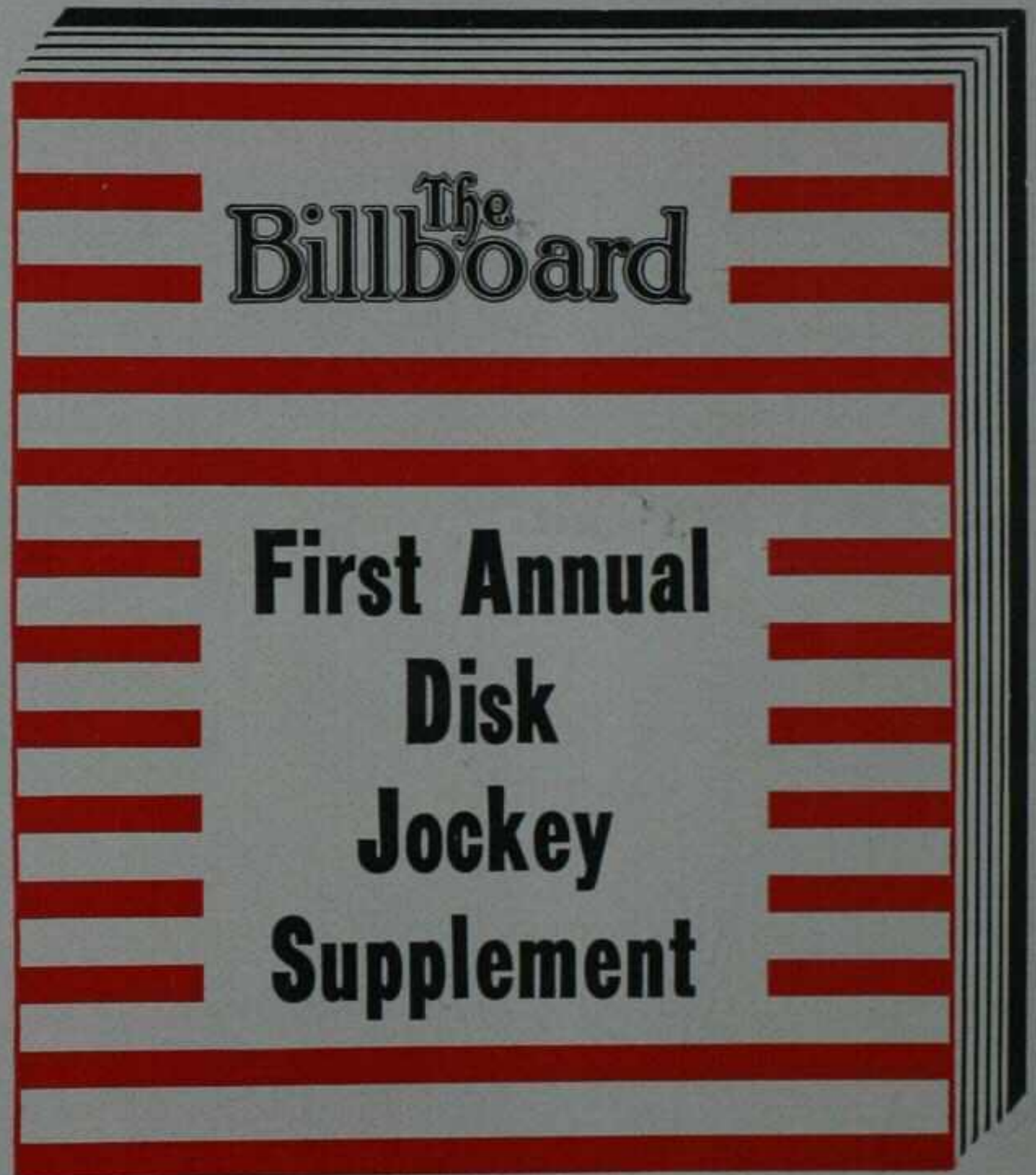


There's probably something symbolic in this hitch-hike shot of Jack Owens and his thirteen-year-old daughter, Mary Ann. The well-known Breakfast Club Cruising Crooner, who has already had a number of Tower disk hits (notably "How Soon"), has teamed up with his pretty lass on a new Tower platter, "Will You Be My Darlin'?" Latter tune, like "Soon" and many others, was written by Owens, too. Mary Ann, however, according to Jack, dreamed up the title for the song and "inspired" it. The teen-ager's informal showbiz bow was made last fall on her pop's opening night at the College Inn of the Hotel Sherman, Chicago, when she came up on the floor and did a duet with Dad to sock audience reception. More recently father Jack and Mary Ann did their first professional personal appearance as a singing team at the Ramona Park Theater in Grand Rapids, Mich., headlining the bill at the house. Other p.a.'s are being lined up for periods which won't conflict with Mary Ann's school work. Other records, says Tower Prexy Dick Bradley, will follow since "Will You" shows click tendencies.

For the First Time...

A SPECIAL BILLBOARD SUPPLEMENT FOR AMERICA'S DISK JOCKEYS

Coming in the →
October 2 →
Issue →



AS ANOTHER phase of the recognition of the disk jockey's continuing importance and as a special service to The Billboard's thousands of disk jockey readers, The Billboard will publish in its October 2 issue the First Annual Disk Jockey Supplement.

With the publication of this supplement, The Billboard will have completed its 1948 special-edition coverage of the three major forces in the music and record field (the June 19 issue featured the Special Retailer Supplement; the January 24 issue featured the Juke Box Operator Supplement). Together, these three special supplements comprise an expanded, up-to-date treatment of the valuable music-record features and reference lists formerly published in The Billboard Encyclopedia of Music.

SPECIAL FEATURES

Worthy of particular emphasis are the following exclusive features which will be of long-term value to all disk jockeys:

The Billboard's Annual Disk Jockey Poll: Participated in by better than 800 jockeys among whom are all the recognized top spinners. This is the one place the jock airs (confidentially) his collective views on artists, records, songs, record companies, personal managers, etc. It is a feature "written" by the jockeys themselves—The Billboard just tabulates it.

Disk Jockey Hooneratings in All Major Cities: Thru co-operation with C. E. Hooper, The Billboard will publish exclusively and for the first time the audience rating figures on recorded shows in virtually all major markets now surveyed by Hooper. A really red hot package!

All-Time Song Hits From the 1890s to Date: In view of programming difficulties today, The Billboard (thru co-operation with

licensing organizations) will list each year's top songs for the last 50 or more years. This listing is based on royalty figures and will include name of publisher, writer and licensing organization for each song.

All of the Important Regular Weekly Features, such as the complete Music Popularity Charts and The Billboard's column on disk jockey doings, Vox Jox, will be a part of The Billboard's First Annual Disk Jockey Supplement.

Advertisements, too, will be of genuine value to all readers, with special emphasis on the disk jockeys. Program ideas, chatter material, full recognition of the disk jockey's important position in the field will be featured in large-space advertisements by major record companies, publishers and talent.

REMEMBER THE DATE

Look for this all-important, valuable issue, dated October 2, 1948, —out on over 8,000 newsstands and in the hands of subscribers September 29th. It is planned, written and edited to be of genuine value and service—another important Billboard supplement and done as only The Billboard's experienced music editors could do it!

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The World's Foremost Amusement Weekly

TRUCK STRIKE WHACKS WAX

BMI Launches All-Out Push In Licensing

Ballrooms, Niteries & Parks

NEW YORK, Sept. 4.—Broadcast Music, Inc. (BMI), has embarked on a concentrated campaign for licensing of ballrooms, night clubs, amusement parks, etc., in areas previously given the once over lightly treatment. Move entails a realignment of BMI's non-radio licensing operations to embrace spots no matter where located and hiring of additional licensing personnel.

Up to now BMI has maintained non-radio licensing offices only in New York, Chicago and Hollywood. In the East, offices in Boston and (See *All-Out Licensing* on page 17)

Miami To Parlay Legit and Vaude

MIAMI BEACH, Fla., Sept. 4.—Murray Weinger's new Copa City, if, as and when built, will use legit shows as well as cafe acts. The idea is to buy road shows of hit musicals, if they're in the territory, and play them once nightly. Legiters would be used in the cafe off-season.

Inquiries have already been made as to the availability of *Inside U. S. A.* and shows of similar caliber. The shows would play on a revolving stage. The op hopes they'd draw a different audience.

For Sale: Nov. Ballot Results; First Time in Radio's History

NEW YORK, Sept. 4.—For the first time in radio's history, one of the top public service events, coverage of the presidential election returns in November, is being offered for sale. All the networks are pitching the event and two sales are already set.

First sponsor to be signed, altho as yet unreported, is Nash Motors, which will sponsor the returns over the Columbia Broadcasting System (CBS). This deal was set August 17, but has been kept undercover. The plugs, incidentally, will tie in with the unveiling of the new 1949 Nash automobiles.

Mutual this week set a pact with the Curtis Publishing Company (Sat-

urday Evening Post) for the latter to sponsor the returns over MBS.

National Broadcasting Company (NBC) and the American Broadcasting Company (ABC) have been talking (See *WEBS PEDDLING* on page 5)

Philly Chief Of EMA Quits Under Fire

Congress Probe's Result

NEW YORK, Sept. 4.—First repercussion of the congressional investigation into the affairs of the Associated Actors and Artistes of America (Four A's) and American Guild of Variety Artists (AGVA), held last week in Philadelphia, was the surprise resignation of Edward Zwicker, president of the Philly Entertainment Managers' Association (EMA).

Zwicker's official reason for pulling out was "pressure of business," given in a letter received by EMA secretary, Joel Charles. Letter itself will be read to the membership at its next scheduled meeting set for Tuesday (7).

Insiders, however, claim that pressure of business had little to do with (See *Zwicker Quits* on page 40)

Congress Guns Trained Anew On the FCC

Curbs To Be Sought in House

WASHINGTON, Sept. 4.—The House Select Committee, investigating the Federal Communications Commission (FCC), will urge the 81st Congress to curb FCC's powers on a more far-reaching scale than has ever before been recommended by any congressional group, it was learned reliably this week. While the (See *GUNS TRAINED* on page 5)

New Platters In Garages And on Piers

London Firm Hardest Hit

NEW YORK, Sept. 4.—Just as the record business seemed on the way to snapping back from one of its worst summer slump periods in years, a new bogey-man turned up this week, threatening to kick the shellac out of the business all over again. Menace, this time, takes the form of the current trucking strike.

Shipments of platters to virtually all points serviced by the vast New York territory distributors (one of the key markets in the nation) were seriously curtailed, and all diskeries and distributors were searching frantically for making deliveries thru every other available means of transportation. Railroads, airlines and private cars were all pressed into service, but most manufacturers and distributors reported that these alternative shipping methods were alleviating the problem only in the smallest measure. Since trucking is (See *TRUCK STRIKE* on page 19)

April-June TV Set Shipments Up 50 Per Cent

WASHINGTON, Sept. 4.—A 50 per cent increase in the number of video receivers shipped to distributors during the second quarter of 1948 over the first quarter has brought total post-war shipments as of June 30 to more than 425,000 TV sets thruout the nation, the Radio Manufacturers' Association (RMA) reported today. The New York-Newark area con- (See *APRIL-JUNE TV* on page 14)

Unions Face Crisis Over Tele

Merger Seen By AFRA as Only Solution

Showdown Due Soon

NEW YORK, Sept. 4.—A crisis is shaping up within the Associated Actors and Artistes of America (Four A's). Events at the convention of the American Federation of Radio Artists (AFRA) last week in Boston left no doubt of this. For it was there that AFRA indicated its desire to settle once and for all the disputed television jurisdiction. AFRA sees merger as the best solution, but failing merger, AFRA claims the jurisdiction on many grounds. However, it is known that some AFRA toppers would be amenable to apportioning the jurisdiction between AFRA and Screen Actors' Guild (SAG), leaving as the latter's share merely juris- (See *Actor Unions Face* on page 13)

Poor Losers

PITTSBURGH, Sept. 4.—Pittsburgh women just can't take it. Rivalling even the fiasco of last year's *Queen for a Day* fizzle, the women who were called but not chosen in this year's "Mrs. Pittsburgh" beauty contest hurled boos, hisses and catcalls at the winner and sponsors when the selections were made known at Mercur's Music Bar.

The women yelled and screamed when Ginny Rohrbacher, a professional dancer, was selected by the judges. After second place went to Bette Jane Loftus, the third prize went to anyone who would accept it. The third place choice stomped off the platform yelling "Fraud! Fraud!" and "I'll sue! I'll sue!"

Colonel Harry Fox, owner of Mercur's, said he was sorry that Pittsburgh women were such poor sports, but he appreciated their stand in putting his club right smack on the front page of all three Pittsburgh dailies.

AFRA Claim To TV Called "Blackmail"

Equity Has Jurisdiction?

NEW YORK, Sept. 4.—An Actors' Equity spokesman this week labeled as "blackmail" the resolution claiming television jurisdiction passed by the American Federation of Radio Artists (AFRA) at its Boston convention last week. The spokesman stated that it was an attempt to get Equity to back the AFRA plans for an Eastern merger of the Associated Actors and Artistes of America (Four A's) with an "either or" position taken by the radio artists' union.

The Equity informant stated that the legit union had the legal right to tele jurisdiction stemming from (See *AFRA'S CLAIM* on page 46)

Sad Tale of Yank, Henry Principe, In Peron-Land

NEW YORK, Sept. 4.—While showbiz characters past draft age may feel quite secure, they had better lend an ear to the sad tale of Henry Principe, London Gramophone Corporation's Latin-American topper. Henry, just a week or so ago, at age 38, almost wound up in the army. But not Uncle Samuel's—Mr. Peron's Argentine Shubert-chorus type conglomerate.

Henry, in the course of an extensive business trek of Latin-American countries, made Argentina. Since Peron allows only Argentine citizens into the country, except in very rare cases, Henry, actually a Yank citizen but born in Argentina, went into the country as an Argentine citizen. Law in Peron-land is that every male at the age of 20 must report for a two-year stretch in the gaudily be- (See *SAD TALE* on page 4)

New Snag in Waxing Peace Try

E.T.'s Dubious Diamond Plan Can Be Legal

Report 2d Petrillo Huddle

NEW YORK, Sept. 4.—It was reliably reported this week that A. Walter Socolow, counsel to the Associated, Standard, Sesac, Ziv and Lang-Worth transcription firms, met with James C. Petrillo, American Federation of Musicians' (AFM) prexy, a second time Tuesday (31) and notified the tootler chief that the e.t. men were doubtful of the legality of the Milton Diamond (AFM counsel)-Guaranty Trust Company plan as the basis for settlement of the AFM recording ban (*The Billboard*, September 4). This plan had been stamped as a direct circumvention of the Taft-Hartley Act by Sen. Robert A. Taft when he was consulted following its submission to the recording industry several weeks ago.

A top e.t. exec said that Petrillo appeared anxious to settle the ban problem with the transcription men. He claimed that Petrillo remarked that he would settle immediately provided someone could show him how he could continue to collect the royalty fees which AFM received prior to the passage of the Taft-Hartley Act.

Petrillo Shows Eagerness

That Petrillo is anxious to make a deal is emphasized by the fact that the AFM topper called the e.t. men in for the meetings, marking the first time since the inception of the ban that Petrillo has attempted to conduct discussion of the matter with the involved firms. Some circles feel that Petrillo may be making an effort to settle the e.t. matter in order to stall off or kill completely Standard Transcriptions' case filed with the National Labor Relations Board (NLRB). (See *E.T.'S DUBIOUS* on page 17)

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Bay State Theaters and Carny Fight Minimum Wage Boosts

BOSTON, Sept. 4.—No proponents appeared at the recent State House hearing to back the proposal of minimum wage boosts for amusement and recreation workers, but Emanuel Kurland, counsel for a group of 252 independent movie exhibitors, told the State Minimum Wage Commission that the proposed boosts "contain seeds of trouble for employers and employees alike."

Kurland said his group, operating theaters in small towns, had never been consulted about the proposed increases, which would affect 10,000 to 15,000 workers. He said most of the employees were school children who worked in their spare time to make a few dollars.

Under the new schedule regular employees now receiving 25 to 40 cents an hour would be boosted to 62½ cents; casual employees to 55 cents.

Kurland, who is counsel for Independent Exhibitors, Inc., termed the schedule "arbitrary, unfair and unbalanced."

C. S. Borgard, of Medford, a car-

nival operator, explained what he termed the "impracticability" of establishing a minimum wage for carnival workers and got laughs from spectators and commission members. He said it would be impossible to keep track of how many hours his carnival workers work. "One week they get it easy. The next week it shouldn't happen to a dog!" he explained.

A matter close to the hearts of every American boy was summed up by Borgard in this way: "Watering elephants is essential work. But it has always been done for nothing. We would now have to pay 62½ cents an hour for that work."

Kurland said that 180 of the independent owners he represents operate their houses in small towns with "family participation" in the work.

Affected by the minimum wages would be theaters, night clubs, dance halls, skating rinks, bowling alleys, riding academies, circuses, carnivals, broadcasting stations, race tracks and all other showbiz.

Seat Tax on Tele-Taverns Being Mulled by Detroit

DETROIT, Sept. 4.—Plans are under way for a Detroit ordinance which would provide for licensing, controlling and taxing taverns by seating capacity in the event such taverns present television or similar shows in a manner comparable to shows in motion picture theaters. This was disclosed by Charles W.

Snyder, executive secretary of Allied Theaters of Michigan, which closed its 29th convention at the Book Cadillac here Wednesday (1).

Snyder indicated, however, that the present development of TV does not warrant active steps to secure a ban of its use in bars.

Convention discussed the various possibilities of theatrical video. Discounting statements of video engineers that signals cannot adequately be picked up over a distance greater than 50 miles, Truman Remsbush, president of Allied of Indiana, told (See *SEAT TAX ON* on page 14)

Pee Wee Hunt Signs 3-Year GAC Pact

NEW YORK, Sept. 4.—Pee Wee Hunt, whose star is on the ascent as a result of his boom Capitol platter of *Twelfth Street Rag*, has signed a three-year contract with the General Artists Corporation (GAC).

First booking under the GAC pension will be a job at the Rag Doll in Chicago, beginning this month.

FRIEDMAN QUIT'S KSO

DES MOINES, Sept. 4.—Max M. Friedman has resigned as sales manager of KSO here to become national sales manager for the Yankee Radio Network with offices in New York. He has been with KSO since 1938.

NUMBER ONE

ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits	YOU CALL EVERYBODY DARLIN'
No. 1 Sheet Music Seller	A TREE IN THE MEADOW
No. 1 Most Played on Disk Jockey Shows	LOVE SOMEBODY by Doris Day-Buddy Clark, Columbia 38174
No. 1 Disk Via Dealer Sales	TWELFTH STREET RAG by Pee Wee Hunt, Capitol 15105
No. 1 Disk in the Nation's Juke Boxes	YOU CALL EVERYBODY DARLIN' by Al Trace, Regent 117
No. 1 Most Played Juke Box Folk Record	BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
No. 1 Best Selling Retail Folk Record	BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
No. 1 Most Played Juke Box Race Record	MY HEART BELONGS TO YOU by Arbee Stidham, Victor 20-2572
No. 1 Best Selling Retail Race Record	I CAN'T GO ON WITHOUT YOU by Bull Moose Jackson, King 4230
No. 1 Sheet Music Seller in England	GALWAY BAY

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

Sad Tale of Yank, Henry Principe, In Peron-Land

(Continued from page 3)
decker Argentinian army. In order to get out of the country, Henry found he had to have military status checked. Peron's flunkies were considerably annoyed that Henry was reporting some 18 years late, but were somewhat appeased when he explained that he had done a three and a half-year stint in the allied forces during World War II (such service is accepted in Argentina as a suitable alternative to donning Peron's peacock-type uniform).

Cloak-and-Dagger Stuff

Having beat the rap momentarily, Henry breathed the standard sigh of relief, only to discover that he was being trailed, his phone calls were being tapped, his mail opened, etc. After going thru a harrowing set of cloak-and-dagger experiences in trying to get out of the country, the London exec finally wound up sitting as inconspicuously as possible in the Pan-American flying boat, ready to take off for the U. S.

B picture wind-up to the story was that, just before taking off, Henry was paged on the airport p.-a. system. Visions of spending the next couple of years doing a smart goose-step were relieved only when a stewardess finally found him all but hiding under the seat, and told him he'd left his credit card on the airport ticket counter.

Four-Star Co. Sues For Alleged Rooking On "Deck of Cards"

CINCINNATI, Sept. 4.—William A. McCall, president of Four Star Record Company, Hollywood, seeks \$18,250 in damages in a suit filed in Common Pleas Court here Thursday (2) against William V. Daum, of this city, charging that the latter resorted to fraud in claiming authorship of a poem later found to be 158 years old. McCall stated in his petition that he (See *Four-Star Sues*, page 30)

The Billboard

The World's Foremost Amusement Weekly

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Turnover and Vend


19

GUNS TRAINED ANEW ON FCC

House Group In Move for New Curbs

Committee Preparing Report

(Continued from page 3)
committee is planning to stage several more hearings on the order of this week's two-day inquiry into FCC's "atheism" ruling before a final report is drafted for Congress, the majority of the committee are known to be already agreed on what they consider a need for drastically scaling down the commission's scope of authority.

Rep. Forest Harness (R., Ind.), chairman of the select committee, emphasized this week, however, that his group is "keeping an open mind" throught the investigations.

The tone for the committee's report is considered already set by the warning given by Chairman Harness this week for FCC to withdraw its controversial ruling in the Scott case in which FCC required that equal time be given on the air 'or atheists to reply to religious broadcasts. The committee, it is learned, will probably propose that Congress remove the danger of further recurrences by amending the Communications Act in such a way as to keep FCC out of the field of program surveillance.

Extended Survey Planned

An indication of the sort of material which the committee is gathering for this report is seen in the congressional group's plans to make an extended survey of FCC's decisions in the Mayflower case, the Port Huron censorship case, and the Blue Book. Chairman Harness told *The Billboard* that the committee intends to push its investigation "into every area of activity to shed light on how the commission operates, what its powers are considered to be under existing law and what its powers should be defined to be under an amended law."

The committee's investigators have been exploring the commission's books for weeks, and one of the future hearings will involve an inquiry into the administrative machinery of the FCC, with questions aimed at determining how broadcast grants are made, what personnel are involved in the studying of broadcast cases, and what priorities, if any, are given.

FCC Dodges Issue Of Giveaways in Florida Bid Case

WASHINGTON, Sept. 4.—The Federal Communications Commission (FCC) has passed up its first opportunity to make a station decision based on a giveaway program since issuing its proposed rules. Last week the FCC proposed to favor a new bid of the Coastal Broadcasting Company, Lakeland, Fla., over the facilities switch requested by WSIR, Winter Haven, without bothering to take into account a WSIR program which FCC said was "clearly within the proscription" of lottery laws.

The FCC explained that a fair distribution of radio service obligated (See FCC DODGES ISSUE, page 8)

DeMille Offers To Pay Back AFRA Dues, But Not That \$1

HOLLYWOOD, Sept. 4.—Motion picture producer Cecil B. De Mille, who lost his American Federation of Radio Artists (AFRA) card for refusing to pay a \$1 levy toward a political fund, this week will ask AFRA for reinstatement into the union and agree to pay up all dues accumulated during his absence from its ranks. However, he will still not agree to paying the \$1 which lost him his narrator job on *Lux Theater*. Move is part of a plan mapped by Mutual Broadcasting System's board chairman and general manager of Don Lee, Lewis Allen Weiss, who has been devoting his efforts to settling the dispute so that De Mille can start his MBS show this fall.

The Weiss plan, which was okayed by De Mille and will be presented

to AFRA Tuesday (7), is so designed as to permit face-saving for both the union and De Mille, allowing both parties a graceful exit from an awkward situation.

According to Weiss, if AFRA rejects the offer, Mutual will air De Mille's show anyway and will fight in the courts any attempt made at restraining the pic producer from (See DeMille Offers on page 9)

Webs Peddling Election News; First Deals Set

(Continued from page 3)
ing to advertisers. NBC, it's known, had suggested television coverage of the returns to *Life* magazine, following the latter's coverage, in co-operation with NBC, of the recent national conventions. Talks with Andrew Heiskell, publisher of *Life*, are due to be resumed as soon as Heiskell returns from vacation.

ABC spokesman stated late this week that the web was peddling the election and had hopes of landing a client.

"Lil Abner" Script Offered for Airing

NEW YORK, Sept. 4.—A radio version of Al Capp's cartoon strip, *Lil Abner*, is being offered around, the air series being called *Dogpatch, U. S. A.* Adaptation is by Phil Santora and Midge McMann.

Young & Rubicam had an option on the Capp strip some time ago, but Capp wasn't satisfied with the adaptations. After screening a slew of scripts, he finally settled on the Santora-McMann duo. Considerable agency interest, in view of the popularity of the syndicated feature, is reported.

FCC Scolded For Stringent Censor Role

Remedial Action Urged

WASHINGTON, Sept. 4.—In an "interim" report which will be made soon as a preliminary step toward a final report to be submitted to the next Congress (see separate story this issue), the House select committee investigating Federal Communications Commission (FCC) vigorously reprimanded FCC for "overstepping" its authority in the Port Huron political censorship case and in the Scott atheism case. The "interim" report, it was learned, demands that FCC take "remedial" action in both cases.

In the Port Huron decision, the FCC ruled that broadcasters are prohibited from censoring political broadcasts even tho sections of the script may be deemed libelous. In the (See FCC SCOLDED on page 8)

CBS Bucking Hope With Free Loot Show

NEW YORK, Sept. 4.—Success of American Broadcasting Company's (ABC) *Stop the Music* show against Fred Allen on the National Broadcasting Company (NBC) has persuaded the Columbia Broadcasting System (CBS) to use similar programming tactics. Hence, the CBS full-hour musical giveaway quiz, *Sing It Again*, will be spotted opposite Bob Hope, Tuesday, 10-11 p.m., starting September 21. *Sing* is now in the Saturday, 8-9 p.m. slot.

Also, CBS' *Winner Take All*, also a giveaway, now 9-9:30 p.m. Sunday moves to Wednesday, 10-10:30 p.m., September 22. The show will be opposite ABC's Bing Crosby. *Winner*, incidentally, also is aired Monday thru Friday at 4:30-5 p.m. and is on TV Thursday.

NAB To Toss Giveaway Issue To New Comm.

WASHINGTON, Sept. 4.—Spurred by a demand this week by President Edgar Kobak of Mutual Broadcasting System (MBS), for clarification of the National Association of Broadcasters' (NAB) code ban on audience-buying, the NAB is preparing to toss the problem into the lap of the association's new standards and practices committee, which will soon be appointed by NAB Prexy Justin Miller. It was indicated at NAB headquarters that the new code compliance committee will take up the problem as the No. 1 item on its business agenda. However, there is not too much optimism over the prospect of early clarification, and it is seen likely that the issue will be in the fore when NAB's directors meet here in November.

The problem, it was pointed out at NAB, is far from a new one, inasmuch as NAB officials had conferred several weeks ago with representatives of the four major networks in an attempt to iron out the meaning of the controversial contests section of the new code which specifies that "any broadcasting designed to 'buy' the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment, should be avoided." Kobak's insistence this week that NAB should expeditiously define what that section of the code means has met with sympathetic but whimsical comments at NAB where officials themselves have been puzzled as to how the differentiation between "entertaining" and "buying" could be made in judging whether any specific contests program meets the code's standards.

Vallee Will Emcee "Leave It to Girls"

HOLLYWOOD, Sept. 4.—Rudy Vallee has been set as emcee for the first 13 weeks of *Leave It to the Girls*, which goes commercial on Mutual (MBS) for Kyron starting September 10. Agency for the account is Arthur Meyerhoff.

In addition to Vallee, the permanent cast will include Hedda Hopper, Constance Bennett, Robin Chandler and Eloise McElhone.

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This One



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Non-Web Affiliates Give NAB 'Declaration of Independents'

WASHINGTON, Sept. 4.—National Association of Broadcasters' (NAB) newly created non-network affiliates committee, which held a two-day inaugural meeting here this week (30-31), has served NAB with what committee members are punningly but seriously describing as a new "declaration of independents." The new group, which has developed into the scrappiest of NAB's standing committees, is planning to stage annual "independents' day" meetings for all non-affiliates in conjunction with future NAB conventions on the same basis of counterpart network confabs which are customarily held the day preceding the convention opening.

Mincing no words in making known its determination to expand as a "watchdog committee" to protect the interests of indies and to assure indies of a role paralleling network affiliates in all future broadcast activities, the non-affiliates committee left the impression here that it is contemplating future development of a nationwide "network of independents" to produce and exchange program material, talent, etc. This latter idea, however, is considered a long-range one.

NAB May Foot Bill

High NAB officials have been so impressed by the peppy inaugural session of the new indies' committee that assurances have been given that NAB's board at its next meeting will be asked to foot the bill for the annual "independents' day" meeting to be held in conjunction with annual NAB conventions. The money presumably would be restored to the NAB treasury from admission charges for the event. The new committee scored another immediate victory in getting NAB assurance that non-affiliates will get representation on all standing committees. One committee which will undergo an expansion immediately to accommodate the indies will be the code observance committee. It is expected that Lawrence W. McDowell, KFOX, Long Beach, Calif., will be added to this body.

The indie "return" idea is a far-reaching plan for a "network of independents" in developing or purchasing programs. The non-affiliates committee is considered the nucleus for the project. A first step is the current preparation, for the first time, of a directory of non-affiliated stations, together with contact personnel and available services, in order to facilitate the exchange of program material. At the behest of the non-affiliates committee, NAB is compiling this directory to help establish a "clearing house" for ideas.

The indie committee also requested NAB's management and legal department to explore the possibility of urging an amendment to the current

14½ minutes' limitation in the determination of commercial programs. The committee also asked NAB to "expedite" a clarification of the Federal Communications Commission (FCC) recent proposed rule on give-away programs.

The non-affiliates' session was staged behind closed doors at NAB's headquarters here.

Ted Cott, vice-president of WNEW, New York, and chairman of the committee, presided. Attending were Melvin Drake, WDGY, Minneapolis; David Baylor, WJMO, Cleveland; Bob Maynard, WSVS, Crewe, Va.; Lawrence W. McDowell, KFOX, Long Beach, Calif.; Peter Schloss, WWSW, Pittsburgh, and Patt McDonald, WHHM, Memphis. Board liaison members present were Calvin Smith, KFAC, Los Angeles, and Howard Lane, WJJD, Chicago. Participating for NAB were A. D. (Jess) Willard, executive vice-president, and C. E. Arney Jr., secretary-treasurer.

Politics Spins D. Moines Spinner

DES MOINES, Sept. 4.—Disk jockey Myron J. Bennett, who got himself elected city safety commissioner last March and has continued his air-time post, is having plenty of headaches handling both jobs. Lately he has been busy getting sued and suing.

Bennett was charged under county attorney informations with conspiracy in accepting pay-off money from tavern operators to permit them to remain open after hours, but he denied the charges and took to his disk show to accuse county officials of trying to frame him.

As a result, the county attorney office issued subpoenas for officials of Bennett's station, KSO, and threatened suits against the station if it did not restrain the jockey from discussing the situation over the air. This brought criminal charges by Bennett against the assistant county attorney, Ed Thayer, who immediately filed a charge of contempt of court against Bennett.

The contempt proceedings against Bennett are expected to involve the subject of whether statements made over the radio can be considered as attempting to influence jury members who have not even been selected.

Hooper To Expand TV, City Ratings; Nielsen Digs In

NEW YORK, Sept. 4.—Expansion of the services of C. E. Hooper, Inc., to include television station ratings in the Station Listening Index (SLI) will start September 10, when the July-August report covering New York City will be published. City Hooperatings are issued 12 times a year.

Decision to show the figures covering share of audience grabbed off by video outlets stemmed from the fact that in the May-June report, Hooper tabulators discovered that, for nighttime listening, three New York stations each had more than 1 per cent of the audience, three outlets being WABD, WCBS-TV and WNBT. Usual Hooper practice is to show any share of audience above 1 per cent; below that per cent is categorized as among "others" (stations) or as "It" (less than 1 per cent). As other cities reveal similar television growth, the info will be reported in



KLZ Commercial Manager
R. MAIN MORRIS

A background of 25 years in ad circles, including some of the largest radio accounts in the Rocky Mountain region, qualifies R. Main Morris for his top job as KLZ's commercial manager.

KLZ, DENVER

BMB Will Measure Daily Tuner Av.

NEW YORK, Sept. 4.—The Broadcast Measurement Bureau (BMB) board of directors this week decided to supplement its information on total weekly audiences with a measurement of average daily audience. In addition, the board suggested the appointment of a television director to head up research on problems affecting TV. With regard to the measurement of average daily audience, it was stated that this additional information would be available for the March survey and would be broken down into day and night-time audiences. The average daily audience, for purposes of the measurement, is construed as the total number of families that listen to a station or network in an average day.

BMB board also authorized a major study of the radio field, with respect to types of information needed and techniques for obtaining this information. The study is intended to guide BMB in its future activities.

The board also established the bureau's policy for experimental research to determine the nature of Study No. 3 and future measurements. This research will include a determination of the feasibility of obtaining such information as the total time spent listening to each station.

ABC Dropping Boston Symph In NBC Clash

NEW YORK, Sept. 4.—The American Broadcasting Company (ABC) is reliably reported to have notified the Boston Symphony Orchestra that it will not carry the outfit's concerts this fall. The Boston symph, which has been an ABC feature for years, last season was offered as a co-operatively sponsored venture.

The reason for ABC's move is said to be that the Boston Pops orchestra, an integral part of the Boston symph org, has been bought for a fall series by Radio Corporation of America on the National Broadcasting Company (NBC). ABC's feeling is that with part of the Boston org airing on a rival network, it would be doubly difficult to peddle the symph series commercially.

Insiders believe ABC isn't too unhappy about the situation. Because of the size of the symphony, and the fact that as a co-op it would be necessary to pay the musicians commercial scale, ABC was reported resigned to the fact that the work couldn't be sold on a profitable basis.

ABC Grabs 2-Mil Daytime Biz; Sells 2 Segs to Pillsbury

NEW YORK, Sept. 4.—The American Broadcasting Company (ABC), revising its daytime schedule effective September 20, grabbed off over \$1,000,000 worth of business this week, selling two shows to Pillsbury Mills. In addition, a 15-minute strip sponsored by Procter & Gamble, which reportedly was shaky, was retained, with P. & G. buying a new show.

Pillsbury bought the new Kay Kyser audience participation show, which starts across the board October 4 at 11 a.m., half-hour daily. Pillsbury also bought Galen Drake, in his talk show, starting October 4, at 3:30 p.m. across the board. The two Pillsbury shows represent \$1,400,000 in time and talent.

The new P. & G. show, replacing that account's sponsorship of *Breakfast in Hollywood*, is *What Makes You Tick?*, an audience participation show packaged by Addison Smith and featuring John K. McCaffrey. Talent and time billings come to \$1,000,000 on this one.

The new line-up represents talent from all other competitive webs. Kyser, for years, has been on the National Broadcasting Company (NBC); Drake is currently heard and will continue on the Columbia Broadcasting System (CBS) via Housewives' Protective League and his own nighttime show. *Tick*, from the Mutual Broadcasting System (MBS), has McCaffrey, who airs a sustainer on WNBC and does a video commercial, *Author Meets the Critics*, on the NBC video network.

E. W. Wardell Named CKLW Sales Manager

DETROIT, Sept. 4.—E. Wilson Wardell was named sales manager of CKLW last week by J. E. (Ted) Campeau, president of the station, to succeed Richard E. Jones, who left to become manager of WJBK. Wardell, formerly in industrial sales and promotion, has been on the sales staff of CKLW for the past nine years.

Publicity for the station is being actively taken over by the Howard Steere Agency, with Charles R. Stout as the account executive. The Steere Agency has represented the station as advertising counsel for several years.

Phone Wanted


MINNEAPOLIS, Sept. 4.—Neighbors of Sig Mickelson, news chief at WCCO, 50-kw. Columbia Broadcasting System outlet, are petitioning the local telephone company to hurry up and give him a phone.

Sig moved into a new home in Golden Valley and was unable to get a phone right away. But a phone is important in the life of a newsman. So Sig and station engineers put their heads together, figured out a short wave telephonic system and installed it in his automobile, hooking it up to the horn.

When he's home Sig parks the car alongside the house and when someone phones him the klaxon blares.



THE BEST IN RADIO


 United States Steel Corporation
 Presents
 The Theatre Guild on the Air
 Sept. 12, 1948

 "A BELL FOR ADANO"
 * * *
 starring
 ROBERT MONTGOMERY

THE BEST PLAYS



THE BEST STARS

Theatre Guild on the Air

4TH Gala Season starts Sept. 12

TO OFFER radio listeners the best in dramatic entertainment . . . that was the objective when United States Steel first sponsored Theatre Guild on the Air in 1945.

Since then, this full-hour Sunday night show has presented 121 plays—selected from the theatre's outstanding hits. Distinguished stars of stage and

screen—many from the original casts—have re-created for nationwide listeners the roles that thrilled the limited audience of the legitimate theatre.

Now the curtain goes up on another season of Theatre Guild on the Air. There'll be more of the theatre's famous stars . . . in celebrated plays . . . to entertain the nation with the theatre's best!

SUNDAY NIGHTS—American Broadcasting Company Network



UNITED STATES STEEL

CBS Is Sticking With Screen Names

NEW YORK, Sept. 4.—The folderol of the Mickey Rooney opus (he exits September 12) apparently has not affected the policy of the Columbia Broadcasting System (CBS) with respect to grabbing film names when possible. Hubbell Robinson, the web's programing veepee, is now in Hollywood trying to signatur John Lund, current film rave, for a revival of the old CBS series, *Romance*.

Too, this week CBS production men on the Coast cut a record for a new series based on the Steve Canyon comic strip. It's understood Robinson is also seeking a film name for this one.

FCC SCOLDED

(Continued from page 5)

Scott case, FCC upheld the rights of atheists to radio time.

The House select committee investigating FCC completed its 12-page "interim" report today, and it is expected that the report will be formally submitted to Congress within a week. This report is merely an early step in the committee's investigation of FCC, and the final report which will culminate from hearings to be held between now and next January will be much wider in scope and even more rigorous in language.

The committee completed a two-day hearing on the Scott case this week and previously staged a hearing on the Port Huron ruling.

Bids for New AM Stations Outnumber FM by 2½ to 1

WASHINGTON, Sept. 4.—Despite the difficulty faced by prospective broadcasters in finding open frequencies in the overcrowded standard spectrum, applications for new standard stations are outnumbering new FM bids by a ratio of two and a half to one. Totals for 1948 to date show 169 new standard bids as compared with 68 applications for FM stations.

While a lull in both types of bids has been observed for several months and became intensified last month, the ratio of AM's over FM's in the

last month jumped even higher than before. Over the four-week period Federal Communications Commission (FCC) has received 14 bids for new AM stations and four FM applications.

This is a sharp departure, however, from the general trend, which FM-ers believe is observable in the figures for the last three months, when new AM bids outnumbered FM by only 30 to 20, a ratio well below that set up over the eight months of 1948. It is believed likely that the diminishing number of standard frequencies may slow up the rate of new AM bids to a point where FM will overtake them before the year is ended.

From Smaller Cities

The interest of broadcasters in both fields has centered chiefly in small communities, as large-city channels become scarcer. Of the metropolitan centers, only Memphis, New Orleans, Dallas, Toledo and Portland, Ore., have been applied for by AM-ers, while FM bids in larger cities this year have been confined to single applications for Los Angeles, Chicago, Brooklyn, Boston, Denver and Buffalo.

Standard bids have come in for such little communities as Jennings, La. (pop., 7,300); Red Oak, Ia. (pop., 5,700); Electra, Tex. (pop., 5,600); Frederick, Okla. (pop., 5,100), and Jesup, Ga. (pop., 2,900).

Smaller towns applied for by FM-ers include Oak Hill, W. Va. (pop., 3,200); St. Genevieve, Mo. (pop., 2,800); Mullins, S. C. (pop., 4,400), and Elkin, N. C. (pop., 2,700).

Many applicants in both the AM and FM fields, however, are concentrating on towns with a population of between 15,000 and 30,000.

The States of California and Texas have attracted the highest numbers of AM bidders, the 16 from each State comprising together about 20 per cent of the total AM bids. FM bids, on the other hand, have been more scattered, with no more than a half-dozen in any one State.

BUT NOT

THROUGH ADVERTISING ALONE

MANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. *But not through advertising alone!*

For service at The Nation's Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a "know-how" peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists' shelves throughout the nation and its name is a household word. (We'll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and "know-how" to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE . . .

PEOPLE'S ADVISORY COUNCIL

to determine program preferences and for general consumer market studies.

CONSUMER'S FOUNDATION

to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS

to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES

to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY

monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES

senior drug sales force to help secure basic distribution or supplement current sales or distribution.

Vocational Office Sets E.T.'s for Blind

WASHINGTON, Sept. 4.—Office of Vocational Rehabilitation has produced a series of six dramatized, quarter-hour transcriptions on the rehabilitation of blind civilians. Series aims at promoting employment of blind persons as well as correcting false ideas about what they can and cannot do. John MacKercher directed production of the platters, which are cleared for use on all stations. Platters are being distributed to rehabilitation agencies in all States for local broadcast.

Series is expected to run on 400 to 800 outlets.

FCC DODGES ISSUE

(Continued from page 5)

the commission to favor the bid for a new Lakeland station over a facilities change for an existing station and, therefore, "renders unnecessary to this decision an evaluation of a limited phase of the WSIR program service."

The program, which FCC said "obviously embodies" the essentials of a lottery, was described by the commission as follows:

"From a box containing the letters of the alphabet, the announcer draws at random a letter, announces the letter drawn and subsequently repeats that performance thruout the program. The first listener who is able to spell his name using the letters so drawn and who telephones the station is awarded a prize of \$1 if he gives the correct answer to a question."

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

Hoagy Opens Way for Banks On BBC Airers

LONDON, Sept. 4. — Hoagy Carmichael is set for a series of four 15-minute broadcasts over the British Broadcasting Corporation (BBC). The series was recorded last week and the first program will be aired early in September. The success of the one-hour program broadcast by Carmichael over the BBC on August 12 prompted the signing.

BBC is arranging for appearances of other American artists. Hildegard, who arrived August 24, is set for a special airing on September 8. BBC has missed out on numerous American acts which have appeared in London and the provinces. The trial Carmichael airing has paved the way for further such programs.

In the past, American artists have only aired on the *In Town Tonight* show on Saturday evenings. These appearances have been few, with a lot of publicity being lost for visiting stars. The new policy will open a new outlet to build up American acts.

Quirk Lams WFIL; Now G. M. WKNA

PHILADELPHIA, Sept. 4.—James T. Quirk, who has been with the radio industry since its beginning here, leaves the city to become general manager of WKNA, American Broadcasting Company (ABC) station in Charleston, W. Va. He begins his new duties September 13, leaving here as director of advertising, promotion and public relations for *The Philadelphia Inquirer* stations, WFIL, WFIL-TV, WFIL-FM and WFIL-

More Phony Ads Than Radio Plugs

WASHINGTON, Sept. 4.—The Federal Trade Commission (FTC) is finding the percentage of questionable ads on radio smaller than that in newspapers, the agency disclosed this week. Less than 2 per cent of radio continuities examined in July were set aside for further study, compared with more than 3 per cent for newspapers.

The FTC looked over 46,826 air plugs during July and set aside 715 as being possibly false and misleading. Of 10,837 newspaper ads checked, 366 were marked for further study.

A. N. Taylor Leases H'w'd Radio Center

HOLLYWOOD, Sept. 4.—Complete facilities and building of 6,000 Sunset Radio Center (Hollywood home of *The Billboard*) were leased by Arthur N. Taylor from owner J. Frank Burke. Building will continue to be used as a radio show origination point, with studios to be equipped for tele production.

Columbia Broadcasting System's (CBS) pact with the former management will remain in effect under the new operation, with the web continuing to use the studios for some of its audience shows.

Building's general manager, Jack Fredericks, will retain his post under the new set-up, with present engineering personnel and Sales Manager Myron McNamara remaining as well.

FAX. In addition, Quirk had been doubling as sports announcer for WFIL-TV.

DeMille Offers To Pay Back AFRA Dues, But Not That \$1

(Continued from page 5)

facing the mike.

Plan consists of the following points: (1) De Mille will ask for his reinstatement, a move termed to be a concession to the union since he heretofore did not seek AFRA's blessings; (2) under terms of the labor-management act of 1947 (Taft-Hartley) a union can deny membership on a basis of non-payment of dues, hence De Mille will agree to pay up his back dues; (3) under Taft-Hartley, a union cannot force a member to contribute to a political fund, thereby eliminating the troublesome buck as an issue in the dispute; (4) De Mille will claim that he is not anti-union in his beliefs and will point to his position as veepee of the Screen Directors' Guild as evidence of that; (5) he will agree not to forward statements to the press on his own accord regarding the AFRA dispute and in all interviews with the press stress the fact that he has no issues with AFRA.

If this is rejected by AFRA and the union attempts to curb De Mille, Weiss pointed out that under T-H the union places itself in line for damage suits to be filed against it by MBS, De Mille and possibly the sponsor. De Mille's *Lux*-type airshow is skedded to go on after he completes his current pic, *Samson and Delilah*, which will be the last week in November.

NEW YORK, Sept. 4.—The signing of Cecil B. De Mille as director, announcer and producer of a new coast-to-coast hour-long dramatic series over Mutual (MBS) this fall presages a legal battle between De Mille and

the American Federation of Radio Artists (AFRA) over whether the film director, who refused to pay a \$1 assessment several years ago, can return to radio.

Accordingly, the Los Angeles local, of which De Mille is a suspended member, is holding meetings over the matter, and the AFRA national board meets September 14 to consider appropriate action.

The test of strength is a vital one for the union, with De Mille, no doubt, ready to resume his radio chores because he feels he has the Taft-Hartley Law behind him. According to the director's interpretation of the labor law, it expressly states that an employer cannot refuse to use an employee unless the latter does not pay his "periodic dues."

Realizing that De Mille never refused to pay his dues, AFRA is considering whether an assessment can be thought of as "periodic due." It already has a ruling on another section of the law on record by the attorney general, which states that membership dues include assessment, but even with this ruling the union's ground is far from sure.

If De Mille is able to win his fight and work without being a member of AFRA, it would seriously undermine the union's position in radio. With this in mind the labor org expects to put everything behind its battle to keep De Mille off the air.

And even if De Mille goes on Mutual, according to trade reports, AFRA is working overtime to cook up some surprises that will send him back to megging epics on Hollywood lots.

ah, THERE'S a woman with her feet on the ground

**Charlotte Adams, we mean:
an Adams who has a way with the Eves**

CHARLOTTE ADAMS, noted authority on food, family and fireside —has joined the famous WOR sisterhood.

No chi-chi artist, she. Strictly feet on the ground. As much help to a housewife as a full-time maid. Women from Portland to Putney know her name, follow her advice. Does she know food? Charlotte Adams has been food editor of the Associated Press and *Look Magazine*. Children? She comes equipped with a son; has worked with the Child Study Association.

"The Charlotte Adams Show" is unique. Includes interviews at markets, stores, restaurants. Gives flash news on food prices, best buys, style. Has a "help your neighbor" department. All this and famous guests, too, at a price no client could resist.

Looks like a sellout, gentlemen. The time to dial
LONGacre 4-8000 is NOW.



— heard by the most people
where the most people are

WOR

mutual

Canada's Private B'casters Fear 500% License Fee Hike

MONTREAL, Sept. 4.—Private radio broadcasters in Canada are in for a new headache via an expected boost in license fees by the Canadian Broadcasting Corporation (CBC).

The hike, indies report, would quintuple the amount they're now paying.

The indies now are assessed on a basis of power and audience. The new plan, they say, will be a system of taxation on gross revenue. The object would be to boost the CBC revenue from \$60,000 annually to \$250,000.

The CBC, which controls all broadcasting in Canada, also operates its own stations in competition with private stations, this being one of the major objections on the part of the indies to a federally controlled radio system.

In connection with the CBC-indie competition and the reported proposed boost, *The Montreal Herald* in an editorial last week made the following point:

"... There is a report that the CBC proposes to increase the levy on its competitors with a new basis of assessment according to gross revenue. Naturally, the private radio people are doing what they can to forestall the move. But they are on a spot. For it is in the power of the CBC to refuse to renew operating permits—not that we suggest it would, of course, for such a reason as fighting a higher assessment..."

In other words, the *Herald* says the CBC could—not would—say to the operators: "Pay up or else." It could say it because it controls the issuance of licenses.

The CBC, which operates under a

deficit, reported some time ago that it was thinking of boosting the receiving license fee (\$2.50) but thus far there has been no action in that direction.

Alien-Tongue Fight Goes to High Court

DETROIT, Sept. 4.—The fight of foreign language groups against the all-English language policy of WJLB has been carried to the Michigan Supreme Court, following Circuit Judge Ira W. Jayne's dismissal of the bill of complaint brought by various foreign language groups and interested individuals.

The issue has an involved legal history, including previous injunctions and dismissals in both State and federal courts. The station operated for several weeks under an injunction by which it continued to carry foreign language shows until the injunction was lifted. After losing that round, the plaintiffs brought the action now being appealed, demanding damages chiefly on the charge of non-performance of contract with regard to foreign-tongue shows.

Maynard to KTLA

HOLLYWOOD, Sept. 4.—Harry Y. Maynard was appointed to KTLA's previously unfilled post of sales manager for the Paramount tele outlet.

He comes to KTLA after four years with Batton, Barton, Durstine & Osborn (BBD&O), where his most recent position was Western tele director.

Metro's KMGM Is Flashing Shrewd FM Programing

HOLLYWOOD, Sept. 4.—At a time when local FM operators are caught squarely between radio and television, Metro-Goldwyn-Mayer's FM'er, KMGM, has taken firm hold of the studio's Leo the Lion in a forceful drive to make FM operation pay off. While admittedly void of sales at this juncture, station ops have begun a concerted programing effort aimed at selling the KMGM call letters, both to the trade and the public. Behind the thinking of the neophyte outlet is a plan to make agencies sit up and take notice of the tiny mite, thus paving the way for potential sales.

The station kicked off May 27 with a star-studded promotional debut, in which a flock of high-priced MGM pix talent made personal appearances. Station manager Bill MacCrystall heads a small staff of only six people, and with program director Fred Levings shares all production and program headaches. Cost of getting on the air totaled more than \$150,000 and the operating nut is now \$6,000 monthly. Income is practically nil, with only a few spots sold at card rates.

Varied Programing

In contrast to the indifferent programing job being done by a majority of local FM operators, particularly outlets with dual AM-FM licenses, KMGM is building a varied program structure. A number of stanzas are live originations, encompassing various public service as well as straight entertainment gimmicks. The program log boasts of a series of forums on Communism, a show for moppets, standard celeb interview shots coupled with record shows, series on civic betterment with time allotted to city fathers, and numerous longhair disk shows programed with finely contrived formats and scripts.

The station last week kicked off two new airers, one a late evening disk show featuring Howard Hawks' contract film player Deannie Best, and the other a fashion commentary, narrated by screen actress Rosemary La Planche. Coming up in the next several weeks will be a series of tape-recorded airers from city's traffic court, a dramatic series of original plays, and interviews from various film sound stages while pix are in production. Remotes and live studio airers now total 25 per cent of total programing hours, far surpassing skeds of rival outlets.

Cold-Shouldered

Hollywood agencies and time buyers have given local FM a severe case of cold shoulders. Altho the area is now estimated to have well over 300,000 FM receivers in homes, the trade has as yet to show any signs of going in for any concentrated FM buying spree. MacCrystall

frankly hopes to attract revenue by doing a programing job which will rival as near as possible offerings of smaller AM indies in the area. To prove effectiveness, the station is currently testing various mail pull gimmicks which have so far brought response from outlying Southern California areas reached by the 10,000-watt transmitter as well as from the metropolitan Los Angeles market.

Since the station is a part of MGM's parent company, Loew's, Inc., KMGM operation is divorced from MGM studio supervision. A probable tie-up with Loew's sister stations, WMGM, and WMGM-FM in New York, is being talked about. This would give local outlet additional sources of programing material via interchange of shows.

Aggressive? Yep!

MacCrystall admits to doing a flashy, eye-catching job, as witnessed by the station's recent plugging of a program on rival outlet KNX-FM. KMGM listeners were urged to tune into KNX-FM for Hollywood Bowl concerts. The move caused considerable talk in local trade and built good will among dialers. MacCrystall now feels that if continuing aggressive programing job is sustained, it will not only enhance his own outlet but spur rivals to improve caliber of programs. The end result could be a much better programing job generally, larger audiences and full recognition from the boys who control sponsors' pocketbooks.

"Down Under Hooperatings" Bring on Probe

SYDNEY, Sept. 4.—The Australian Federation of Commercial Broadcasting Stations (AFCBS) has instituted an inquiry into methods employed by organizations purporting to "survey" broadcasting in respect to program popularity.

The AFCBS says the main reason for the investigation has been the concern felt by radio people generally as to the over-all effect of the survey system on their industry. It may be reasonable, AFCBS says, to place arbitrary assessments on human needs and desires in the economic field, but to transfer the premise to the cultural and entertainment field rather assumes a shallow, slothful and unchangeable crowd. Apart from the implicit insult to public intelligence contained in the survey theory, they say, there is also a very real danger of stagnation in radio production, an inclination to rest on the laurels won by some show which has been given a high rating.

Ruling May Bring New Tax To All Mass. Broadcasters

SPRINGFIELD, Mass., Sept. 4.—In a decision which prevents radio and television stations from escaping local taxation, the Massachusetts Appellate Tax Board has ruled that WSPR must pay personal property taxes to Springfield and West Springfield on its "machinery."

Stephen D. O'Brien, chairman of the board of assessors, expressed elation that the appellate tax board ruled in favor of this city and West Springfield. The decision will have a far-reaching effect in that it will permit every city and town in Massa-

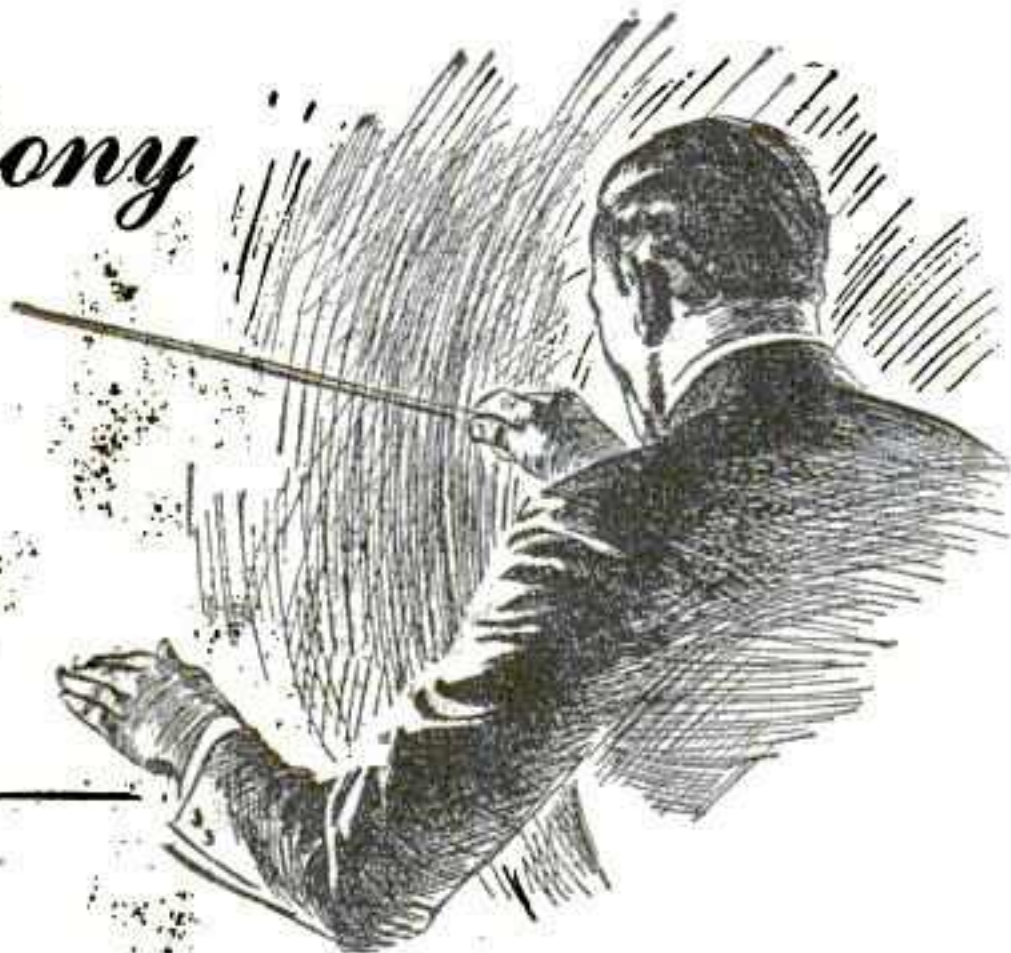
chusetts in which radio or television stations are situated to assess personal property taxes on electronic equipment used in the conduct of business.

The station had appealed the taxation to the appellate tax board, declaring it was the intent of the law to cover machinery, and not electronic equipment. The case was heard in March, and the ruling was just handed down.

Officials of WSPR would not say whether they would take a further appeal to the Massachusetts Supreme Court.

ADDED ATTRACTION

The Symphony



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

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

WWJ-TV
NBC Television Network

ASSOCIATE AM-FM STATION WWJ

N. Y. PARTICIPATION BOOM

NEW YORK, Sept. 4.—Material in this chart represents a detailed analysis of participating programming on the four New York network outlets, WCBS, WNBC, WJZ and WOR. Chart lists each participating program, together with the number of bankrollers credited to each. There is also a statistical analysis of how many sponsors on each show buy one, two, three or more plugs weekly.

STATION WCBS

Program	Number of Sponsors
1. Arthur Godfrey (Mon. thru Fri.) Harry Marble (Sat.) 6-7:45 a.m.	7 sponsors, 6 times weekly 26 sponsors, 3 times weekly
2. Phil Cook Mon. thru Sat. 8:15-8:30 a.m.	3 sponsors, 3 times weekly 2 sponsors, 2 times weekly 1 sponsor, 1 time weekly
3. Margaret Arlen Mon. thru Sat. 8:30-9 a.m.	2 sponsors, 6 times weekly 1 sponsor, 5 times weekly 4 sponsors, 3 times weekly 2 sponsors, 2 times weekly 1 sponsor, 1 time weekly
4. This Is New York Mon. thru Sat. 9:15-10 a.m.	4 sponsors, 5 times weekly 2 sponsors, 4 times weekly 1 sponsor, 3 times weekly 1 sponsor, 2 times weekly
5. Housewives Protective League Mon. thru Sat. 4:30-5 p.m.	2 sponsors, 6 times weekly
6. Galen Drake (Starlight Salute) Mon. thru Sat. 11:30-12 Mid.	2 sponsors, 6 times weekly 1 sponsor, 3 times weekly

STATION WNBC

1. Bob Smith Mon. thru Sat. 7:05-7:30 a.m.	1 sponsor, 4 times weekly 4 sponsors, 3 times weekly 2 sponsors, 2 times weekly
2. Bob Smith Mon. thru Sat. 8:15-8:30 a.m.	2 sponsors, 3 times weekly 3 sponsors, 2 times weekly 3 sponsors, 1 time weekly
3. Norman Brokenshire Mon. thru Fri. 9:30-9:45 a.m.	1 sponsor, 5 times weekly 1 sponsor, 3 times weekly 3 sponsors, 2 times weekly
4. Norman Brokenshire Mon. thru Fri. 12:30-1 p.m.	1 sponsor, 5 times weekly 2 sponsors, 3 times weekly 2 sponsors, 2 times weekly
5. Mary Margaret McBride Mon. thru Fri. 1-1:45 p.m.	13 sponsors, 5 times weekly
6. Mystery Chef Sat. 7:45-8 a.m.	1 sponsor, 1 time weekly

STATION WJZ

1. Farm News Mon. thru Sat. 6-6:30 a.m.	1 sponsor, 1 time weekly
2. Kiernan's Corner (Mon. thru Fri.) Patt Barnes (Sat.) 6:30-7 a.m. (Mon. thru Fri.) 7:15-7:55 a.m. (Sat.)	1 sponsor, 5 times weekly 1 sponsor, 4 times weekly 7 sponsors, 3 times weekly 2 sponsors, 2 times weekly 1 sponsor, 1 time weekly
3. Fitzgeralds 8:15-8:55 a.m. (Mon. thru Fri.) 8:15-9 a.m. (Sat.)	3 sponsors, 5 times weekly 2 sponsors, 4 times weekly 1 sponsor, 3 times weekly 1 sponsor, 2 times weekly 3 sponsors, 1 time weekly
4. Sunday's Men's Page Sun. 9-9:30 a.m.	1 sponsor, 1 time weekly
5. Fitzgeralds Sun. 11-11:30 a.m.	5 sponsors, 1 time weekly
6. Nancy Craig Mon. thru Fri. 12:35-1 p.m.	2 sponsors, 5 times weekly 1 sponsor, 3 times weekly 2 sponsors, 2 times weekly
7. Patt Barnes Mon. thru Sat. 1:30-2 p.m.	1 sponsor, 1 time weekly
8. Maggi McNellis Mon. thru Fri. 2-2:30 p.m.	1 sponsor, 5 times weekly 1 sponsor, 3 times weekly
9. Joe Hazel Mon. thru Fri. 6:05-6:15 p.m.	1 sponsor, 4 times weekly 1 sponsor, 3 times weekly 1 sponsor, 2 times weekly 1 sponsor, 1 time weekly

(Continued on page 16)

WSB-TV Tests

ATLANTA, Sept. 4.—WSB-TV aired its first test pattern Tuesday (31) and followed it up with Atlanta's first video show later in the week. Program originated in Rich's Department Store and ran for four hours, 11 a.m.-1 p.m. and 2-4 p.m. Sked included store pick-ups, fashion and appliance demonstrations and street interviews. Mark Toalson, WSB-TV production director, handled.

317 Sponsors Sharing Shows On 4 Stations

WOR Tops Web Outlets

NEW YORK, Sept. 4.—The tremendous commercial impact of participating shows upon the total radio schedule is illustrated by a survey of New York network outlets, which indicated that some 317 product campaigns are currently being aired on the four stations. Of these, the great majority call for multiple plugs; that is, three, four, or five spot announcements weekly, and sometimes six. Aside from the obvious inference that participating programs are resulting in hundreds of thousands of dollars in billings, there is also the inescapable conclusion that the participating show is casting the shadow of its heavy commercial pattern over a large segment of the total radio schedule.

Here are some choice examples: Arthur Godfrey, broadcasting Monday thru Friday, 6-7:45 a.m.—with Saturday—the sixth day, taken over by Harry Marble, is being bankrolled in the interests of some 33 products. Seven of these products are billed for six plugs weekly, whereas 26 take

(See 317 SPONSORS on page 16)

Station Reps., Inc., Is All Set To Go

NEW YORK, Sept. 4.—Station Representatives, Inc., new station rep organization recently formed, with Harry S. Goodman as president, has now set its chief personnel and will become active September 20 with offices in New York and Chicago.

Peggy Stone, formerly with Taylor-Howe-Snowden Radio Sales, Inc., is vice-president in charge of the New York office. John North, formerly with T-H-S in Chicago, is vice-president heading up the Chicago office. Other officers include Stanley Wesel, secretary-treasurer, and Frank Snowden, director.

The org intends to limit itself to 12 selected stations in order to render a highly specialized service. Goodman, of course, will continue all his usual activities in the transcription business.

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Robert Lurie, Inc. • 722 Chestnut St.
St. Louis 1, Mo.

The Knickerbocker Show

Reviewed Sunday (8), 7 to 8 p.m. Sponsored by the Beacon Camera Company on WBKB, Chicago. Emcee, Russ Davis. Produced by Knickerbocker Productions. Directed by Louis Gomavitz.

Altho it has already proved its effectiveness as an advertising vehicle, this series still falls far short of being a top piece of television entertainment. That, at least, could be said about the show reviewed. Show has three principal faults: (1) Talent, even tho it is amateur and therefore should not be expected to be the best, in the main lacked interesting qualities. (2) Russ Davis, emcee, rings himself into each sequence too much and holds unnecessarily long and uninteresting interviews with contestants. (3) In his commercial messages (particularly the long, principal commercial in the middle of the show). Davis uses a style that resembles the work of a pitchman, hardly the manner in which most sponsors want their products associated. This is said with the realization that Davis sold plenty of \$15.95 camera kits on the previous show. His style might be successful once in a while, but in the long run it will irritate viewers.

Of the eight acts used, only two were worth watching. These were three young gal singers and four Irish dancers. Rest, such as a piano player, three record imitators dressed like the Andrews Sisters, and a young man who tried to pass himself off as a comedian, were bad, even for amateurs. It would seem likely that for the chance to appear on television and possibly break into professional entertaining and for the chance to win good prizes, including an expensive Admiral television-radio-phono combination, better talent would be willing to work on the show. The series has scouts (professional bookers) working to uncover talent. So far, these scouts, who are supposed to know talent, have been notable failures in making their selections. Either that or Davis and station staff members who make final selections are weeding out some performers who should be appearing on the show.

All of the above observations, plus utilization of just average direction and camera work, makes this show one that could not be called a credit to television. If this program continues to sell merchandise, it will prove that television can act as an effective advertising medium even when hampered by poor programming.

Cy Wagner.

Listen to This

Reviewed August 19

Sustaining Via ABC

Monday thru Friday, 3-3:30 p.m. (CDT)
Estimated Talent Cost: \$1,200; producer, Harold Taylor; announcer, Peter Lucas; writer, Leonard Knopf. Cast: Ellen White, vocalist; Honeydreamers, vocal group; 24-piece orchestra under direction of Rex Maupin.

Current Hooperating of the program (Sustaining).....None
Current Hooperating of show preceding ("Second Honeymoon").....2.3
Current Hooperating of show following ("Treasury Show").....1.6
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS
 NBC: "Backstage Wife" and "Stella Dallas".....5.6 and 5.8
 CBS: "Hint Hunt".....3.0
 MBS: "Robert Hurleigh News" and "Johnson Family".....1.6 and 1.3

Strictly an easy-going program of good music and interesting commentary, this program is a better than average example of a summer fill-in, utilizing staff talent. However, tho pleasant, it probably will never cause any furor in the agency or sponsor marts. Its title, *Listen to This*, is hinged on a running theme with which announcer Peter Lucas asks the audience to listen to musical selections. (See LISTEN TO THIS on page 85)



Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

Jack Smith Show

Reviewed August 24

Procter & Gamble Co.

A. N. Halverstadt, Mgr. of Radio and Media Div.

Thru Dancer-Fitzgerald-Sample, Inc.

Don Manchester, Acct. Exec.

Via CBS

Mondays-Fridays, 7:15-7:30 p.m.

Producer, Dave Vaile; writer, Bob Smith; music, Frank DeVol; announcer, Terry O'Sullivan. Cast: Jack Smith, Clark Sisters.

Current Hooperating of the program (Started Aug. 23).....None
Average Hooperating of shows of this type (Popular Music).....4.2
Current Hooperating of show preceding (Sustaining).....None
Current Hooperating of show following ("Club 15," MTWTF).....4.7
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Sustaining.....None
 MBS: Sustaining.....None
 NBC: "News of World" (MTWTF).....4.7

Ebullience is the word for the Jack Smith Show. Smith himself registers as a warbler who delivers his ditties with boundless enthusiasm. Too, announcer Terry O'Sullivan delivers the commercial plug for Oxydol with the same unabashed zest. It all adds up to a good impact, particularly in view of the fact that the quarter-hour is done five times a week.

The format is simple. Smith does his tunes, which are interspersed with commercials fashioned into a strong pattern. Then just prior to Smith's third tune (his last), the guest star does a stint. On this show it was Andre Previn, noted young French pianist, who obliged with a sparkling keyboard interpretation of the oldie, *Could I Reveal*.

The commercial pattern is sharply repetitive of certain themes. These include "the new Oxydol," "seeing is believing," "dazzling whiteness," and "white for life," the last mentioned having reference to Oxydol's use during a protracted period. The slogan-style commercial is varied by the use of letters from listeners describing the effectiveness of the product.

The script mentioned a second product—Camay—just once, at the end of the program.

Smith is backed up by Frank DeVol's orchestra, an able group.

Paul Ackerman.

Frank Leahy Sports Show

Reviewed August 27

MILLER BREWING COMPANY

Roy. Blenier, Adv. Mgr. & Public Rel.

Thru Frank C. Nasher, Inc.

Via WOR

Fridays, 9:15-9:30 p.m.

Estimated Talent Cost: \$350; sports estimator, Frank Leahy.

Frank Leahy, football coach and athletic director at Notre Dame, is the featured sportscaster of this transcribed series, which now is being aired over WOR, New York. Off the show heard, Leahy has the requisite assurance to go with his knowledge, and added to his ability to read a good line this makes for an attractive quarter hour of sports talk.

On this week's waxer, Leahy had as guests two young footballers who played on the All-Star team which he coached for its losing game against the Chicago Cardinals a couple of weeks ago. The players, Johnny Lujack and Charlie Conerly, both are big-name stars, and their comments on the relative merits of the T-forma-

Life of Riley

Reviewed August 27

PROCTER & GAMBLE CO.

A. N. Halverstadt, Mgr. of Radio and Media Div.

Thru Benton & Bowles, Inc.

Alan Fidman, Acct. Exec.

Via NBC

Fridays, 10-10:30 p.m.

Producer, Irving Brecher; announcer, Ken Niles; director, Mitchell Lindemann; musical director, Lou Kosloff; writers, Allan Lipscomb, Reuben Ship and Jack Brecher. Cast: William Bendix (Chester A. Riley), Paula Winslowe (Mrs. Riley), Barbara Eiler (Babs), Tommy Cook (Junior), John Brown (Digger O'Dell).

Current Hooperating of the program (Started August 27).....None

Average Hooperating of shows of this type (Situation Comedy).....4.4

Current Hooperating of show preceding (Sustaining).....None

Current Hooperating of show following ("Bill Stern").....2.9

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Sustaining.....None

CBS: "Everybody Wins".....7.7

MBS: Sustaining.....None

Bill Bendix and company have resumed their antics for the new season on National Broadcasting Company (NBC) as the madcap Riley family, and it's likely that again it will prove one of the more amusing offerings on a week-in, week-out basis. The doings are not so much spectacular as devised to win over the average listener to the situations befalling another joker. While these situations are exaggerated beyond the usual, they nevertheless are so soundly constructed and well acted that the veteran airer conjures up a strong mental picture, strong enough, in fact, for Riley perhaps to make an eventually easy switch to video.

The typical Riley characterization was brought out on the show caught, with the paterfamilias seeking some way out of the morass of inflation. This took the form of an extra half-day in another job after his full day's work, the additional labor consisting of sleeping on a mattress in a department store window. After the family had made him out to be a hero, Riley had difficulty in telling them what his extra job really was. The disclosure of his dread secret brought the expected recriminations, and the also expected reconciliation.

Commercial pattern included some rugged pushing of Procter & Gamble's Prell Shampoo. This took not only the form of stirring dramatic readings of the plugs, but a singing commercial as well, which sounded not unlike the braying of a jackass. Notwithstanding, Riley remains a listenable program, with the undertaker, Digger O'Dell (John Brown), still one of the fresher radio characters.

Sam Chase.

tion and the single wing, of which they are leading exponents, respectively, were of more than average interest. The boys, it is true, were not able to read their lines with the same fluency as the girls, but this did not detract too seriously. Another interesting touch was the selection by the two guests, with Leahy, of their own All-America team.

Local commercials on the open-end disk were delivered for Miller's High Life Beer of Milwaukee, stressing flavor.

Sam Chase.

On Wings of Thought

Reviewed Tuesday (24), 9:30-10 p.m., WMAL-TV. Style—Guest participation, studio audience; sponsors, George's Radio & Television Company, Simon Distributing Company. Producer-director, Arthur Weld; announcer, Baxter Ward; technical director, Gilbert Bentley; cameramen, William Fowler and George Semyan. Program cast: Robert L. Friend, assisted by Marian Banks.

Known to be under consideration for a spot on the video network of the American Broadcasting Company (ABC), this show should rate excellent prospects on the strength of its Tuesday (24) performance. The show features Robert L. Friend in feats of mental dexterity, but this time undertook something more ambitious in a demonstration of hypnotism, claimed by WMAL-TV as the first time hypnotism has ever been performed on TV.

Despite some conspicuous boners, the performance was entertaining and fairly convincing. Friend's subjects for hypnosis were four pretty girls from a sorority at George Washington University. Two Washington physicians (interns) and a trained nurse served as judges. Friend put the girls thru an amusing routine of hypnotic tricks. Unfortunately, a lengthy and windy commercial interrupted the opening sequence in which Friend was putting the girls into a hypnotic state. A show less promising than Friend's might have been wrecked by so absurd and ill-timed an interruption. Most convincing of the show's feats was Friend's permitting one of the physician-judges to jab a pin into the arm of one of the hypnotized girls. There was no apparent reflex. Another high spot was the physician's examination of the girl's eyes and his pronouncement of a successful hypnotic test.

Baby in the Crib

Altho it was good showmanship, a light strain on credulity was a stunt in which one of the hypnotized girls acted the part of a distressed baby who wanted to get out of an imagined crib while another girl took the role of a comforting mother. The histrionics became a bit too pat when one of the girls kept leaping off a sofa which was supposed to get uncomfortably hot every time Friend snapped his fingers.

Camera work was good most of the time. Friend himself maintained an easy-going patter, augmented occasionally by an off-stage announcer. Friend's nervous lisp, ordinarily a handicap on the air, proved an asset in giving the performance an air of honesty and candor. Verisimilitude was achieved, too, by Friend's chance failure to keep one of the girls in a hypnotic sleep. The director would do well to get rid of unnecessary stage props such as an unused stethoscope carried by one of the physician-judges. The errors are easily remedied, and *On Wings of Thought* shows promise of becoming good video fare.

Ben Atlas.

Western Varieties With Spade Cooley

Reviewed Saturday (28), 9:15-10 a.m. Style—Direct remote from Spade Cooley's Santa Monica Western Ballroom. Co-produced by Bob Cannon and KTLA. Sustaining over KTLA (Paramount). Hollywood.

Here's a sampling of telefare that's sure to be in high demand when network video becomes a reality. KTLA takes its cameras down to Spade Cooley's oceanside dancery for a long-distance look-see at Western entertainers, Cooley fans that pack the dance floor and an earful of the Cooley's Western swing. Since many enthusiasts of syncopated folk music in far flung Los Angeles who are unable to make the trip to (See *Western Varieties* on page 85)

Pubbers Contest Suit Over Rights To Bartok Concerto

NEW YORK, Sept. 4.—Papers were filed in U. S. District Court here this week by Boosey & Hawkes (B&H), Ltd., of London, asking for dismissal of the suit brought by the executors of the estate of Bela Bartok, involving the rights to the composer's *Third Piano Concerto*.

The B&H pub claims rights to the concerto under a 1939 agreement with Bartok for a five-year period and renewed in 1944 for another five-year period terminating in May, 1949. According to B&H, the pact with Bartok provided for a termination clause six months prior to the ending of the contract and since no such notice was given, the agreement is in full force until 1949.

The pub asks in counterclaims (filed with the answers) against Bartok's executors, Victor Bartok and Julius G. Brown, that the court declared B&H sole and exclusive owners of all rights in all countries. The pub further asked the court to okay the assignment by them for the rights in this country to Boosey-Hawkes, Inc., the latter also a defendant, and Columbia Records, Inc., who waxed *Concerto* thru license from the American firm. Columbia is also a defendant in the action.

King Records To Distribute Other Labels

NEW YORK, Sept. 4.—King Records this week revealed the adoption of a new distrib policy which will allow the firm to take on other wax lines for national distribution. Initial waxery to hook up with King under the new distrib policy will be DeLuxe Records, which recently completed reorganization under terms of Chapter XI of the Chandler Act.

Initially King will distrib the DeLuxe line only in the following territories: St. Louis, Kansas City, Des Moines, Cleveland, Detroit, Cincinnati, Pittsburgh, Nashville, Louisville, Memphis, Birmingham, Charlotte and Atlanta. DeLuxe distrib in other territories will not be disturbed by the change. Diskery will continue to issue regular releases.

King, which operates a distrib network made up mainly of self-owned branches, intends to push DeLuxe's versions of *You Call Everybody Darlin'* (by Bruce Hayes) and *Whose Head Is That* (a race item by Roy Brown).

MGM Records Buys Masters From Joe Davis

NEW YORK, Sept. 4.—MGM Records this week revealed the purchase of several thousand masters which were owned by Joe Davis. The terms of the deal were not revealed, Davis at one time advertised his masters for sale at a figure of \$50,000.

The Davis disks include sides by Harry James with Dick Haymes; Sammy Kaye, Coleman Hawkins, Savannah Churchill and innumerable others. These have been released at one time or another on the Davis, Beacon and Celebrity labels. Some of the Davis masters are previously unreleased.

RCA Victor Markdown Drive

E.T.'s Dubious Diamond Plan Can Be Legal

(Continued from page 4)

which charges the AFM with conducting a strike and perpetration of a secondary boycott rather than the claimed ban. In the event the NLRB should find in favor of Standard, Petrillo would, under terms of the Taft-Hartley Act, be forced to go into arbitration to settle the recording situation.

Meanwhile, e.t. execs report that tho the retail disk industry apparently is anxious to settle with Petrillo by finding a method of paying him the same royalty which he had received previously, they still would prefer a settlement which would eliminate the statutory payment.

Next Step Is Socolow's

It is understood that the next step in the recording matter will be taken by Socolow, who will attempt to talk with all branches of the recording and e.t. biz in order to attempt creation of a unified effort to settle with the AFM.

Meanwhile, despite the current impasse in the Petrillo-disk discussions and what appears to be a similar situation in the AFM-e.t. confabs, many top disk execs expressed a confidence that the ban would be at an end in a short time. This optimism, according to the diskers, is based on "hunches" rather than a firm foundation.

Apollo Distrib For Embassy

NEW YORK, Sept. 4.—Apollo Records this week completed a deal with Lew Gray, of Embassy Records, for the Apollo firm to take over national distribution and promotion of the Embassy wax line.

This marks the second small diskery which Apollo has taken on for a national distributing and promotion job, the other being the Gem diskery's line.

All-Out Licensing Drive Begun by BMI; Help Added

(Continued from page 3)

Pittsburgh have now been added, with additional offices projected for Philadelphia, Syracuse and Baltimore. In the Midwest, offices have been set up in Detroit and St. Louis, with Cincinnati and Des Moines to follow. In the Far West a San Francisco office has been established, and Denver and Portland, Ore., offices will be opened soon. The South will have offices in New Orleans, Dallas, Jacksonville and Atlanta.

1,000 Hotels Signed

BMI's hotel licensing operation has been in good shape, with about 1,000 hotels signed as compared with ASCAP's approximately 1,500. Roller rink licenses number 283, compared with about 500 for ASCAP. However, BMI's night club, amusement park and ballroom contracts require considerable hypoing before they can measure up to the rival organization's attainments in these types of locations. BMI feels that the expansion will remedy the disproportion within the near future.

Columbia's First LP Disks Ready, Pop to Longhair

NEW YORK, Sept. 4.—Columbia diskery's first monthly release of the new long-playing (LP) platters is skedded to hit the market sometime this month, with the listed works ranging from pop to longhair selections. In all, 14 disks, consisting of six 12-inch and eight 10-inch platters will make up the first release, augmenting the diskery's initial catalog of 101 LP's.

Headlining the 14 etchings is a two-disk offering of Puccini's *La Boheme*, which will retail for \$9.70, with the libretto being sold separately for 85 cents per. In addition to *La Boheme*, the release offers a Basil Rathbone dramatization of *Sinbad the Sailor* and the Budapest Quartet rendering Beethoven's *Quartet No. 6 in B Flat Major*, coupled with Beethoven's *Quartet No. 11 in F Minor*.

Semi-pop and pop tunes also are part of the new LP sked. Talent here includes Dinah Shore, Morton Gould, Andre Kostelanetz, Kay Kyser, Buddy Clark and the Charioteers.

All selections also are available in the regular Columbia shellac albums, tho to date some have not been released.

New Wax Tied To "Sing-Tina"

NEW YORK, Sept. 4.—First release of Gold Medal Records, newly organized diskery, features a tie-up with the Sing-a-Tina, a kind of kazoo being marketed by flick flack Hal Horne. The tune, *The Sing-a-Tina and the Trambourine*, is a Ben Bloom copyright.

Aaron S. Bloom, Gold Medal prexy, has made distribber arrangements with Music Suppliers of New England for the new England area; James H. Martin, Inc., for Illinois, Indiana, Iowa, Wisconsin and Minnesota, and Staff Distributing Company for Oklahoma.

Price Slash On 100 Disks Aids Dealers

Nationwide Campaign Set

NEW YORK, Sept. 4.—Heralded as a move to aid in the stabilization of inventories of retail record dealers, RCA Victor Records this week revealed that the firm was going to conduct a nationwide price markdown program. The drive, which will allow Victor dealers to sell the line's 75-cent wax at 35 cents or three for \$1, will be launched September 13 and run for five days.

The price-cut plan, which was issued to Victor distrib this week, will be supported by intensive newspaper and radio advertising. The program will be confined to a list of 100 cut-out records in the diskery's pop, country, Western, blues and rhythm catalogs and will be tagged "RCA Victor Value Week."

Victor's distrib in areas where fair-trade agreements are in effect are notifying dealers that fair-trade contracts will be amended for the duration of the diskery's cut price promotion, with a note that dealers are to revert to normal fair trade price listings after the sale period.

Victor execs claim that the program should enable dealers to straighten unbalanced inventories which came as a result of "seasonal declines" in wax sales "which were more pronounced this year than at any time since the end of the war." The Victor-sponsored program aims to ensure for the dealer quick disposal of slow-moving and surplus records in order that the merchant could raise the necessary capital which he needs for proper purchasing prior to the pre-Christmas peak volume sales period.

King To Allow 100% Returns On Folk Disks

NEW YORK, Sept. 4.—King Records is now offering dealers 100 per cent return privileges on the diskery's Western and hillbilly output. Plan does not apply to firm's race or pop output. In order to benefit from the arrangement, retailers are required to take on King's entire folk line.

Diskery evidently feels it won't be stuck with returns as consequence of the new offer, on the thesis that folk platters are generally regarded as evergreen merchandise that will be picked up by one buyer, tho returned by another.

Modernaires Quit GAC for MCA

HOLLYWOOD, Sept. 4.—Modernaires have pulled out of the General Artists' Corporation (GAC) fold to join Music Corporation of America (MCA). One-year pact with MCA was arranged by Modernaires' personal manager, Tom Shiels.

Vocal corps had been with GAC for past three years and prior to that was booked by William Morris.

Mercury Gets Batch of Jazz, Race Masters

NEW YORK, Sept. 4.—Mercury Records this week completed a number of deals which brought the diskery a batch of new race and jazz masters. The firm completed a deal with Blue Star Records, French diskery, for a group of be-bop masters cut by Howard McGhee's small group when they were in France several months ago.

The diskery also bought eight sides by the Basin Street Boys from a Philadelphia firm; this group previously had recorded for the Exclusive label. Also added to the Mercury backlog were eight sides by Baggy Hardiman and the Five Kings. The firm also inked singer Ronnie Deauville to a term pact.

Shad Hits for Simon In New Remington Diskery Shake-Up

NEW YORK, Sept. 4.—Don Gabor's Remington operation (*The Billboard*, August 28) underwent another shake-up this week with the appointment of Morty Shad, of the Georgia Music distribbers, as sales manager of Lenox Records, the Remington race label. Shad replaces Bill Simon, who goes over to Gabor's Continental waxery as sales manager.

Georgia Music will distrib the Lenox platters in the New York, Connecticut and New Jersey area. Foch Allen, Lenox general manager, is currently touring the Middle-Eastern Seaboard and South setting up distribber and direct sales arrangements.

New England Ballroom Ops Irked at ASCAP Rates, Hikes

BOSTON, Sept. 4.—The Ballroom Operators' Association of New England (BOANE) at its meeting in the Hotel Statler August 23 expressed dissatisfaction with rates and increases set by the American Society of Composers, Authors and Publishers (ASCAP) and appointed a committee to study the situation and report at the next session.

Arnold E. Kahn, exec sec, announced that membership in the new association was pushing toward the 100 mark and that each of the six New England States was now represented.

BOANE is working on a deal to garner some of the percentage coin on advertising for its treasury, it was revealed. More than \$100,000 worth of advertising is being placed by members in Boston newspapers. A move to centralize the advertising thru one agency is under way.

Cedric Marshall, of Kimball Starlight Ballroom in Lynnfield, reported that his teen-age dances, held Tuesday nights with free gate, were attracting between 800 and 900 teeners and that surrounding communities were so attracted to the idea that announcements of the dances were being made from church pulpits in the area. Another promotion reported was at Moseley's on the Charles, where family dancing is pushed, with advertisements to bring the whole family, mother, father, sister, brother and even grandpa and grandma, run in newspapers and on posters in the area.

It was announced at the meeting that representatives of BOANE would attend the Chicago convention of ballroom operators' associations and that Kahn would address the convention

on the subject of organization.

In a talk to the members, Kahn, who was instrumental in building the group from a handful of Massachusetts ops to a New England organization, said that ops were successfully using the "knothole gang" technique, originated by the baseball teams, in building up public relations.

"By building with the teen-age youngsters, ops can gain the respect and confidence of the citizens in the community and receive the backing of religious and social groups," said Kahn. "This is being done by far-sighted ops who are looking toward the future. And another thing, when ballrooms are operated on this theory, you don't have to spend staggering sums for name bands to draw the crowds. They come because they are going to have fun, and they don't care too much who is leading the band."

Kahn pointed out that ops could make their own headaches by holding aloof from the people in their community and depending on the big-city crowds of hard drinkers and big spenders. "That policy may work in some cases, but when the big play from far away drops off, what have you got left?" he asked. "The answer is nothing. And the people in the vicinity that you have isolated yourself from won't have the least bit of sympathy for you."

Kahn contended that it was more profitable in the long run to make the ballroom as much a part of the civic life of the community as possible, even to donating nights for church or social affairs. The good will built up in this way could not be over-estimated, he said.

Newest member in BOANE is

Sinnott Lays Out Nat'l Dance Wk.

NEW YORK, Sept. 4.—Howard Sinnott, one-night booker for General Artists Corporation (GAC), this week began to lay out plans for his National Dance Week scheme. He revealed that the agency intends to proceed with the plan on its own. Last year, when the idea was initially conceived, it snafued when the major agencies couldn't see eye-to-eye on the plan.

Sinnott will take his dance week plan to Des Moines when the Midwest Ballroom Operators' Association (MBOA) conclave is held later in the month. He will invite the ops to participate and work out the date and complete plan for the gimmick with them.

Eddy Duchin Back; Into Waldorf Sept. 30

NEW YORK, Sept. 4.—Eddy Duchin swings back into band activity this month after a summer vacation which followed his brief post-war comeback in a Strand Theater engagement last May.

Duchin, who will front a 13-piece crew, returns September 14 for a week of one-nighters, one week at the Syracuse Hotel in Syracuse, and then moves into the Waldorf-Astoria Hotel here September 30 for a four-week stand.

Archibald Aron, operator of Skateland in West Haven, Conn.

Kahn announced that the membership drive was still continuing and that interested ballroom operators in New England could write to him for information at 11 Pemberton Square, Boston.

HERE AT LAST

We Proudly Present

Another JON and SONDRAS STEELE SMASH Original

"I WANT TO BE THE ONLY ONE"

Backed by "LOVE DON'T GET YOU NOTHIN' BUT the BLUES"

Damon RECORD D-11130

Famous MY HAPPINESS Team

D-11130 EVEN SURPASSES OUR ORIGINAL "MY HAPPINESS"

OVER 35,000 IN ADVANCE ORDERS BEING FILLED

FROM STOCK

ORDER NOW FROM YOUR DAMON DISTRIBUTOR

NO OTHER LABEL HAS IT! NO FUTURE IMITATION CAN EQUAL IT!

Truck Strike Whacks Wax; New Disks in Garages, on Piers

(Continued from page 3)
the least expensive of various shipping devices, badly needed profits were being wiped out by the extra cost involved in utilizing other means of shipment, even where such means were available.

Crisis Looms

The pile-up of records in New York warehouses is becoming serious, and if the strike is a protracted one, may have extremely violent repercussions on the whole futures of many manufacturers and distributors.

West Coast records hitting the New York market during the strike are lying around in various places, undelivered, but the single company probably hardest hit by the truck dispute is the London Gramophone Corporation. London had a shipment of 140,000 records on the Mauretania, which arrived shortly before the strike was called. These 140,000 disks got loaded onto trucks but before the vehicles could pull out and make deliveries

Jamieson G. M. London Disks' Canada Branch

NEW YORK, Sept. 4.—London Records is opening a Canadian branch under the name of London Gramophone Corporation of Canada, Ltd. Offices will be in Montreal, with Fraser Jamieson as general manager and Jim Landay in charge of sales. Both have been with London for some time, Jamieson as executive engineer for the Decca Navigator System, and Landay as Eastern divisional sales manager. As with London here, disks will be pressed in England and shipped over.

Both the Canadian and American branches will handle London's new black label International series, 10-inch foreign language pop and standard disks retailing at \$1 plus tax. First release includes eight German, two French, two Spanish, one Polish and one Italian platters. Sides were cut in Zurich, Switzerland, under the full-range process, with recording equipment especially sent from England for the purpose. In addition to the International series, London is also releasing 17 Irish platters under the Rex label.

New Merchandising Plans

London also announced this week two new merchandising plans to hypo dealer and salesman co-operation. One is a package deal for the 12-inch *Emperor Waltz*, by Josef Krips, and the new symphony orchestra. Retailers receive 11 copies for the price of 10, with disks packaged in a counter merchandiser box. Platter retails for \$2, so that dealer paying \$12 for the package, grosses \$22. Idea is to see whether dealer can be needed into pushing a 12-inch single platter—a product that manufacturers almost universally agree is being egregiously neglected.

Other scheme is a bonus payment to clerks, operative from now until October 31. For each sale of a Strauss waltz album—a \$7 plus tax item—clerk receives a 25-cent p.m. Idea here is to test whether sale of high price albums can be encouraged by prize payments. Schemes are creation of London Veepee Jim Bray, with Advertising and Sales Promotion Manager Joe Martin conducting direct mail promotion for both projects.

NEW YORK, Sept. 4.—Ted Lewis, head of London Gramophone Corporation, after a busy American visit (setting up Canadian firm, tussling with trucking strike problems, etc.), returns to England Wednesday (8).

the strike was called and London's platters are now lying around in various garages. A few days later the Queen Mary arrived with an additional 180,000 London records aboard, and this tidy batch is sitting on the West Side docks, waiting for the truck drivers and bosses to kiss and make up.

Firm Had the Jump, Too

Ironical note in the London situation, and one which indicates the bearing the strike may have on even such a remote situation as the development of hit tunes and records is this:

London had the jump on all other diskers with a cutting of *Say Something Sweet to Your Sweetheart*. When the tune began to break for a hit, London really set the presses to humming in its English plants, hustled the disks aboard ship and started them on their way over. In the meantime, various American companies learned that the tune showed signs of breaking out and rushed their own versions onto wax. A goodly portion of the 320,000 London records tied up by the strike consists of *Say Something*, and it seems a possibility that if the strike lasts long enough London will be dead on the disk. Meanwhile, Yank manufacturers, faced with a somewhat less difficult situation, may clean up on their disks of the song.

At week's end all signs indicated that the truckmen were making demands which their bosses flatly refused to meet, and there were no indications of an early break.

Himber Offers Trade Listing

NEW YORK, Sept. 4.—Orkster Richard Himber's newly launched RH logging system came up with a supplementary feature this week aimed at winning new publisher customers. Latest Himber stunt is to offer a trade-service listing of spots where orks are playing or coming in. He provides a literal "cue" sheet on key guys who make up programs, etc. The Himber system also promises to answer any and all queries on "band leaders' private phone numbers, arrangers, vocalists, vocalist's keys," provided inquiries are placed by a subscriber to the system.

The Himber feature this week followed up a fliersheet issued last week by the RH lads which listed commercial shows on the air with biggest number of stations and provided a list of the agency and agency-contact men going with each show.

Shapiro - Bernstein Answer Song Suit

NEW YORK, Sept. 4.—Shapiro-Bernstein pub this week filed its answer in United States District Court here, to the suit brought by Sterling (Bud) Sloan that the S-B tune, *Moonlight on the Colorado*, infringes upon *The Sun Shines*, a ditty penned by Sloan in 1930.

According to the S-B papers, the pubbery has asked for dismissal of the action on the grounds that Sloan waited almost 18 years before filing suit and therefore is barred from his claim by the three and six-year limitations of the law. Sloan started his action against the pubbery late last year.

Another DECCA DOUBLE

FITZGERALD

BRAND NEW!

IT'S TOO SOON TO KNOW

Vocal with Male Quartet and Instrumental Accompaniment

COUPLED WITH—

I CAN'T GO ON (WITHOUT YOU)

Vocal with Orchestra

DECCA

ORDER TODAY!

DECCA RECORDS

MUSIC—AS WRITTEN

New York:

Verne Manley, ex-Paul Whiteman drummer of the Bix era and now manager of music department for Richards in Atlanta, in town on a buying trip. He sat in with Jerry Colonna on a two-beat session in a village bistro last week. . . . Thelonius Monk Quartet into the Vanguard September 16. . . . Harmonicats making personal appearances at the Rivoli and Whirling Disk platter shops between shows at the Roxy. . . . Walton Laboratories in Irvington, N. J., have published a booklet on proper care and maintenance of pianos.

AFM has expended almost \$1,000,000 on free concerts this year, with over 100,000 federation musickers participating. . . . Columbia Records sponsoring a two-week pre-season tour of the New York Philharmonic, with Leopold Stokowski conducting 14 concerts, beginning September 20. . . . Tim Gayle packaging a radio show for thrush Lorry Raine (Mrs. Tim) with the Russ Garcia ork. . . . Tex Williams has opened a pubbery specializing in Western tunes.

Cootie Williams's ork playing the Apollo week of September 10-16 as a sub for the ailing Arnett Cobb. . . . Julia Lee to headline stagershow at Los Angeles's Million-Dollar Theater beginning September 28. . . . Myron and Elise Lipton, of the tea dynasty, have written a tune called *Noodle Zoop* (dehydrated same as a Lipton product), with platters on the Spin and Chief labels due for early release. . . . Animal Records out with a two-platter vinyl album for Christmas trade. . . . Harry James on 50 one-nighter tour, beginning in the West and winding up in the East via the South. . . . Coast Records releasing an album and singles by Rudy Vallee. Masters were purchased from the hi-ho man.

Patti Page cashing in on her self-dubbed harmony stunt on *Confess* by using a similar gimmick in personal appearances—she sings the melody into the house mike, and a record with the harmony is played simultaneously thru the same sound system. . . . Bobby Kroll releasing his second opus disk, a Herman Chittison side purchased from Esquire, with a dubbed pop thrush Eadie Lang. Original master was part of Leonard Feather's All-Star series. . . . Bull Moose Jackson into Detroit's Paradise Theater September 29. . . . Sammy Kaye looking for a replacement for thrush Clementine, who left the band after a two-week tenure.

Glen Gray, who was planning to reorganize his ork and already had bookings set for him by Music Corporation of America (MCA), was ordered by doctors not to resume batoneering; dates were canceled and band plans scrapped. . . . Erskine Hawkins will disband and immediately reorganize his ork following his Paramount Theater engagement; intends to slice two brass. . . . Jose Melis's eight-piece crew goes into Glen Island Casino to fill out the spot's season. He follows the current Hal McIntyre crew September 13 for two weeks.

The King Philip Ballroom in Wrentham, Mass., which was redecorated and opened for the summer with a name band policy, did well enough to lay plans for operation thru the fall season. Tex Beneke due into the spot for the week of September 23. . . . Washington's Kovakas Club due for fall reopening; spot has Ray Eberle's crew set for the week of November 1. . . . Frank Hanshaw resigned from his General Artists Corporation (GAC) post as topper of the agency's Cincinnati office band department last week. . . . Joe De Salvo's ork set for indefinite run at the Statler Hotel in Buffalo.

Art Kassel's ork signed with General Artists Corporation last week. He had been skedded to go with Mus-Art prior to that agency's merger with GAC. Pact's for three years. . . . Guy Lombardo set to return "home" at the Hotel Roosevelt Grill for his annual fall and winter engagement, beginning September 27. . . . Same week the Hotel Plaza's Wersian Room will open with a show and Leo Reisman's band. . . . GAC begged the "masked spooner" for a radio and personal appearance management pact. . . . Milton Karle returns here next week to resume his flack biz after a six-month rest cure on the Coast.

Lecuona Cuban Boys booked into Bill Miller's Riviera for indefinite run starting September 18. . . . Apollo Records handling distributing activities for Bandwagon Disks in the metropolitan and New Jersey areas. . . . Allegro Kidisk firm set to launch a new series of tot tallows for pre-school kids, concentrating material on American folk tunes. Ten-inch single unbreakable platters will retail for \$1.25 as compared to 99-cent tag on disks for the younger set.

General Artists Corporation (GAC) regular exec switch had Milton Krasny planing back to the Coast this week as Prexy Tom Rockwell hit town; Rockwell incidentally sprained some muscles in his chest shortly after his arrival here early in the week. . . . Chirp Mindy Carson, who records for Muscraft Records, signed a GAC management paper this week; so did Judy Canova. . . . Tenor saxist Arnett Cobb, who recently got out of the hospital after a several-week stay here. . . . Mike Levin, former Downbeat staffer and now in tele and personal management biz, married model Jina Rolf September 4 at the Fort Sam Houston post chapel in San Antonio. . . . Wayne Varnum Associates, flackery for Vaughn Monroe and others, combines

Chirp Dinah Washington will sing with an all-star jazz ork at the Wallace-Taylor rally at the Yankee Stadium September 9. . . . Freddy Slack and a small ork set for two weeks at the Brass Rail in Chicago beginning September 20; Slack then reforms his big ork for two weeks of theaters with the Ink Spots. . . . Jolly Joyce, Philadelphia agent, inked the Basin Street Boys to a management pact. . . . Famous-Paramount Coast topper Larry Shayne back to Hollywood after a several-week stay here. . . . Mike Levin, former Downbeat staffer and now in tele and personal management biz, married model Jina Rolf September 4 at the Fort Sam Houston post chapel in San Antonio. . . . Wayne Varnum Associates, flackery for Vaughn Monroe and others, combines

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- ★ NEW TALENT
- ★ NEW IDEAS

TELLS THE STORY

DISCOVERY RECORDS • Hollywood, California

6207 SANTA MONICA BLVD.

with the Patricia Ward Company, research firm, in acquiring new Madison Avenue office space.

Warbler Jerry Wayne into the Oriental Theater, Chicago, for two weeks starting Thursday (9). . . . Longhair conductor Richard Korn sails for Europe Wednesday (15) for a series of concerts abroad. . . . Noro Morales returns to the China Doll here when the spot reopens Thursday (16). . . . Buddy Rocco Trio returns to Enduro Restaurant, Brooklyn, for indefinite run. . . . Sacassas Rumba Ork headlines show at the Embassy nitery which reopens September 15. . . . Frankie Laine, Toni Harper, Kay Starr, Jack Smith, the Sportsmen and Ray McKinley's ork have been signed for featured spots in the Columbia pic's series *Make Believe Ballroom*. . . . The Erskine Hawkins ork begins run at Paramount Theater here September 29. . . . Jan August returns to the Raleigh Room of Hotel Warwick here for four-week stand, starting Wednesday (15). The August Trio also will supply dance music at the spot, possibly adding another instrumentalist and a gal chanter.

Hollywood:

Evelyn Knight has decided against appearing regularly on the New York-originating Milton Berle show and will go on a personal-appearance tour instead. She'll take a couple of airshots on the Berle-Texaco video series when she arrives in New York late in October. . . . Eddy Howard celebrates his ninth year as a batoner when he opens at Chicago's Aragon December 4 for eight weeks. . . . Reg Marshall has set Benny Carter for a four-week San Francisco run to open the Bay City's Cafe Society Uptown. . . . Kay O'Grady and all-girl ork are winging their way to Anchorage, Alaska, for a 17-week engagement. . . . Frank De Vol will baton his 24-piece aggregation at Hollywood Palladium December 20 for the Disabled Vets' banquet. Event will be emceed by Bob Hope.

Augustin Lara, Mexico's ace clefver, has another hit on his hands according to south-of-the-border best-seller lists with his latest penning, *Madrid*. Tune was waxed by Victor in Mexico City by the Key brothers. Other disks are Anna Maria Gonzales for Anflon with Esmeralda etching the ditty for *Peerless*. . . . Martha Tilton is shouldering a tight working sked: Now at New York's Paramount, she will appear on the Coca-Cola air show and starts a pic short for Paramount before returning to the coast in time to take up her new duties on the *Jack Smith Show*. . . . Dick Peterson and combo (6) are making a series of 16mm. film shorts for Martin Murray Productions, using Mocambo as location for shooting. Peterson's forthcoming platter releases on Excelsior is Frank De Vol's *Cow Pasture Polka* backed by *Sad Cowboy*.

Cincinnati:

Frank Hanshaw, who has resigned as local GAC bossman, hopped to New York last week in search of a new connection. He is casting his eye on a personal management post. Joe Higgins is the new local GAC topper. . . . Gardner Benedict has taken his crew into the Van Cleve Hotel, Dayton, O., for a fortnight's stand. . . . Buddy Heisey ork set for a limited stand at the Neil House, Columbus, O. . . . Karl Bertram, piano-solovox, has returned to John Tolle's Tiny Cove, Cheviot, O., for a 10-week stay after a year's absence. . . . Moonlite Gardens, Coney Island, is continuing week-ends thru September, with Sam Donohue in September 11-12; Johnny Desmond, with
(See Music As Written on page 39)

strictly original

SMILEY BURNETTE WROTE IT!
SMILEY BURNETTE SINGS IT!

IT'S MY LAZY DAY

ON BULLET RECORD #654

FLIP SIDE—
HOMINY GRITS

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WITH "SWAMP WOMAN BLUES"

Backed by—"Catfish, Take a
Look at That Worm"

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**THE GREATEST WESTERN SONG
OF ALL TIME!**
**BOB NOLAN'S IMMORTAL
"COOL WATER"**

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(Alphabetically Arranged)

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| Dick Reinhart
Apollo 119 | Dude Martin
Eagle 705 |
| Smiley Burnette
ARA 4004 | Western Aces
Lamb 10-105 |
| Pappy Howard
Bullet 633 | Foy Willing-Riders of the Purple Sage
Majestic 6000 |
| Nellie Lutcher
Capitol 15148 | Kate Smith
MGM 30059 |
| Tex Ritter-Dinning Sitem
Capitol 48026 | Derry Falligant
MGM 10256 |
| Ozie Waters—Plainsmen
Coast 2012 | Bob Atcher
Okeh 05808 |
| Red River Dave
Continental 5046 | Jimmie Wakely
Sterling 213 |
| Sons of the Pioneers
Decca 5939 | East Men Trio
Trilon 189 |
| Sons of the Pioneers
Decca 46027 | Jlm Smith-Buccaneers
Varsity 109 |
| Sleepy McDaniel
D-C 8026 | Sons of the Pioneers
Victor 20-1724 |
| Denver Darling
De Luxe 5014 | Sons of the Pioneers
Victor 20-2076 |
| | Vaughn Monroe
Victor 20-2923 |

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**BREAKING FROM COAST TO COAST
ANOTHER SENSATIONAL
JACK OWENS' HIT!**

**"WILL YOU BE
MY DARLIN"**

Written by MARY ANN & JACK OWENS

Recorded by **JACK OWENS**
and His Daughter, MARY ANN

TOWER RECORD No. 1288

CROSS MUSIC COMPANY

(BMI)

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S. C. CROSS, President; GARET ROMERO, Prof. Mgr.

BMI Pin Up SHEET

HIT Tunes for September

On Records

CHILlicothe, OHIO

(Mellin)

Peggy Mann-Eddie Heywood—Vic. 20-2839 • Art Mooney—MGM 10230
The Four Tunes—Manor 1087

COOL WATER

(American)

Vaughn Monroe—Vic. 20-2923 • Nellie Lutcher—Cap. 15148
Kate Smith—MGM 30059 • Derry Falligant—MGM 10256
Sons of the Pioneers—Vic. 20-2076, Vic. 20-1724, Dec. 46027
Foy Willing—Maj. 6000 • Tex Ritter-Dinning Sisters—Cap. 48026

CUANTO LE GUSTA

(Peer)

Andrews Sisters-Carmen Miranda—Dec. 24475 • Xavier Cugat—Col. 38239

FOR HEAVEN'S SAKE

(Duchess)

Adele Clark—Dec. 24444 • Claude Thornhill—Col. 38224
Jan Garber—Cap. 15115 • Ray McKinley—Vic. 20-2913,
Helen Forrest—MGM

HAIR OF GOLD, EYES OF BLUE

(Mellin)

Harmoniacs—Universal 121 • John Laurenz—Mercury 5172
Jack Emerson—Metrotone 2018 • Art Lund—MGM 10258
Gordon MacRae—Cap. 15178 • Jack Lathrop—Vic. 20-3109
Jim Smith—Varsity 109

HIGHWAY TO LOVE

(BMI)

Pied Pipers—Cap. 15094 • Tommy Tucker—Col. 38108
Helen Carroll & Satisfiers—Vic. 20-2915

IT'S SO PEACEFUL IN THE COUNTRY

(Regent)

Mildred Bailey—Dec. 3953 • Charlie Spivak—Okeh 6291
Bob Chester—Bluebird 11227 • Harry James—Col. 36246
Jan Savitt—Vic. 27464

I WANT TO CRY

(Excelsior)

Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
Dinah Washington—Mercury 8082
Phil Reed-Frank Picher—Dance-Tone 216

LONESOME

(Republic)

Sammy Kaye—Vic. 20-3025

SOMEONE CARES

(Porgie)

Vaughn Monroe—Vic. 20-2671 • Art Lund—MGM 10170
Frankie Carle—Col. 38130 • Mills Brothers—Dec. 24409
John Laufenz—Mer. 5144 • Eddy Howard—Maj.

TAKE IT AWAY

(Pemora)

Eric Madriguera—Dec. 24446 • Edmundo Ros—Lon. 230
Xavier Cugat—Col. 38239 • Emil Coleman—DeLuxe 1010

THINGS I LOVE, THE

(Campbell)

Jimmy Dorsey—Dec. 3737 • Delta Rhythm Boys—Dec. 8554
Raymond Scott—Col. 36083 • Gene Krupa—Okeh 6143
Jan Savitt—Vic. 27403 • Teddy Powell—Bl. 11113

TIME AND TIME AGAIN

(London)

Wayne King-Buddy Clark—Vic. 27516 • Eddy Duchin—Col. 36089
Bob Chester—Bluebird 11172 • Tommy Tucker—Okeh 6177

TUNE ON THE TIP OF MY HEART, THE

(Encore)

Sammy Kaye—Vic. 20-2746

WALKIN' WITH MY SHADOW

(Johnstone-Montel)

Four Knights—Dec. 48014 • Jack McLean-Wayne Gregg—Coast 8001
Jimmie Valentine Quartet—Varsity 107 • Monica Lewis—Sig. 15229

YOURS

(Marks)

Xavier Cugat—Vic. 26384 • Andy Russell—Cap. 10112
G. Carter—Black & White 3005 • Jimmy Dorsey—Dec. 25121
Tito Guizar—Vic. 27410 • Ben Light—Tempo 598
Benny Goodman—Col. 36067 • Nat Brandwynne—Dec. 3918
Roy Smeck—Dec. 3790 • Eddy Howard—Col. 37995
E. Le Baron—Dec. 25205 • R. Armengod—Dec. 18159
Phil Reed—Dance-Tone 77 • Cuba Libre Six—Coda 5004
Vaughn Monroe—Vic. 20-2984

YOU WALK BY

(Cavalier)

Jerry Wayne-Bobby Byrne—Dec. 3613 • Eddie Duchin—Col. 35903
Charlotteers—Col. 36027 • Wayne King—Vic. 27206
Blue Baron—Vic. *

*Soon to be released.



BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending September 8

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

1. YOU CALL EVERYBODY DARLIN' By Sam Martin, Ben Trace and Clem Watts Published by Mayfair (ASCAP)

Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38286; Frank and the Boys Ork, Varsity 103; Art Lund-Crew Chiefs & the Harmonica Gentlemen, MGM 10258; Jack Lathrop and the Drugstore Cowboys, Victor 20-3109; Andrews Sisters, Decca 24490; Texas Jim Lewis & His Lone Star Cowboys, Decca 46138.

Electrical transcription libraries: Al Trace, Lang-Worth; Jack White Ork, London; Monica Lewis, World.

2. MY HAPPINESS

By Betty Peterson and Berney Bergentine

Published by Blaco (ASCAP)

Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Malin Sisters, Columbia 38127; the Pled Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965; Tyler Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.

Electrical transcription libraries: The Srenaders, Standard.

3. A TREE IN THE MEADOW

By Billy Reid

Published by Shapiro-Bernstein (ASCAP)

Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson Columbia 38279; B. Lester, Rainbow 70015; Varsity 108.

Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Ames Brothers, World.

4. IT'S MAGIC

By Sammy Cahn and Jule Styne

Published by Witmark (ASCAP)

From Warner Bros. "Romance on the High Seas."
Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 38188; Dick Haymes, Decca 23826; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 557; Johnny Frank with Ork, Varsity 110.

Electrical transcription libraries: Felix King Ork, London; Monica Lewis, World.

5. TWELFTH STREET RAG

By Al Bowman and James S. Summer

Published by Shapiro-Bernstein (ASCAP)

Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1016; Jack Fina & Ork, MGM 10251; Eddie (Gin) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 106.

Electrical transcription libraries: Airline Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Fina, Standard; Alvino Rey, Standard.

6. LOVE SOMEBODY

By Kramer and Whitney

Published by Kramer-Whitney (ASCAP)

Records available: Doris Day-Buddy Clark, Columbia 38174; Barbara and Frank with Ork, Varsity 102.

Electrical transcription libraries: Felix King Ork, London.

7. MAYBE YOU'LL BE THERE

By Sammy Gallop and Rube Bloom

Published by Triangle (ASCAP)

Records available: J. Fina Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes ork, National 9033; Betty Rhodes, Victor 20-2189.

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

8. YOU CAN'T BE TRUE, DEAR

Based on a composition by Hans Otten

and Gerhard Ebeler

Published by Biltmore (ASCAP)

Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; P. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Musicraft 568; D. James, Victor 20-2944; L. Stewart, Bandwagon 501.

Electrical transcription libraries: Jack White Ork, London.

9. WOODY WOODPECKER

By Tibbles and Adria

Published by Leeds (ASCAP)

Records available: Kay Kyser, Columbia 38197; the Honey Dreamers, Mercury 5154; M. Blanc-The Sportsmen, Capitol 15145; Gene Carroll, Animal 170; Danny Kay-Andrews Sisters, Decca 24462; G. Carroll's Originals, Animal 170; Phillip Green and Ork, MGM 10247; Varsity Ork-Barbara, Varsity 101; Dorothy Howe, Bandwagon 508.

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

10. BLUEBIRD OF HAPPINESS

By Edward Heyman and Sandor Harmati

Published by T. B. Harms (ASCAP)

Records available: Art Mooney, MGM 10297; Jan Peerce-RCA Victor Ork-S. Levin, Dir., Victor 10-1454; Varsity 108.

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

USE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- 1. **YOU CALL EVERYBODY DARLIN'**
JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109
- 2. **MY HAPPINESS**
DOROTHY MORROW ENSEMBLE RCA Victor 20-2965
- 3. **A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2965
- 4. **IT'S MAGIC**
TONY MARTIN RCA Victor 20-2862
- 5. **TWELFTH STREET RAG**
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3120
- 7. **MAYBE YOU'LL BE THERE**
BETTY RHODES RCA Victor 20-2189
- 8. **YOU CAN'T BE TRUE, DEAR**
DICK JAMES RCA Victor 20-2944
- 10. **BLUEBIRD OF HAPPINESS**
JAN PEECE RCA Victor 10-1454

This week's **RCA VICTOR** release!

POPULAR

- Big Fat Sam Lazy Blues **ERSKINE HAWKINS** RCA Victor 20-3058
- (I'm Gonna Be A) Love Me Not In the Market Place of Old Monterey **FREDDY MARTIN** RCA Victor 20-3048
- Buttons and Bows I Still Get a Thrill **BETTY RHODES** RCA Victor 20-3078
- That Element of Doubt When the Moonlight Fell on the Waterfall **THE THREE SUNS** RCA Victor 20-3035

NATIONAL SPECIAL

- Dainty Brenda Lee Cornbelt Symphony **JACK LOTHROP and the Drugstore Cowboys** RCA Victor 20-3119

FOLK

- My Mother's Smile Love Me Now or Never **ERNIE LEE** RCA Victor 20-3084
- Watching the Girls Go By You Won't Do It No More **LONZO and OSCAR** RCA Victor 20-3083
- My Feet Takes Me Away The Missouri Is a Devil of a Woman **SONS OF THE PIONEERS** RCA Victor 20-3082

BLUES

- Broke and Hungry Across the Hall Blues **DR. CLAYTON'S BUDDY (Sunnyland Slim) Orch.** RCA Victor 20-3085

INTERNATIONAL NOVELTIES

- When I Come—Polka Lover's Lane **LAWRENCE DUCHOW and his Red Raven Orch.** RCA Victor 20-1127



Riding High... Climbing Fast

- Until **TOMMY DORSEY** RCA Victor 20-3061
- All the Way from San José **RAY McKINLEY** RCA Victor 20-2993
- This Is the Moment **TONY MARTIN** RCA Victor 20-2958
- The Old Piano Polka **ZEKE MANNERS** RCA Victor 20-2875
- He Taught Me How to Yodel **ROSALIE ALLEN** RCA Victor 20-3022

... Mail your order to your RCA Victor distributor!

Name _____
Street _____
City _____ State _____



BILLY ECKSTINE



Orchestra conducted by Sonny Burke

I'LL BE FAITHFUL
EVERYTHING I HAVE IS YOURS

M-G-M 10259

ART MOONEY



and his Orchestra

THERE'S A BARBER IN THE HARBOR
OF PALERMO

Vocal by The Galli Sisters

THE NIGHT HAS A THOUSAND EYES

(From the Paramount Picture "The Night Has A Thousand Eyes")

Vocal by Bud Brees M-G-M 10260

HELEN FORREST



Orchestra conducted by Harold Mooney

WHAT DID I DO

(From the 20th Century-Fox Picture "When My Baby Smiles At Me")

I LOVE YOU MUCH TOO MUCH

M-G-M 10262

BETTY GARRETT



Orchestra conducted by Harold Mooney

THE MATADOR

BUTTONS AND BOWS

(From the Paramount picture "Paleface")

M-G-M 10244

GEORGE PAXTON



and his Orchestra

THE CURSE OF AN ACHING HEART

Vocal by The Ensemble

WHISPER A WORD OF LOVE

Vocal by Dick Merrick

M-G-M 10263

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending
September 3

Billboard
TRADE
SERVICE
FEATURE

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Publisher
	Last Week	This Week	
9	1	1. A TREE IN THE MEADOW (R)	Shapiro-Bernstein
19	2	2. MY HAPPINESS (R)	Blasco
13	4	3. IT'S MAGIC (F) (R)	Witmark
10	3	4. YOU CALL EVERYBODY DARLIN' (R)	Mayfair
22	5	5. YOU CAN'T BE TRUE, DEAR (R)	Biltmore
9	6	6. LOVE SOMEBODY (R)	Kramer-Whitney
12	9	7. MAYBE YOU'LL BE THERE (R)	Triangle
7	13	8. IT ONLY HAPPENS WHEN I DANCE WITH YOU (R)	Berlin
3	10	9. UNDERNEATH THE ARCHES (R)	Robbins
6	8	10. BLUEBIRD OF HAPPINESS (R)	T. B. Harms
2	—	11. HAIR OF GOLD, EYES OF BLUE (R)	Mellin
4	12	12. RAMBLING ROSE (R)	Laurel
10	11	13. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (F) (R)	Remick
4	7	14. CONFESS (R)	Oxford
15	14	15. WOODY WOODPECKER (R)	Leeds

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		English	American
	Last Week	This Week		
19	1	1. GALWAY BAY	Box and Cox	Leeds
13	2	2. BALLERINA	Peter Maurice	Jefferson
6	3	3. WOODY WOODPECKER	Leeds	Leeds
14	4	4. HEARTBREAKER	Leeds	Leeds
4	5	5. YOU CAN'T BE TRUE	Chappell	Biltmore Music
17	6	6. TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
17	7	7. DREAM OF OLWEN	Lawrence Wright	Mills
5	8	8. RAMBLING ROSE	Irwin Dash	Laurel Music Co.
11	9	9. I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
7	10	10. I'D GIVE A MILLION TOMORROWS (For Just One Yesterday)	Campbell-Connelly	Oxford Music Corp.
25	11	11. GOLDEN EARRINGS	Victoria	Paramount
34	12	12. NEAR YOU	Bradbury Wood	Supreme
10	13	13. TOOLIE OOLIE DOOLIE (The Yodel Polka)	Southern	Charles K. Harris
14	14	14. AFTER ALL	Cinephonic	*
7	15	15. THERE OUGHT TO BE A SOCIETY	Kassner	Dreyer
13	16	16. NATURE BOY	Edwin Morris	Burke-Van Heusen
36	17	17. A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
2	18	18. OCTOBER TWILIGHT	Irwin Dash	*
2	19	19. LITTLE WHITE LIES	Lawrence Wright	Bregman-Vocco-Conn
2	20	20. BEG YOUR PARDON	Francis Day	Robbins Music Corp.

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

Weeks to date	POSITION		Song
	Last Week	This Week	
13	1	1. MY HAPPINESS	
17	2	2. YOU CAN'T BE TRUE DEAR	
8	3	3. A TREE IN THE MEADOW	
6	4	4. YOU CALL EVERYBODY DARLIN'	
7	5	5. LOVE SOMEBODY	
8	6	6. IT'S MAGIC	
11	7	7. WOODY WOODPECKER	
18	8	8. NOW IS THE HOUR	
2	13	9. RAMBLING ROSE	
7	—	10. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	
2	14	11. UNDERNEATH THE ARCHES	
1	—	12. MAYBE YOU'LL BE THERE	
21	10	12. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)	
6	12	13. BLUE SHADOWS ON THE TRAIL	
18	11	14. LITTLE WHITE LIES	
4	9	15. IT ONLY HAPPENS WHEN I DANCE WITH YOU	

The Billboard
MUSIC POPULARITY CHARTS
Radio Popularity

PART III

Billboard
 TRADE SERVICE FEATURE

Week Ending
 September 3

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	POSITION	Last Week	This Week	Title	Artist	Lic. By
16	1	1	1	1. LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174—ASCAP
7	2	2	2	2. A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122—ASCAP
6	3	3	3	3. TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105—ASCAP
9	3	4	4	4. YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117—ASCAP
14	5	5	5	5. MY HAPPINESS	Pied Pipers	Capitol 15094—ASCAP
18	7	6	6	6. MY HAPPINESS	J. & S. Steele	Damon D-11133—ASCAP
6	6	7	7	7. IT'S MAGIC	Doris Day	Columbia 38188—ASCAP
6	8	8	8	8. YOU CALL EVERYBODY DARLIN'	A. Vincent	Mercury 5155—ASCAP
2	17	9	9	9. IT'S MAGIC	Gordon MacRae	Capitol 15178—ASCAP
6	11	10	10	10. MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403—ASCAP
5	14	11	11	11. IT'S MAGIC	Tony Martin	Victor 20-2862—ASCAP
5	15	12	12	12. IT'S MAGIC	Sarah Vaughan	Musicraft 557—ASCAP
9	9	13	13	13. WOODY WOODPECKER	The Sportsmen-Mel Blanc	Capitol 15145—ASCAP
2	21	14	14	14. CLAIRE DE LUNE	Paul Weston	Capitol 15153 (H. Sukman, Artist 3001; V. Greene Trio, Trilon 210)
10	12	15	15	15. MY HAPPINESS	Ella Fitzgerald	Decca 24446—ASCAP

(Continued on page 122)

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, August 27, 8 a.m., and ending Friday, September 3, 8 a.m.)

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

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

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Beyond the Sea (R)	Chappell	ASCAP
Bluebird of Happiness (R)	T. B. Harms	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
Caramba! It's the Samba (R)	Martin	ASCAP
Confess (R)	Oxford	ASCAP

(Continued on page 29)

SONGS WITH THE MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS

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

Week of August 27-September 2

Songs	Publisher	Commercial Instrumental				Commercial Vocal				Tot. Pts.				
		SI	SV	CI	CV	SI	SV	CI	CV					
A Boy From Texas	Shapiro	0	5	0	3	0	4	0	4	1	10	0	2	75
A Tree in the Meadow	Shapiro	3	21	0	18	3	20	5	18	9	9	0	15	334
Beyond the Sea	Chappell	11	6	2	2	13	9	3	2	29	17	1	7	179
Bluebird of Happiness	T. B. Harms	5	12	0	6	0	4	0	5	14	8	0	5	131
Blue Shadows on the Trail (Melody Time)	Santly-Joy	2	6	0	4	2	2	0	2	8	5	0	3	74
Confess	Oxford	0	7	0	5	0	2	0	3	9	5	0	3	81
Quanto Le Gusta (Date With Judy)	Peer	2	6	0	5	3	4	0	4	0	3	0	4	83
Dolores	Famous	4	3	0	3	7	8	0	4	6	5	0	3	89
Everybody Loves Somebody	Sinatra	6	2	0	3	2	0	0	5	12	7	0	3	81
Everyday I Love You (Two Guys From Texas)	Harms	9	32	0	8	10	24	3	7	38	23	1	5	307
Hair of Gold, Eyes of Blue	Mellin	1	17	0	8	2	9	0	9	0	9	0	8	177
Hankerin' (Two Guys From Texas)	Remick	2	8	1	1	2	4	1	1	11	5	1	2	74
Highway to Love	BMI	3	8	0	2	3	2	1	2	14	10	0	1	76
It Only Happens When I Dance With You (Easter Parade)	Berlin	1	10	0	5	4	1	1	5	5	5	0	5	105
It's a Most Unusual Day (Date With Judy)	Robbins	4	10	0	4	1	5	2	5	5	2	0	3	90

(Continued on page 122)



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

POPULAR

I'LL BE FAITHFUL Everything I Have Is Yours	BILLY ECKSTINE M-G-M 10259
BLUEBIRD OF HAPPINESS Sunset To Sunrise	ART MOONEY and his Orchestra M-G-M 10207
UNDERNEATH THE ARCHES The Silver Wedding Waltz	LEN CAMBER'S Accordion Aces M-G-M 10264
I'D LOVE TO LIVE IN LOVELAND On The Waterfall	BOB HOUSTON M-G-M 10227
EV'RY DAY I LOVE YOU (Just a little bit more) Somebody Else's Picture	BLUE BARRON and his Orchestra M-G-M 10237
12TH STREET RAG Mama's Gone, Goodbye	JACK FINA and his Orchestra M-G-M 10251
HAIR OF GOLD, EYES OF BLUE You Call Everybody Darling	ART LUND M-G-M 10258
CORN BELT SYMPHONY Every Day Is Just A Holiday	NEV SIMONS and his Ambassadors of Note M-G-M 10257
LILLETTE Azusa, Cucamonga and Anaheim	JIMMY DORSEY and his Orchestra M-G-M 10245

FOLK and WESTERN

PAN AMERICAN I Don't Care	HANK WILLIAMS M-G-M 10226
BANJO BOOGIE Have A Little Fun	ARTHUR (Guitar Boogie) SMITH M-G-M 10229
SLEEPY-TIME IN CAROLINE Dreamy Housatonic	SINGIN' SAM M-G-M 10265
LIFE GITS TEE-JUS DON'T IT Wind In The Mountains	CARSON ROBISON M-G-M 10224

EBONY SERIES

NOW I KNOW (What I Didn't Know Then) I Wonder Why	VIOLA WATKINS M-G-M 10232
IF YOU BELIEVED IN ME Scotty	SY OLIVER and his Orchestra M-G-M 10255
MEMPHIS GAL Moose On The Loose	BULLMOOSE JACKSON and his Orchestra M-G-M 10234
WEDDING BELLS Baby Don't Be Mad At Me	THE BEALE STREET BOYS M-G-M 10197

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



The Billboard MUSIC POPULARITY CHARTS PART IV
Retail Record Sales
 Week Ending September 8



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

Weeks to date	POSITION		Record
	Last Week	This Week	
12	1	1	TWELFTH STREET RAG..Pee Wee Hunt.....Capitol 15105 <i>Somebody Else, Not Me</i>
9	2	2	IT'S MAGICDoris Day.....Columbia 38188 <i>Put 'Em in a Box</i>
7	4	3	A TREE IN THE MEADOW..Margaret Whiting....Capitol 15122 <i>I'm Sorry But I'm Glad</i>
12	2	4	YOU CALL EVERYBODY DARLIN'Al Trace.....Regent 117 <i>Linger Awhile</i>
15	5	5	MY HAPPINESSPied Pipers.....Capitol 15094 <i>Highway to Love</i>
18	7	6	MY HAPPINESSJ. & S. Steele.....Damon D-11133 <i>They All Recorded to Beat the Ban</i>
15	6	7	LOVE SOMEBODYDoris Day-Buddy Clark..... <i>Confess</i>Columbia 38174
13	9	8	MAYBE YOU'LL BE THEREGordon Jenkins.....Decca 24403 <i>Dark Eyes</i>
10	10	9	YOU CAN'T BE TRUE, DEARKen Griffin.....Rondo R-128 <i>The Cuckoo Waltz</i>
5	11	10	COOL WATERVaughn Monroe-Sons of the <i>The Legend of Tiabi</i>Victor 20-2923 <i>(The Eastman Trio, Trilon 189; Derry Fallgait, MGM 10256; N. Lutchter, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 48026; The Western Aces, Lamb 10-105; Varsity 109; Sons of the Pioneers, Decca 46027; Sons of the Pioneers, Victor 20-1724)</i>
13	8	11	MY HAPPINESSElla Fitzgerald.....Decca 24446 <i>Tea Leaves</i>
4	12	11	UNDERNEATH THE ARCHESP. Scala's Banjo and Accordion <i>Side By Side</i>Ork-The Keynotes...London 238 <i>(B. Green-A. Paul String Band, Rainbow 70077; Al Hummer and His Mummers, Mercury 5173; Andy Russell-The Pied Pipers, Capitol 15183; The Serenaders, Columbia 38274; The Singing Gondoliers, Continental C-1245; G. Olsen Ork-E. Shutta, Victor 20-3114; L. Chambers Accordion Aces, MGM 10264; Connee Boswell, Columbia 38298; Varsity 107; Andrews Sisters, Decca 24490)</i>
4	19	13	YOU CALL EVERYBODY DARLIN'Jack Smith.....Capitol 15156 <i>Cuckoo Waltz</i>
8	14	14	IT'S MAGICDick Haymes-Gordon Jenkins.... <i>It's You or No One</i>Decca 23826
11	25	15	BLUEBIRD OF HAPPINESSArt Mooney.....MGM 10207 <i>Sunset to Sunrise</i>
7	13	16	YOU CALL EVERYBODY DARLIN'A. Vincent.....Mercury 6155 <i>Bluebird Polka</i>
9	17	17	WOODY WOODPECKER...Sportsmen-Mel Blanc.Capitol 15145 <i>I'd Love to Live in Loveland</i>
4	25	18	YOU CAME A LONG WAYRay McKinley.....Victor 20-2913 <i>For Heaven's Sake</i>
6	16	19	IT'S MAGICTony Martin.....Victor 20-2863 <i>It's You or No One</i>
5	29	20	IT'S MAGICGordon MacRae.....Capitol 15072 <i>Spring in December</i>
2	27	21	YOU CALL EVERYBODY DARLIN'Andrews Sisters.....Decca 24490 <i>Underneath the Arches</i>
7	18	22	RAMBLING ROSEPerry Como-The Satisfiers..... <i>There Must Be a Way</i>Victor 20-2947 <i>(P. Brito, Musicraft 560; B. Eberly-R. Morgan, Decca 24449; J. Frank and Ork, Varsity 105; G. MacRae-The Starlighters, Capitol 15178; Tony Pastor, Columbia 38207; G. Paxton Ork, MGM 10192)</i>
23	28	23	LITTLE WHITE LIES....Dick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i>
16	20	24	WILLIAM TELL OVER- TURESpike Jones.....Victor 20-2861 <i>The Man on the Flying Trapeze</i>
1	—	25	UNTILTommy Dorsey Ork-H. Prime.... <i>After Hour Stuff</i>Victor 20-3061
15	15	25	WOODY WOODPECKER...Kay Kyser.....Columbia 38197 <i>When Veronica Plays the Harmonica</i>
1	—	27	THAT CERTAIN PARTY...Benny Strong Ork.....Tower 1271 <i>My Best Girl</i>
1	—	27	HAIR OF GOLD.....Jack Emerson.....Metrotone 2018 <i>The Moonrise Song</i> <i>(C. Shane, Columbia 38315; L. Carson, Bandwagon 516; Smokey Rogers-The McCall Twins, Capitol 15217; Jack Lathrop and His Drugstore Cowboys, Victor 20-3109; John Laurens, Mercury 5172; Art Lund-Crew Chiefs-The Harmonica Gentlemen, MGM 10258; G. MacRae-The Starlighters, Capitol 15178; J. Tyler and His Whistling Pals, Continental C-1244; Varsity 109)</i>
5	23	29	HAIR OF GOLD.....Harmonicats.....Universal U-1.1 <i>Harmonical Blues</i> <i>(See No. 27)</i>
2	—	29	IT'S MAGIC.....Sarah Vaughn.....Musicraft 557 <i>It's You</i>

IMPORTED
LONDON RECORDS
 FULL RANGE RECORDING

FIRST WITH THESE
 FIVE FAVORITES

PRIMO
 SCALA

"UNDERNEATH THE ARCHES"

"SIDE BY SIDE"

Vocals by The Keynotes with Banjo and Accordion Orch.

NO. 238

List Price 75c plus tax

ANNE
 SHELTON
 &
 SAM
 BROWNE

"SAY SOMETHING SWEET TO YOUR SWEETHEART"

"THE LAW IS COMIN' FER YA PAW!"

Vocal Duet with The Keynotes and Orchestral Accompaniment

NO. 260

List Price 75c plus tax

PRIMO
 SCALA

"I WANT SOME MONEY"

"HOME TOWN"

The Keynotes with Primo Scala and His Accordion and Banjo Band

NO. 275

List Price 75c plus tax

VERA
 LYNN

"THE SILVER WEDDING WALTZ"

"YOU'RE THE ONE I CARE FOR"

Vocal with Wardour Singers
 Vera Lynn with Bob Farnon and his Orchestra

NO. 232

List Price 75c plus tax

ANNE
 SHELTON

"BE MINE"

"TIME OUT FOR TEARS"

Vocals With The Keynotes and Roy Robertson Orch.

NO. 239

List Price 75c plus tax

The London Gramophone Corp., 16 W. 22 St., New York 10,

2 great stars - 2 great sides!
Jo Stafford and Gordon MacRae
 'SAY SOMETHING SWEET TO YOUR SWEETHEART'
 with THE STARLIGHTERS
 'BLUEBIRD OF HAPPINESS' with Male Choir
 CAPITOL RECORD NO. 15207

going places fast!
THE PIED PIPERS
 'RENDEZVOUS WITH A ROSE'
 with Accompaniment
 over for 'MIND IF I LOVE YOU'
 with Paul Weston and His Orchestra
 CAPITOL RECORD NO. 15216

'HAIR OF GOLD, EYES OF BLUE'

GORDON MACRAE

over for
'RAMBLING ROSE'

CAPITOL RECORD 15178

SMOKEY ROGERS

over for
'BALL OF FIRE'

CAPITOL RECORD 15217

'TWELFTH STREET RAG'

PEE WEE HUNT and HIS ORCHESTRA
 over for 'SOMEBODY ELSE, NOT ME'

CAPITOL RECORD 15103

'UNDERNEATH THE ARCHES'

ANDY RUSSELL and THE PIED PIPERS
 over for 'JUST FOR ME'

CAPITOL RECORD 15183



POPULAR

- 'A TREE IN THE MEADOW'
 'I'm Sorry But I'm Glad'
 Margaret Whiting Capitol 15122
- 'IT'S MAGIC'
 'Spring in December'
 Gordon MacRae Capitol 15072
- 'LITTLE GIRL'
 'Baby, Baby All the Time'
 The King Cole Trio Capitol 15165
- 'MY HAPPINESS'
 'Highway To Love'
 The Pied Pipers Capitol 15094
- 'CARAMBA! IT'S THE SAMBA'
 'Baby, Don't Be Mad At Me'
 Peggy Lee Capitol 15090
- 'HOW HIGH THE MOON'
 'Interlude'
 Stan Kenton and His Orchestra Capitol 15117
- 'THIS IS THE MOMENT'
 'Ev'ry Day I Love You (Just a Little Bit More)'
 Jo Stafford Capitol 15139
- 'YOU CALL EVERYBODY DARLIN''
 'Cuckoo Waltz'
 Jack Smith Capitol 15158

WESTERN

- 'THE GODS WERE ANGRY WITH ME'
 'You Little Sweet Little You'
 Eddie Kirk Capitol 15176
- 'ONE HAS MY NAME (The Other Has My Heart)'
 'You're the Sweetest Rose in Texas'
 Jimmy Wakely Capitol 15162
- 'DEAR OKIE'
 'A Million Memories'
 Jack Rivers Capitol 15169
- 'HE'S A REAL GONE OKIE'
 'So Long To the Red River Valley'
 Cliffie Stone and His Orchestra Capitol 15157

SEPIA


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

COMING UP FAST

- 'TALKING BOOGIE'
 'Just a Pair of Blue Eyes'
 Tex William and His Western Caravan Capitol 15175
- 'AT THE FLYING "W"'
 'Sissy'
 Hal Derwin and His Orchestra Capitol 15160
- 'CLAIR DE LUNE' (Part I)
 'Clair de Lune' (Part II)
 Paul Weston and His Orchestra Capitol 15153
- 'TROUBLE IN MIND'
 'Baby, Won't You Please Come Home?'
 Jo Stafford Capitol 15171

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GENE BARRY
 Gene Barry is the young man with a record over WING in Toledo. He's on the air most of the day and for good reason, his shows have high listenership, top music.




HIT PARADE SHEET
 FOR DEALERS AND OPERATORS

DARKTOWN STRUTTERS' BALL

With Connie Haines and Alan Dale
RAY BLOCH'S Swing Eight
On Sig 15197



GLORIA*

Vocal by Ronnie Deauville
RAY ANTHONY and his Orch.
On Sig 15213



*Selected as The Hit Tune of The Month for September by The Cleveland Phonograph Merchants' Association.

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

SIGNATURE RECORD WILL NOT WARP

The **Billboard** MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
 Week Ending September 8

BEST-SELLING CHILDREN'S RECORDS

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

Weeks to date	Last Week	This Week	POSITION	Record Title	Label
13	1	1	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol D-5-80
13	3	2	2.	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
13	2	3.	3.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BX-34
8	4	4.	4.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
2	5	5.	5.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
3	6	6.	6.	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers	Victor Y-375
4	12	7.	7.	KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio	Capitol DC-89
4	7	8.	8.	JOHNNY APPLESEED (Three Records) Dennis Day	Victor P-368
10	10	9.	9.	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BX-65
8	15	10.	10.	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston-Henry Blair	Capitol BC-35
2	—	11.	11.	THE LITTLE TUNE THAT RAN AWAY (One Record) Peter Lind Hayes	Decca CU-108
1	—	12.	12.	LITTLE ENGINE THAT COULD (Two Records) Paul Wing	Victor Y-341
1	—	12.	12.	GENIE, THE MAGIC RECORD (One Record) Frank Luther	Decca CU-102
5	14	14.	14.	THE LITTLE FIDDLE (One Record) Danny Kaye	Decca DC-11
11	11	14.	14.	UNCLE PEMUS (Three Records) Johnny Mercer and Original Cast	Capitol CC-40
7	—	14.	14.	MICKEY AND THE BEANSTALK (Three Records) Johnny Mercer and Original Cast	Capitol CCX-67

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Record Title	Label
150	1	1.	1.	Claire de Lune Jose Iturbi	Victor 11-8851
32	4	3.	3.	Bluebird of Happiness Jan Pierce, RCA Victor Ork; S. Levine, director	Victor 10-1454, Victor 18-1074, Victor 11-9007
147	5	3.	3.	Chopin's Polonaise Jose Iturbi	Victor 11-8848
119	—	4.	4.	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
118	3	5.	5.	Jealousie Boston Pops, Arthur Fiedler, conductor	Victor 12160

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Album Title	Label
3	1	1.	1.	Chopin's Favorites (Three Records) First Piano Quartet	Victor MO-1227
87	3	2.	2.	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann	Victor 1074
3	—	2.	2.	Gaite Parisienne (Two Records) London Philharmonic Ork, Efrem Kurtz, conducting	Columbia MX-115
6	4	4.	4.	Khachaturian: Violin Concerto (Five Records) David Oistrakh	Mercury DM-10
2	—	4.	4.	Grieg Concerto in A Minor (Three Records) A. Rubinstein	Victor DM-900

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Album Title	Label
10	1	1.	1.	AL JOLSON (VOLUME III ALBUM (Four Records) Al Jolson	Decca A-649
17	2	2.	2.	STAN KENTON—A Presentation of Progressive Jazz Album (Four Records) Stan Kenton	Capitol CD-79
9	3	3.	3.	EMPEROR'S WALTZ (Two Records) Bing Crosby	Decca A-620
17	4	4.	4.	SONGS OF OUR TIMES (1932) ALBUM (Four Records) Carmen Cavallaro	Decca 1932
2	—	5.	5.	WIZARD AT THE ORGAN Ken Griffin	Rondo R-1007
20	—	6.	6.	GLENN MILLER MASTERPIECES (Volume II) (Four Records) Glenn Miller	Victor P-189
16	—	7.	7.	BUSY FINGERS (Four Records) Three Suns	Victor P-208
8	7	8.	8.	SONGS OF OUR TIMES (1927) ALBUM (Four Records) B. Grant Ork	Decca A-1927
88	5	8.	8.	GLENN MILLER (Four Records) Glenn Miller	Victor P-148
3	8	10.	10.	THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Bencke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns	Victor PT-17

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays

PART V
Billboard TRADE SERVICE FEATURE

Week Ending September 8

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION	Last Week	This Week	Record	Label
13	1	1	1	YOU CALL EVERYBODY DARLIN'	Al Trace...Regent 117
9	3	2	2	TWELFTH STREET RAG	Pee Wee Hunt...Capitol 15105
8	2	3	3	MY HAPPINESS	J. & S. Steele...Damon D-11133
7	5	4	4	A TREE IN THE MEADOW	Margaret Whiting...Capitol 15122
14	6	5	5	MY HAPPINESS	Pied Pipers...Capitol 15094
7	8	6	6	IT'S MAGIC	Doris Day...Columbia 38188
10	4	7	7	YOU CAN'T BE TRUE, DEAR	Ken Griffin...Rondo R-128
12	7	8	8	MY HAPPINESS	Ella Fitzgerald...Decca 24446
11	8	9	9	LOVE SOMEBODY	Doris Day-Buddy Clark...Columbia 38174
7	12	10	10	IT'S MAGIC	Dick Haymes-Gordon Jenkins...Decca 23826
14	10	11	11	WOODY WOODPECKER	Kay Kyser...Columbia 38197
7	11	12	12	YOU CALL EVERYBODY DARLIN'	A. Vincent...Mercury 5155
12	13	13	13	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys...Victor 20-2808
8	21	14	14	MAYBE YOU'LL BE THERE	Gordon Jenkins...Decca 24403
4	14	15	15	YOU CALL EVERYBODY DARLIN'	Jack Smith...Capitol 15156
1	—	16	16	YOU CALL EVERYBODY DARLIN'	Andrews Sisters...Decca 24490
2	24	17	17	UNDERNEATH THE ARCHES	Andrews Sisters...Decca 24490
1	—	18	18	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys...Victor 20-3013
4	19	18	18	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion Ork-The Keynotes...London 238
5	—	20	20	RAMBLING ROSE	Perry Como-The Satisfiers...Victor 20-2947
22	16	21	21	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne...Rondo R-228
4	27	22	22	HAIR OF GOLD	Jack Emerson...Metrotone 2018
2	15	23	23	HAIR OF GOLD	Harmonicats...Universal U-121
5	16	23	23	IT'S MAGIC	Gordon MacRae...Capitol 15072
9	—	25	25	YOU CALL EVERYBODY DARLIN'	Al Trace...Sterling 3023
1	—	26	26	YOU CALL EVERYBODY DARLIN'	Jerry Wayne...Columbia 38286
5	—	27	27	BLUEBIRD OF HAPPINESS	Art Mooney...MGM 10207
8	29	27	27	YOU CALL EVERYBODY DARLIN'	Bruce Hayes...De Luxe 1178
18	17	29	29	LITTLE WHITE LIES	Dick Haymes...Decca 24280
3	—	30	30	CONFESS	Doris Day-Buddy Clark...Columbia 38174
9	20	30	30	WOODY WOODPECKER	Sportsmen-Mel Blanc...Capitol 15145

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 25)

Cuanto Le Gusta (R)	Peer—BMI
Dolores (R)	Famous—ASCAP
Everybody Loves Somebody (R)	Sinatra Songs—ASCAP
Ev'ry Day I Love You (R)	Harms, Inc.—ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin—BMI-ASCAP
I Want Down to Virginia (R)	Jefferson—ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin—ASCAP
It's a Most Unusual Day (R)	Robbins—ASCAP
It's Magic (F) (R)	Witmark—ASCAP
Judaline (F) (R)	Robbins—ASCAP
Just For Now (R)	Advanced—ASCAP
Little Girl (R)	Leeds—ASCAP
Little White Lies (R)	Bregman-Vocco-Conn—ASCAP
Love Somebody (R)	Kramer-Whitney—ASCAP
Maybe You'll Be There (R)	Triangle—ASCAP
My Happiness (R)	Blasco—ASCAP
P. S.: I Love You (R)	La Salle—ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick—ASCAP
Rambling Rose (R)	Laurel—ASCAP
Take It Away (R)	Pemora—BMI
These Are the Things I Love (R)	Campbell—BMI
This I the Moment (F) (R)	Robbins—ASCAP
Time and Time Again (R)	London—BMI
You Call Everybody Darlin' (R)	Mayfair—ASCAP
You Came a Long Way From St. Louis (R)	Jewel—ASCAP
You Can't Be True, Dear (R)	Biltmore—ASCAP
You Were Only Foolin' (R)	Shapiro-Bernstein—ASCAP



YOUR WEEKLY REPORT ON THE LATEST AND THE GREATEST

COLUMBIA'S TUNE TIPSTER
Highlights the Hits

CURRENT COLUMBIA TOP HITS

It's Magic	Doris Day	38188
Love Somebody	Doris Day & Buddy Clark	38174
Buttons & Bows	Dinah Shore	38284
Everybody Loves Somebody	Frank Sinatra	38225
Put 'Em In A Box	Doris Day	38188
You Call Everybody Darling	Jerry Wayne	38286
Candy Store Blues	Toni Harper	38229
I'd Love To Live In Loveland	Jerry Wayne	38251
Confess	Doris Day & Buddy Clark	38174
Tabby The Cat	Toni Harper	38265
Woody Woodpecker	Kay Kyser	38197


RIDING HIGH!

Just For Now	Frank Sinatra	38225
Kiss-Kiss-Kissing	Dick Jurgens	38226
Rambling Rose	Tony Pastor	38207
Turkish Delight	Arthur Godfrey	38246
Sophisticated Swing	Les Brown	38250
Tree In The Meadow	Bill Johnson	38279
Fiddle Faddle	Columbia Orchestra	38266
Underneath The Arches	Serenaders	38274

THE GREAT ARTISTS AT THEIR BEST ARE ON

COLUMBIA RECORDS

Trade-marks "Columbia," and ® Reg. U. S. Pat. Off. Marks Registered



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AMERICA'S GREATEST SPIRITUAL SINGERS
on **SCORE** Records

"MILKY WHITE WAY"
#5001

"AT THE CROSS I'LL BOW"
#5002

"SERVANT PRAYER AMEN"
#5003

SCORE RECORDS
4918 Santa Monica Boulevard, Hollywood, California

TRI-STATE

... the NEW Label that
means HILLBILLY and WESTERN HITS!
FIRST RELEASE:

HELLS FIRE and COCAINE BLUES

Dick Dyson and His Musical Texans
HERE'S HOW THE BILLBOARD RATES 'EM

ARTIST
TUNES
LABEL AND NO.
COMMENT

DICK DYSON & HIS MUSICAL TEXANS (Tri-State 112)

Cocaine Blues Up-tempo Paul Blunt piping of dope-ditty which should nibble ticks, also radio stations might react.

Hells Fire Dyson mixes in better effectively with clear chanting of folk ditty, also better suited for juke than jacks.

74	NS	72	76
73	NS	71	74

Write for Catalogue and information about the territories still open for distributors.
TRI-STATE RECORDING CO.
1903 SOUTH HARWOOD
DALLAS, TEXAS

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending
September 8

BEST SELLING RETAIL RACE RECORDS

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

Weeks to date	Last week	This Week	
9	1	1.	I CAN'T GO ON WITHOUT YOU Bull Moose Jackson.....King 4230
14	3	2.	PRETTY MAMA BLUES.....Ivory Joe Hunter.....4 Star 1254
17	2	3.	LONG GONE.....Sonny Thompson.....Miracle M-126
17	4	4.	GOOD ROCKIN' TONIGHT.. Wynonie Harris.....King 4210
17	8	5.	MESSIN' AROUND.....Memphis Slim.....Miracle M-125
2	10	6.	DON'T BURN THE CANDLE AT BOTH ENDS.. Louis Jordan and His Tympany Five.....Decca 24483
13	6	7.	MY HEART BELONGS TO YOU.....Arbee Stidham.....Victor 20-2572
1	—	8.	LATE FREIGHT.....Sonny Thompson.....Miracle M-128
8	11	9.	LOLLYPOP MAMA.....Wynonie Harris.....King 4226
12	5	10.	RUN, JOE.....Louis Jordan.....Decca 24448
11	9	11.	SEND FOR ME IF YOU NEED ME.....The Ravens.....National 9045
16	11	12.	ALL MY LOVE BELONGS TO YOU Bull Moose Jackson.....King 4189
2	—	12.	BYE, BYE, BABY.....The Ravens.....King 4234
1	—	14.	AM I ASKING TOO MUCH?.....Dinah Washington ..Mercury 8095
2	13	15.	MY HAPPINESS.....Ella Fitzgerald.....Decca 24446

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	Last week	This Week	
11	2	1.	MY HEART BELONGS TO YOU.....Arbee Stidham.....Victor 20-2572
12	5	2.	RUN, JOE.....Louis Jordan.....Decca 24448
8	3	3.	I CAN'T GO ON WITHOUT YOU.....Bull Moose Jackson.....King 4230
20	8	4.	GOOD ROCKIN' TONIGHT.. Wynonie Harris.....King 4210
17	5	5.	LONG GONE.....Sonny Thompson.....Miracle M-126
14	1	5.	MESSIN' AROUND.....Memphis Slim.....Miracle M-125
3	7	7.	LATE FREIGHT.....Sonny Thompson.....Miracle M-128
10	15	8.	SEND FOR ME IF YOU NEED ME.....The Ravens.....National 9045
14	4	9.	PRETTY MAMA BLUES.....Ivory Joe Hunter.....4 Star 1254
2	11	10.	CORN BREAD.....Hal Singer Sextette.....Savoy 671
2	11	10.	DON'T BURN THE CANDLE AT BOTH ENDS.. Louis Jordan and His Tympany Five.....Decca 24483
1	—	12.	AM I ASKING TOO MUCH?.....Dinah Washington.....Mercury 8095
1	—	13.	TOO SOON TO KNOW.....The Orioles.....Natural 5000
10	11	14.	DON'T FALL IN LOVE WITH ME.....Ivory Joe Hunter.....King 4220
1	—	14.	WE CAN'T AGREE.....Louis Jordan and His Tympany Five.....Decca 24483

ADVANCE RACE RECORD RELEASES

Berserk Boogie Lucky Millinder Ork (Fare-Thee-Well) Decca 24495	Lilacs in the Rain D. Groner Trio (Bluebird of) Aristocrat AR 1803
Bluebird of Happiness D. Groner Trio (Lilacs in) Aristocrat AR-1803	Little Anna Mae Muddy Waters (Gypsy Woman) Aristocrat AR 1302
Gypsy Woman Muddy Waters (Little Anna) Aristocrat AR 1302	My Heart Belongs To You C. Bernard (Pretty Mama) Decca 48087
Hurry Sundown (See What Tomorrow Brings) R. Huey (I Can't) Decca 48088	Pretty Mama Blues C. Bernard (My Heart) Decca 48087
I Can't See Lize No More R. Huey (Hurry Sundown) Decca 48086	The Devil Blues Jazz Gillum (What a) Victor 20-3118
	What a Gal Jazz Gillum (The Devil) Victor 20-3118

FOUR-STAR SUES

(Continued from page 4)

had paid Daum \$1,250 April 2 after Daum convinced him that he composed the poem, *A Pack of Cards, Not Guilty*, and held a copyright for it. Instead of being an original work, McCall alleges in his suit that the monolog, dated 1790 and entitled "A Pack of Cards Changed Into a Bible, a complete Almanach and Prayer Book," is on file in the rare book room in the Library of Congress. The suit further asserts that the poem has been published many times and that no copyright could protect the publication or recording, and that this fact was known to the defendant but not

to the plaintiff. McCall says that the Four Star firm spent \$2,000 as expenses in purchasing the copyright and \$15,000 advertising their recording before learning that competitors were making records of the same piece. The Four Star company's suit followed an account of the poem's age as exposed by Joseph Garretson, columnist on *The Cincinnati Enquirer*. After he had published the poem, which Four Star put to song *Deck of Cards*, featuring Texas Tyler, Garretson received a flood of letters from *Enquirer* readers stating in effect that they remembered the poem from their grandparents. These letters ultimately reached McCall after he had bought Daum's 1941 copyright.

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VII

Week Ending
 September 8



BEST SELLING RETAIL FOLK RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
18	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
3	2	2	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3103
10	4	3	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
4	5	4	LIFE GETS TEE-JUS, DON'T IT?	Carson Robison	MGM 10224
18	3	4	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2880
18	12	6	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
18	15	7	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
3	10	8	MY DADDY IS ONLY A PICTURE	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
11	13	9	TENNESSEE WALTZ	Cowboy Copas	King 696
12	6	10	BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneers	Victor 20-2780
2	7	10	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162
5	8	12	FOREVER IS ENDING TODAY	Ernest Tubb	Decca 46134
1	—	13	DEAR OAKIE	D. O'Dell	Exclusive 33X
18	9	14	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40085
1	—	14	TALKING BOOGIE	Tex Williams and His Western Caravan	Capitol 15175

FOLK TALENT AND TUNES

By Johnny Sippel

Henry Mattison, the Plainsman, has just celebrated his fifth anniversary at KFH, Wichita, Kan. . . . Jack McCaughen's Trent Valley Ramblers, of CJBQ, Belleville, Ont., are playing dances around Belleville. Personnel includes: Floyd Woodcox, fiddle and vocals; Bud Patrick, trumpet; Merritt Woodcox, fiddle; Jack Delong, sax and vocals; Don Rose, piano; Dorothy McCaughen, drums and vocals; Jimmy Mitts, square dance calls, and McCaughen, guitar and vocals. . . . Minnie Pearl and Pappy Howard worked Harry Smythe's Buck Lake Ranch, Angola, Ind., September 5, with Tex Ritter in the following day. . . . Jim and Jane Claar, who opened their Jim and Jane's Radio Corral, near Williamsport, Pa., May 30, report top crowds at their country music park. . . . The Alabama Jubilee Boys, Red Stanton, leader; Karmit Kea, swing steel guitar; Tommie and Chubby Mills, fiddle, mandolin and vocal duets; Earl Aycock, bass, and Carl Fitzgerald, rhythm guitar, are at WCOC, Meridian, Miss., with two programs daily across the board.

Tex Cameron and His Texas Range Riders have completed their first six months at Shorty's Corral Room, Elizabeth, N. J. The group includes Bashful Zeb, accordion, fiddle and novelty instruments; Slim, bass and vocals; Reb, guitar and vocals; Prairie Helen, singer and yodeler, and Cameron, guitar, bass, mandolin and vocals. . . . Sons of the Pioneers wound up Ohio theater dates August 28 and moved to Oklahoma early in September. . . . Cliff Carlisle, who returned to the Victor fold recently, is vacationing in Florida and expects to return to radio in two months on a new station. . . . Dude Martin, Victor artist at KYA, San Francisco, is doing a disk show late in the evening, in addition to his hour-and-a-half live shows daily with his Western Round-up Gang, which includes his wife, Peggy. Martin is promoting his own jamborees and dances in the Bay City area and utilizes his trick horse, Pardner, on outdoor engagements. . . . Evelyn Kay and Carson Whittaker, Sunshine Serenaders recently at KTRB, Modesto, Calif., with the Maddux Brothers and Rose, are in the Midwest on rodeo dates.

Roy West, of the Range Riders, on WGAR, Cleveland, recently signed with Victor, reports that the group has been signed as staff members of the station. Boys get more wide coverage now that the station has jumped to 50,000 watts. Business at their Harmony Ranch, Chagrin Falls, O., has been excellent, with Pee Wee King and His Golden West Cowboys there August 29. . . . L. B. Benton, the Chattanooga d.j., recently sponsored a successful h.b. bash with Chet Atkins, Homer and Jethro and Granpappy, all of WNOX, that city. . . . Al Turner, emcee of the Lone Star Barn Dance held Saturdays at the Sportatorium, Dallas, and aired over WFAA, that city, reports a big cast of outstanding folk talent as basis for the show. Featured are Dewey Groom and His Texans, who wax for Mercury. Outfit lines up with Billy Jack Saucar, fiddle; Bob Shelton, comedian who waxes for King and just returned from a tour with Gov. Jimmy Davis, and Buddy Walker, who just inked with Four Star label. Buddy is heard over KLIF, Dallas. Pappy Hal Horton, disk jock at KRLD, Dallas, assists in the emcee duties. Others on the show include Roy Wiley and the Range Ramblers and Boots and His Buddies. . . . New d.j. in the Gotham area doing a good job of plugging folk music is Larkin Barkin, whose *Hearken to Larkin Barkin* shot is heard nightly over WAAT, Newark, N. J. The Delmore brothers, King artists, are

(Continued on page 32)

ROSE

The Sweetheart of Hillbilly Swing



Both Sides HOT!
'TRAMP ON THE STREET'

backed by
'FLOWERS FOR THE MASTERS BOUQUET'

4 STAR RECORD #1239

OTHER RECORDS AVAILABLE

- ★ 1209 Whoa, Sailor
- ★ 1210 Mean and Wicked Boogie
- ★ 1185 Milk Cow Blues
- ★ 1184 Midnight Train

WATCH FOR LATEST
 RELEASE—BEST YET

MADDOX BROS. AND ROSE

4 STAR RECORD #1271

"OKLAHOMA SWEETHEART SALLY ANN"

backed by

"TIME NOR TIDE"

Order From



For the Best in Folk Music

210 NORTH LARCHMONT AVE.

HOLLYWOOD 4, CALIF.

HEAR BUY SELL

The TRIPLETS* on the DAMON label means records more salable.

More Nickels for the Ops
 and More Plays by the Jocks

JON & SONDRRA STEELE

ON THESE ORIGINAL HITS

Leading the field—

★ "MY HAPPINESS" — D-11133

Still another hit—

★ "DRY BONES" — D-11135

The latest & greatest—

★ "I WANT TO BE THE ONLY ONE" — D-11130

Sensational Flip-over—

★ "LOVE DON'T GET YOU NOTHIN' BUT THE BLUES"

Get your order in now for the greatest money maker excepting the government presses.

Buy From Your Franchised Distributor Who Builds the Hits and Supplies You Always.

K. C. MUSIC SALES CO.

Wholesale Record Distributors

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 CHICAGO 22, ILL.

HOME OFFICE
 907 NORTH 18TH ST.
 KANSAS CITY 2, KAN.

JAMES L. DAVIDSON, Owner

Exclusive Wholesale Record Distributor for

Illinois, Indiana, Wisconsin, Northern Missouri, Kansas, Nebraska and Iowa.

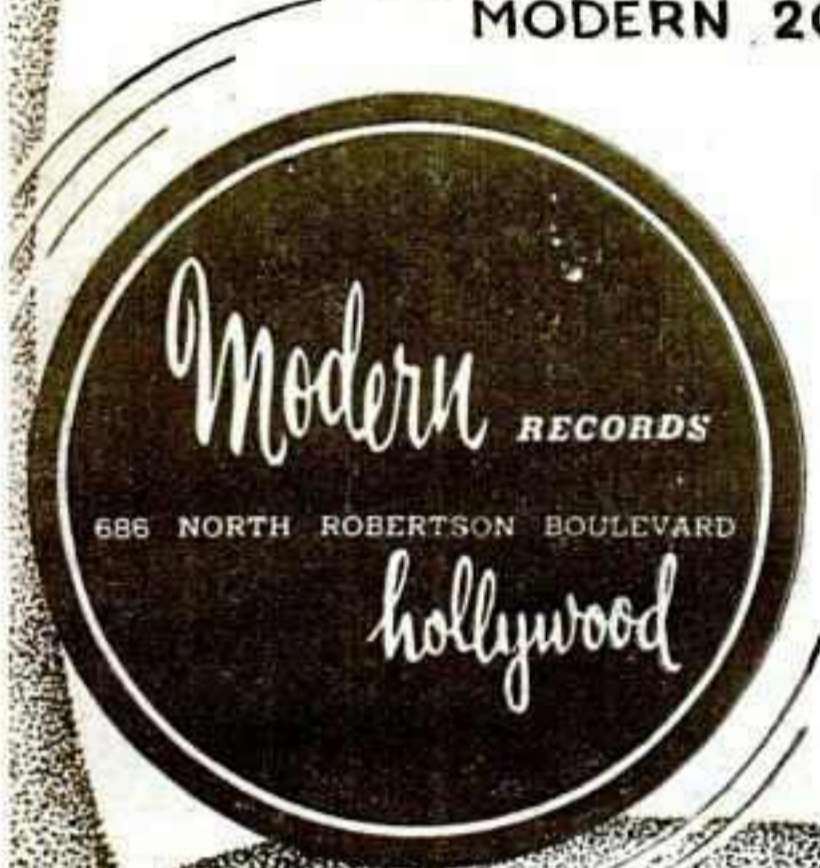
Everybody says...
**SENSATIONAL!
TERRIFIC!**

...
Hadda Brooks
"QUEEN OF THE BOOGIE"



NEWEST! BEST SELLING RELEASE!

"OUT OF THE BLUE"
"BULLY WULLY BOOGIE"
MODERN 20-600



MORE MODERN HITS

1. MORE THAN YOU KNOW

Johnny Moore

VARIETY DANCE

Hadda Brooks
Modern 20-559

2. GOLDEN DIAMOND BLUES

OH WOMANI OH WOMANI

Smokey Hogg
Modern 20-606

The **Billboard** MUSIC POPULARITY CHARTS
Folk Record Section
PART VII
Week Ending September 8

MOST PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
16	1	1.	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
3	3	2.	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
26	2	3.	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
20	10	4.	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
33	12	5.	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
18	6	6.	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
14	3	7.	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
8	6	8.	FOREVER IS ENDING TODAY	Ernest Tubb	Decca 46134
2	15	9.	THAT WILD AND WICKED LOOK	Ernest Tubb	Decca 46134
2	15	10.	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162
1	—	11.	WHEN MY BLUE MOON TURNS TO GOLD	Cliffie Stone	Capitol 15108
2	—	12.	CRAZY BOOGIE	Merle Travis	Capitol 15143
2	6	13.	DOG HOUSE BOOGIE	Hawkshaw Hawkins	King 720
11	8	14.	BANJO POLKA	Tex Williams	Capitol Americana 15101
1	—	15.	ANYTIME	Foy Willing and His Riders of the Purple Sage	Capitol Americana 40108

ADVANCE FOLK RECORD RELEASES

- | | |
|--|---|
| <p>Ball of Fire
Smokey Rogers-T. Williams' Western Caravan (Hair of) Capitol 15217</p> <p>Blueberry Hill
G. Aultry (Sycamore Lane) Columbia 20485</p> <p>Chant of Hawaii
C. Campbell's Tennessee Ramblers (Please Daddy) Victor 20-3116</p> <p>Dreamy Housatonic
Singin' Sam (Sleepy-Time in) MGM 10265</p> <p>Forever Far Apart
J. Osborne (It's So) King 725</p> <p>Hair of Gold, Eyes of Blue
Smokey Rogers and the McCall Twins (Ball of Fire) Capitol 15217</p> <p>Hold That Temper Down
W. Fowler and His Georgia Clodhoppers (If I) Capitol 15213</p> <p>I See a Bright Light Shining
C. Monroe and His Kentucky Partners (There's a) Victor 20-3115</p> <p>If I Had My Life To Live Over
W. Fowler and His Georgia Clodhoppers (Hold That) Capitol 15213</p> <p>It's So Hard To Smile
J. Osborne (Forever Far) King 725</p> <p>Leave My Honey Bee Alone
M. Travis and Cowboy Band (T For) Capitol 15212</p> <p>*Mistakes
J. Revard and His Oklahoma Playboys (My Little) Victor 20-3117</p> <p>Moonlight Memories of You
J. Lawson (Tennessee Blues) Columbia 20477</p> | <p>Jingle, Jangle, Jingle
T. Ritter (There's a) Capitol 15215</p> <p>My Little Girl I Love You
Jimmie Revard and His Oklahoma Playboys (Mistakes) Victor 20-3117</p> <p>Please, Daddy, Don't Drink No More
C. Campbell's Tennessee Ramblers (Chant of) Victor 20-3116</p> <p>Pretty Quadroon
C. Sharpe and the Old Hickory Singers (When the) Columbia 20476</p> <p>Sleepy-Time in Caroline
Singin' Sam (Dreamy Housatonic) MGM 10265</p> <p>Sweeter Than the Flowers
B. Messner and the Skyline Boys (Tramp on) Banner B-566</p> <p>Sycamore Lane
G. Aultry (Blueberry Hill) Columbia 20485</p> <p>T for Texas (Blue Yodel No. 1)
M. Davis and Cowboy Band (Leave My) Capitol 15212</p> <p>Tennessee Blues
J. Lawson (Moonlight Memories) Columbia 20477</p> <p>There's a Grave at the Mountain Foot
C. Monroe and His Kentucky Partners (I See) Victor 20-3115</p> <p>There's a New Moon Over My Shoulder
T. Ritter (Jingle, Jangle) Capitol 15215</p> <p>Tramp on the Street
B. Messner and the Skyline Boys (Sweeter Than) Banner B-566</p> <p>When the Roses Bloom Again
C. Sharpe and the Old Hickory Singers (Pretty Quadroon) Columbia 20476</p> |
|--|---|

FOLK TALENT AND TUNES

(Continued from page 31)

now located in Jackson, Miss. . . . Bill Carlisle, King recorder, has moved from Memphis to WSB, Atlanta, where he is doing a number of shows with His Kentucky Mountain Boys, George Tanner, Sunshine Slim, Fiddlin' Sandy and Hot-Shot Elmer.

Wade Mainer, King artist, has charge of a new weekly folk festival at the Rutherford County Fair Grounds, Forest City, N. C., which will star top names in the folk music field each Saturday evening. Mainer and His Sons of the Mountaineers are heard daily over WBBO, Forest City. . . . Marge Engler and the Southern Ramblers are splitting their time between shows over WTOL and WIOD, Toledo. Marge does a disk show in addition to four live shows on these stations. . . . Cowboy Copas has signed a 10-year recording pact with King Records and has penned a 10-year contract with Charley Stone of WSM, Nashville. Contract is longest ever inked by a recording or radio artist. . . . The Franklin Brothers, heard on the Dixie label, are at WJLS, Beckley, W. Va. . . . Buddy Bain, formerly at WCMA, Corinth, Miss., has just completed his first year with the Blue Seal Boys of WSM, Nashville. Other members are Ted Crabtree, steel guitar; Red Taylor, fiddle; Dexter Johnson, bass; Quinton Claunch, electric guitar, and Bain on vocals. Heard previously only on Saturday morning, the group will soon start a five-per-weeker.

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IN NEW ARRANGEMENTS**

- S-9501 You, You Live in My Heart **FITZ HERBERT**
Organ
- S-9511 You, You Live in My Heart **Vocals by WALTER SCHEFF**
FITZ HERBERT at the Organ

**POLKAS
ENGLISH VOCALS**

- S-5503 You Are My Sunshine—Polka **LAZARZ and his Band**
Vocals by **JACKIE PARASIDA**
- S-5506 Oh, Johnny, Oh—Polka **The LARKIN SISTERS**
with the **HIGHLANDERS**

POPULAR MUSIC ON ORGAN AND PIANO

- S-9001 On Green Dolphin Street **TED MEYN**
- S-9002 Pagan Love Song **the organ virtuoso**
- S-9003 Mickey **of the**
- S-9004 I'll See You in My Dreams **Capitol Theatre**
in New York

LATIN AMERICAN RUMBAS

- S-6001 Noche de Ronda
- S-3002 Rendezvous With a Rose **Vocal by WALTER SCHEFF**
with the **JERAY DUET**
BEN ARD at the Organ

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The Billboard
MUSIC POPULARITY CHARTS
Record Reviews

PART VIII
TRADE SERVICE FEATURE

Week Ending
 September 8

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

How Ratings Are Determined

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

The Categories

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

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

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

POPULAR	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
RAY ANTHONY & ORK (Signature 15228) <i>Bye, Bye Blues</i> Bright instrumental swing version of oldie, with top-grade section blowing and easy-riff Ronnie Deauville warbling, with band chanting staccato behind. <i>London Bridge Is Falling Down</i> Intriguing fugue passages and leader's Jamesian horn standouts in cleanly intoned, smartly clefted instrumental.	78	80	76	78
ANITA O'DAY-WILL BRADLEY & ORK-B. CARTER ORK (Signature 15217) <i>I Ain't Gettin' Any Younger</i> (Benny Carter Ork) Alternating vocal and instrumental choruses make for disjointed effect. Tune, a fast blues with a novelty lyric, is Anita's own. <i>It's Different When It Happens To You</i> (Will Bradley Ork) First-class O'Day here on a torch ballad with first-class melody.	71	74	70	70
BOB TYLER & HIS WHISTLING PALS (Continental C-1244) <i>Hair of Gold</i> Dreary warbling and ork work here. <i>The Mocking Bird</i> Up-tempo Western string-band job with whistling. Trilling is shrill and ill-synchronized.	53	52	50	56
DINAH SHORE-SONNY BURKE ORK (Columbia 38293) <i>What Did I Do?</i> Dinah's top drawer piping of the pert quality ballad from the new "When My Baby Smiles at Me" flick has earmarks of cleft stature. <i>The Matador</i> (D. Shore-The Brazilians) A change of pace from flip as La Shore goes Latin with smart vocal and ork support. Disk could be a two-sided winner.	88	89	86	88
BUDDY CLARK-M. AYERS ORK (Columbia 38294) <i>Green-Up Time</i> Buddy's not up to par on ballad from "Love Life." <i>Here I'll Stay</i> Warbling on tune from same production is improvement on flip, but still doesn't measure up.	72	74	70	72

POPULAR	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
LOUIS JORDAN & HIS TYMPANY FIVE (Decca 24483) <i>Don't Burn the Candle At Both Ends</i> Jordan show material clicks on wax as it does on stage; should burn up race boxes. <i>We Can't Agree</i> Jordan does a mediocre blues at a medium tempo.	90	90	90	90
ANDREWS SISTERS (Decca 24490) <i>You Call Everybody Darlin'</i> English-made with Billy Ternent's music, this version of the ditty already is in the best-selling charts. <i>Underneath the Arches</i> And so is this side.	90	90	90	90
THE WAYFARERS (London 263) <i>In the Shade of the Old Apple Tree</i> Reposeful warbling of the oldie by well-blended chorus resonant baritone soloist. Unobtrusive instrumental backing. <i>Down by the Old Mill Stream</i> Similar in spirit and performance to flip.	71	70	70	73
RONALDE-B. FARNON ORK (London 266) <i>Down in the Forest</i> Musical-hall type production, featuring virtuoso replete with bird calls, double-tones, trilling, etc. <i>Bird Songs At Eventide</i> A full assortment. Fine if your nerves can take it.	63	66	63	60
REGGIE GOFF-CYRIL STAPLETON & HIS STRING SERENADERS (London 262) <i>I Don't Care What They Say</i> Baritone warbles tango ballad in a stiff, Vaughn Monroe-ish manner. <i>When You're in Love</i> Versatile Reggie somehow manages to sound like Nelson Eddy here.	67	69	65	66
JACK CALDWELL TRIO (Bullet 1054) <i>You'll Always Be My Sweetheart</i> Vocal with organ backing of old waltz tune is lack-luster and draggy. <i>That's My Gal</i> Lively, old-fashioned organ performance blithely schmaltzy enough to score in jukes.	53	53	53	53

(Continued on page 109)

THE BIG 3 ON CASTLE RECORDS
"RENDEZVOUS WITH A ROSE"

backed by
"HARBOR LIGHTS"
 (Requested by OP's)
 CASTLE #1258

"GALWAY BAY"
 BACKED BY
"THE GAL WHO'S GOT MY HEART"
 Castle #1257

"SILVER DOLLAR"
 backed by
"NASHVILLE BLUES"
 JIMMIE DODD
 Castle #1254

BOBBY WORTH
 and the
 Sophisticats

No. 1 England
 Past 18 weeks
 Leads Music
 No. 1 Plug Song
 for September

OP's pick
 No. 1 on
 West Coast

Write for Complete Catalogue and Disk Jockey Samples.

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LOS ANGELES, CALIF.

Thanks, Tony Chastain



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

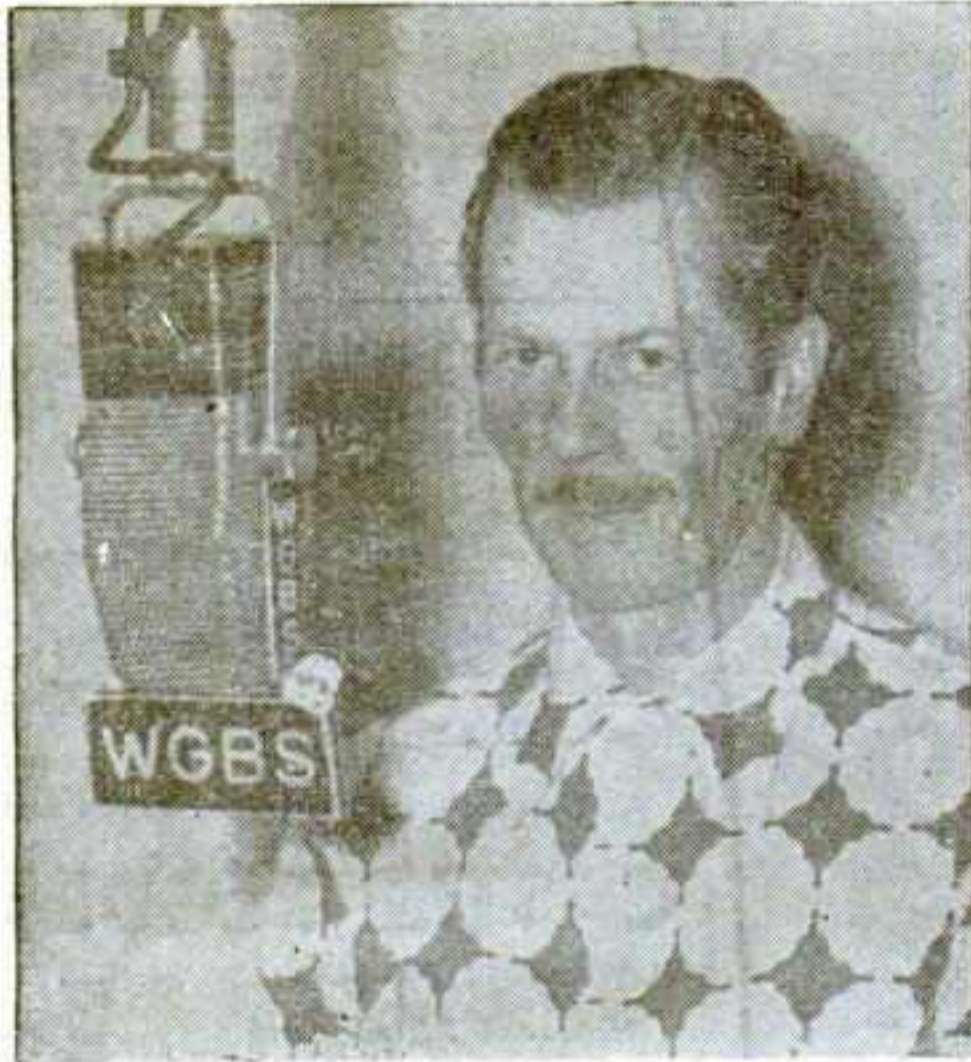
Thornton's Pin-Up Girls

Cap Builds Bozo Via Air, Video

HOLLYWOOD, Sept. 4.—Bozo, Capitol's kidisk clown, is in for a popularization campaign via radio and video to build him into a top-notch children's character which

would in turn pay off in increased Bozo platter sales. Pinto Colvig, radio and pic voice personality who portrays Bozo on Capitol wax, has packaged his own radio and tele kiddie shows to be set for fall airing. In the meantime, Bozo has been getting his share of airshow plugs via guest appearances by Colvig on coast-to-coast radio broadcasts as well as local kiddie segs.

Thanks, Jack Williams



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

Thornton's Pin-Up Girls

WARNING

Unauthorized persons are pressing and distributing counterfeit copies of Amuke records including the current novelty hit:

THE FAMILY POLKA

By Milton & Johnny Olekson (AM-524)

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A. P. 1502 A. P. 1504

"TATE'S A JUMPIN'" "BLOWIN FOR SNAKE"
"Fair-weather Friend" "Good Judge Blues"

MUSIC POPULARITY CHARTS

PART
IX

Record Possibilities

Week Ending
September 8

TRADE SERVICE FEATURE

THE BILLBOARD PICKS:

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

- I WANT SOME MONEYPrimo Scala-The Keynotes....London 275
The Scala-Keynotes combo bids fair to repeat current success of "Underneath the Arches" with "I Want Some Money," smooth string band dinking that packs plenty of drive and yet falls easily on the ears.
- SAY SOMETHING SWEET TO YOUR SWEETHEARTJo Stafford-Gordon MacRae-Starlighters
Capitol injects its bid to cash in on the expected loot of "Sweetheart" which has been catching on swift of late due to the original London platter. Stafford and MacRae engage in same type of old-time vaude, light-hearted piping and corny patter over ukulele backing and Starlighters' group vocal aid.

THE DISK JOCKEYS PICK:

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

1. BUTTONS AND BOWSDinah ShoreColumbia 38284
2. HEART AND SOULJerry Sellers-E. Light Ork..MGM 10254
3. ALEXANDER'S RAGTIME BANDNellie LutcherCapitol 15180
4. EVERYBODY LOVES SOMEBODYPeggy LeeCapitol 15151
5. LILLETTEJimmy Dorsey and OrkMGM 10245
6. AT THE FLYING "W"Bing Crosby and Andrews Sisters
.....Decca 24481
7. HAIR OF GOLDGordon MacRae and the Starlighters
.....Capitol 15178
8. I STILL GET A THRILLFrancis CraigBullet 1040

THE RETAILERS PICK:

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

1. BUTTONS AND BOWSDinah Shore.....Columbia 38284
2. CORNBELT SYMPHONYNev Simons and His Ambassadors of
NoteMGM 10257
3. GLORIARay Anthony OrkSignature 15213
4. RENDEZVOUS WITH A ROSEPepper Nealy and the Ace Trio.....
.....Bullet 1056
5. THIS IS THE MOMENTTony Martin-Lyttle Sisters
.....Victor 20-2958
6. EVERDAY I LOVE YOUVaughn MonroeVictor 20-2957

THE OPERATORS PICK:

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

1. UNTILTommy Dorsey Ork-H. Prime
.....Victor 20-3061
2. BUTTONS AND BOWSDinah ShoreColumbia 38284
3. I STILL GET A THRILLFrancis CraigBullet 1040
4. RENDEZVOUS WITH A ROSEPepper Nealy and the Ace Trio.....
.....Bullet 1056
5. AT THE FLYING "W"Bing Crosby and Andrews Sisters....
.....Decca 24481

Billboard
MUSIC POPULARITY CHARTS
Advance Information
 PART X
 Week Ending September 8

ADVANCE RECORD RELEASES

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

POPULAR

- Abdallah "Kansas"
G. Davis (Wildcat Victory) Skating Rhythms SR-291
- Ab-Mur
H. James Ork (September Song) Columbia 38300
- Aladdin's Lamp
Ink Spots (My Baby) Decca 24496
- All My Love Belongs To You
P. Page (I Can't) Mercury 5187
- Amor
A. Russell-A. Slack Ork (Besame Mucho) Capitol 15214
- An Old Magnolia Tree
M. Lewis-R. Morgan Ork (In the Market) Decca 24494
- *And Her Tears Flowed Like Wine
S. Kenton Ork-A. O'Day (Tampico) Capitol 15198
- Artistry in Boogie
S. Kenton Ork (Machito) Capitol 15194
- *Artistry in Rhythm
S. Kenton Ork (Artistry Jumps) Capitol 15190
- *Artistry Jumps
S. Kenton Ork (Artistry in) Capitol 15190
- Besame Mucho
A. Russell-A. Slack Ork (Amor) Capitol 15214
- Bluebird of Happiness
J. Stafford-G. MacRae and the Starlighters (Say Something) Capitol 15207
- Buttons and Bows
B. Garret-H. Mooney Ork (The Matador) MGM 10244
- Christmas Songs by Sinatra Album—F. Sinatra-Ken Lane Singers-A. Stordahl Ork (4-10")
Columbia C-187
- Adeste Fideles (O, Come All Ye Faithful) Columbia 38256
- Have Yourself a Merry Little Christmas . . . Columbia 38259
- It Came Upon the Midnight Clear . . . Columbia 38258
- Jingle Bells . . . Columbia 38257
- O Little Town of Bethlehem . . . Columbia 38258
- Santa Claus Is Comin' to Town . . . Columbia 38259
- Silent Night, Holy Night . . . Columbia 38256
- White Christmas . . . Columbia 38256
- *Concerto To End All Concertos Parts I and II
S. Kenton Ork . . . Capitol 15193
- Corn Belt Symphony
B. Stewart-S. Dell Quartette (Rendezvous With) Mero M-7469
- *Do Nothin' 'Til You Hear From Me
S. Kenton-R. Dorris (Just A-Sittin') Capitol 15197
- Don't Take Me Home
L. Monti's Tu Tones (Hindustan) Aristocrat AR 502
- *Down in Chi-Hua-Hua
S. Kenton Ork-The Pastels (His Feet's) Capitol 15198
- *Eager Beaver
S. Kenton Ork (Harlem Folk) Capitol 15192
- Embraceable You
G. Davis (Mood Indigo) Skating Rhythms SR-287
- Everything I Have Is Yours
B. Eckstine-S. Burke Ork (I'll Be) MGM 10259
- Floatin'
B. Sherwood Ork (Let's Eat) Capitol 15211
- *Four Months, Three Weeks, Two Days, One Hour Blues
S. Kenton Ork-J. Christy (Rika Jika) Capitol 15199
- Gilbert and Sullivan—Danny Kaye Album—D. Kaye-J. Green Ork (3-10")
Decca A 694
- If You're For To Shine . . . Decca 24474
- Nightmare Song . . . Decca 24475
- The Judge's Song . . . Decca 24473
- The Moon and I . . . Decca 24475
- The Policeman's Song . . . Decca 24474
- When First My Old Old Love I Knew and In Enterprise of Martial Kind . . . Decca 24473
- Hair of Gold, Eyes of Blue
C. Shane (Time Alone) Columbia 38315
- *Harlem Folk Dance
S. Kenton Ork (Eager Beaver) Capitol 15192
- Heat Wave
M. Whiting and Crew Chiefs-F. Devol Ork (What Did) Capitol 15208
- Hindustan
L. Monti's Tu Tones (Don't Take) Aristocrat AR 502
- *His Feet's Too Big for De Bed
S. Kenton-J. Christy (Down in) Capitol 15198
- *I Can't Go On Without You
E. Fitzgerald (It's Too) Decca 24497
- I Can't Go On Without You
P. Page (All My) Mercury 5187
- I Don't Have To Tell You
D. Brown (I Wouldn't) Banner B-564
- I Hate To Lose You (I'm So Used To You Now)
B. Goodman Ork-Emma Lou Welch (On a Slow) Capitol 15208
- I Love You Much Too Much
H. Forrest-H. Mooney (What Did) MGM 10262
- I Surrender, Dear
G. Davis (Jealous) Skating Rhythms SR-290
- I Wouldn't Hurt You For the World
D. Brown (I Don't) Banner B-564
- I'll Be Faithful
B. Eckstine-S. Burke (Everything) MGM 10259
- I'll Dance At Your Wedding
G. Davis (Put Your) Skating Rhythms SR-286
- I'm Gonna Getcha I Betcha
G. Davis (Mama's Gonna) Skating Rhythms SR-255
- In a Persian Market
H. Fields Ork (John, John) Victor 20-3088
- In the Market Place of Old Monterey
K. Kyser Ork-H. Babbitt (On a) Columbia 38301
- In the Market Place of Old Monterey
M. Lewis-R. Morgan Ork (An Old) Decca 24494
- *Intermission Riff
S. Kenton Ork (Minor Riff) Capitol 15191
- Isn't It Romantic
V. Damone-P. Page (Say Something) Mercury 5192
- It's Too Soon To Know
E. Fitzgerald (I Can't) Decca 24497
- It's Up To You
G. Krupa Ork (It's What) Columbia 38296
- It's What Cha Do With Whatcha Got
G. Krupa Ork (It's Up) Columbia 38296
- Jealous
G. Davis (I Surrender) Skating Rhythms SR-290
- John, John
H. Fields Ork-P. Flaherty (In a) Victor 20-3052
- *Just A-Sittin' and A-Rockin'
S. Kenton Ork-J. Christy (Nothin') Capitol 15197
- Kate
G. Davis (The Little) Skating Rhythms SR-288
- Lavender Blue
D. Shore-H. Zimmerman Ork (So Dear) Columbia 38299
- Let's Eat
B. Sherwood Ork (Floatin') Capitol 15211
- Lillette
J. Sablon-T. Camarata Ork (Tell Me) Victor 20-3111
- Love Is a Wonderful Thing
J. Dane-J. Gilles Ork (No Regrets) Atlas D-153
- Love's Dream After the Ball
G. Davis (Scarf Dance) Skating Rhythms SR-289
- *Machito
S. Kenton Ork (Artistry in) Capitol 15194
- Mama's Gonna Getcha
G. Davis (I'm Gonna) Skating Rhythms SR-285
- Mind If I Love You
Pled Pipers-P. Weston Ork (Rendezvous With) Capitol 15216
- *Minor Riff
S. Kenton Ork (Intermission Riff) Capitol 15191
- Mood Indigo
G. Davis (Embraceable You) Skating Rhythms SR-287
- Motion Picture Favorites Album—A. Kostelanetz and Ork (4-10") Columbia MM-750
- A Foggy Day . . . Columbia 4527-M
- Carloca . . . Columbia 4527-M
- I'll Take Romance . . . Columbia 4524-M
- It's a Grand Night For Singing . . . Columbia 4525-M
- September Song . . . Columbia 4524-M
- Sweet and Lovely . . . Columbia 4525-M
- Sweet Lullaby . . . Columbia 4526-M
- Thanks for the Memory . . . 4526-M
- Musical Smart Set "Marina Classics" Album—D. Stockton-E. Case Ork (4-10")
Victor P-222
- Ave Maria . . . Victor 20-3102
- F Major Waltz . . . Victor 20-3105
- Hora Staccato . . . Victor 20-3103
- On Wings of Song . . . Victor 20-3104
- Perpetual Motion . . . Victor 20-3102
- The Swan . . . Victor 20-3105
- Tico-Tico . . . Victor 20-3104
- Waltz of the Flowers . . . Victor 20-3103
- My Baby Didn't Even Say Goodbye
Ink Spots (Aladdin's Lamp) Decca 24496

(Continued on page 116)



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Thanks, Sherman Feller



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

Thornton's Pin-Up Girls

Thanks, Dick Gilbert



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

Thornton's Pin-Up Girls

The Billboard MUSIC POPULARITY CHARTS

Album Reviews

PART XI

Week Ending September 8



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

THE RATINGS

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

THE CATEGORIES

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

NO NAME JIVE ALBUM—Glen Gray and the Casa Loma Ork (4-10") (Parts I and II) (Decca A-846) 60

No Name Jive; Memories of You; If I Love Again; Don't Do It, Darling; Casa Loma Stomp; The Bottom Man on the Totem Pole (Pts. I and II)
Here is a rather odd collection in the Decca reissue package series. It goes from one extreme to the other containing some very old Casa Loma and some very new Casa Loma. The old Casa Loma ("Casa Loma Stomp") was great in its day but stacks up as only a memory today. The newer Casa Loma tries to recreate those memories. There are moments in the package which can be readily appreciated but the over-all impact doesn't quite measure up to legendary greatness of Casa Loma. "Bottom Man" and "Don't Do It" have vocals by Pee Wee Hunt, who is a hot seller today with his Capitol etching of "12th Street Rag."

JUKES
"Don't Do It" and "Memories" stack up as best bets here.

JOCKS
Sides worth a spin for jazz history's sake.

INK SPOTS SOUVENIR ALBUM (Vol. III) (4-10") (Decca A-667) 74

Either It's Love or It Isn't; I Get the Blues When It Rains; I Want To Thank Your Folks; I Wasn't Meant for Love; Do You Feel That Way, Too?; Information, Please; Home Is Where the Heart Is; Sincerely Yours.

The tenor-lead harmonizing of the Ink Spots is on display once again in the group's third Decca package, chanting eight oldies, most of them of the unfamiliar variety. As usual, the renditions are smooth and standard; the high pitched solos of Bill Kenny and the bass patter of Hoppy Jones and Herb Kenny, the latter having replaced the former in the lineup. Also present in abundance is the soft humming and guitar background. Quartet shines brightest here with "Either It's Love or It Isn't"; "I Want To Thank Your Folks," and "Home Is Where the Heart Is." The material isn't as strong as the previous stuff used in the preceding Ink Spots albums effort on the whole adds up to good listening.

JUKES
Where the Ink Spots get the play.

JOCKS
All worth programming.

COLLEGE MEDLEYS ALBUM—JAN GARDNER AND HIS ORK (4-10") (Capitol CD 95) 70

Rambling Wreck From Georgia Tech; Fight Alabama; Maryland, My Maryland; Hark the Sound of Tar Heel Voices; Washington and Lee Swing; Glory To Old Georgia; Maine Stein Song; Hall To Old O. S. C.; Yale Boole Song; The Princeton Canon Song; Fordham Ram; Hall To Pitt; On, Brave Old Army Team; Anchors Aweigh; Lights Out; Strike Up the Band.

Release of this album of college fight songs evidently timed for start of football season. Each side of four disks contain two ditties separated by small band, making it ideal for disk jockey purposes. The Gardner crew dons the garb of a school band with bright martial flavor and male chorus piping. All are ably displayed in true stadium fashion of flying pennants and do-or-die football struggles.

JUKES
Might go in college towns.

JOCKS
Okay for change of pace programming.

MARLENE DIETRICH SOUVENIR ALBUM (4-10") (Decca A-675) 73

Lili Marlene; Symphonie; I've Been in Love Before; You Do Something To Me; You've Got That Look; You Go To My Head; Falling in Love Again; The Boys in the Back Room.

Marlene Dietrich, famous for slinking across a pic screen on her fabulous legs, has been put on wax in this Decca album, chanting a group of oldies well suited to her sensuous song styling. The siren's pipes, the certainly not the best, manage to convey the gal's mood—that of a sultry charmer. For the Dietrich fans, and there are many, this package should go over big, with the selections here including those which she has done on the screen such as "Falling in Love Again"; "The Boys in the Backroom"; "You've Got That Look," plus such standards as "You Go To My Head" and "You Do Something To Me." The her legs here missing Dietrich manages to be as sexy on wax as she is in the flickers.

JUKES
Might grab a nickel or two.

JOCKS
Bound to make your turntable torrid.

ERNA SACH SINGS STRAUSS AND LEHAR—Erna Sach with Chous and Ork (Mercury Classics DM-18) 80

Beautiful Blue Danube; Voices of Spring; My Dear Marquis; I'll Play the Innocent Country Maid; Gold and Silver Waltz; No One Loves You as I Do.

To the longhair disk collectors and connoisseurs, Miss Erna Sach represents the supreme in the coloratura soprano field. For more than a decade the talented and wide-ranged soprano hits of the European singer has enjoyed a small but enthusiastic American following. She made many of these friends when she sang in the United States in 1937 and has kept them via disk imports of her wax work on several European labels. This album, composed of sides made a number of years ago, displays the phenomenal range of the Sach soprano as well as the fluid beauty of her singing. The singer handily chirps six Strauss and Lehar pieces. Album is another in the Mercury leather-type series.

JUKES
Not suitable.

JOCKS
FM and longhair spinners will like these sides.

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THE DISC JOCKEYS PICK!!
THE BILLBOARD PICKS!!!**

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GIVE TO THE DAMON RUNYON CANCER FUND

Tony Pastor's Pic Put on Strips To Go on Juke Boxes

NEW YORK, Sept. 4.—A novel idea in title strips for juke boxes has been originated by Broadcast Music, Inc. (BMI), as an exploitation gimmick for Tony Pastor's new Columbia platter of the BMI tune, *You Started Something*.

The strip, in addition to the tune title and orkster's name, bears a tiny but discernible photo of Pastor. BMI supplies the strips to Columbia dis-

Rozelle Quits U. S. Wax Sellers' Posts

NEW YORK, Sept. 4. — Charles Rozelle, founder of the National Record Retailers' Federation (NRRF), this week resigned as treasurer and executive director. He said the move was necessitated by the growth of the New York local, of which Rozelle is treasurer, and increased activities of NRRF Associates, a disk distrib sub-sid which Rozelle fathered.

As yet no one has been named to succeed Rozelle in the national fed. Recently elected prexy of the org is J. G. Bradburn, a Houston retailer.

tribbers, who in turn pass them on to ops purchasing the platter.

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"A BREVEE DER MAMME"
(A Letter to My Mother)

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

Ziggy Elman
(Reviewed at Hollywood Palladium, Hollywood, August 24. Booked by Music Corporation of America. Personal manager, Arthur Michaud.)

TRUMPETS: Everett McDonald, Ray Horricks, Claude Bowen and Nell Heftl.
TROMBONES: Norris Hurley, Elmer Schneider, Red Ballard and Nell Reid.
SAXES: Jack Dumond, Kenny Olson (clarinet), Roy Parkinson (jazz tenor), Everett McLaughlin (tenor) and Joe Cook (baritone).
RHYTHM: Shelton Smith, piano; Jimmy Stutz, bass, and Ray Harte, drums.
VOCALISTS: Bob Allen and Louise Tobin.
ARRANGERS: Freddy Stulee, Nell Heftl and Everett McDonald.

Ziggy Elman, whose high-flying horn had provided a memorable spark to the Tommy Dorsey, Benny Goodman and other crews, is again waving his well-known trumpet before an aggregation of his own. His previous ork, caught on the reefs of a general showbiz slump, was disbanded in January, 1947, after bucking unfavorable tides for five months. Judging by tonight's turnout, this crew is in for smooth sailing.

The present ork was officially launched last June 30 at San Francisco's Golden Gate Theater in a one-week engagement with Betty Hutton. The crew then moved to the Bay City's Edgewater Hotel, its first location date before taking over the Palladium stand. Elman avoids powerhouse pyrotechnics, but offers instead plenty of solid-riding, dance-tempting stuff. Despite the fact that it has been organized for only three months, the band dishes out a product that is well-balanced in tone and polished in detail.

Plenty of Drive

Altho Elman sticks to danceable tempi and stays clear of fireball speed stuff, his outfit packs zip and drive. Top-drawer musicianship plus competent cleffing with the batoneer's horn pacing the crew results in a highly commercial and earworthy combination. Library alternates between slow and easy items, spiced by an occasional jumper, and contains representation of the current and yesteryear Honor Roll of Hits.

Vocal departments are capably handled by Bob Allen (former Hal Kemp warbler) and ex-Benny Goodman thrush, Louise Tobin. The latter is particularly convincing in her rendition of *You Turned the Tables on Me* and the old BG arrangement of *And the Angels Sing*. According to the current outlook, Elman is unlikely to take his crew too far afield from its Southern California headquarters. The batoneer, who in his time has weathered many a coast-to-coast trek, appears to be happy with his work on the network shows (*Hit Parade* among others) and would prefer to keep off the road. MGM label still

Gene Williams
(Reviewed at Frank Palumbo's Click, Philadelphia, August 23.)

TRUMPETS: Alec Fila, Joe Cabot.
TROMBONES: Eddie Auolino, Phil Bowers.
SAXES: Wally Bettman, Buddy Arnold, Bill Shine and Tony Scott.
RHYTHM: Jimmy Lyon, piano; Bill Goodall, bass; Bill Rule, drums.
VOCALS: Gene Williams (leader) and Ethyl Shell.
ARRANGER: Hubie Wheeler.
MANAGER: Barbare Belle, personal manager; Jimmy Lamare, road manager.

Gene Williams, the former romantic balladeer with Claude Thornhill's band, is the latest to step out with a stick of his own. A personable, good-looking lad who exudes boyish enthusiasm out front, he becomes more mature when he takes over the mike for the song selling. Williams has reverted to the pre-prosperity days when there were no eleventeen brass to kick out or umpteenth fiddles to scratch out a schmaltz melody. In good commercial style, he lets the melody come up for air.

Geared to terp tastes, it's a closely knit ensemble of four brass, four reeds and three rhythm. Not scored so that it becomes a slave to one style, the band does bear a marked Thornhillish flavor.

Band packs full capacity for hoofing appeal, with a variety of pace in the selections to please both rabid jitterbugs and more staid steppers. Selections take in the current pop rages and stand-by standards. The beat's a steady one. The band is not given to exhibitionism but the youthful and tailored appearance of the maestro and his men is attractive.

Adding much to the band's eye appeal is canary Ethyl Shell.
Maurie Orodener.

Sig's New Global Series

NEW YORK, Sept. 4.—Signature Records last week unveiled a new international series which will be numbered in the 61,000's and will be colored yellow and black. It will feature folk dances and music of all nationalities, including French, Italian, Jewish and Polish.

holds a healthy backlog of unreleased Elman disks and his spinning stature would be raised immeasurably if he had a change of heart in favor of p.a. tour.
Lee Zhitto.

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BIG FAT PAPA
HANK PENNY

728 **STARLIGHT WALTZ**
BILLY GOAT RAG
MEL COX AND HIS FLYING X RANCH BOYS
(FORMERLY JACK PERRY AND THE LIGHTCRUST DOUGHBOYS)

729 **OH MONAH**
IF I EVER CRY AGAIN
SHELTON BROTHERS

KING BLUE LABEL

4240 **SPORTREE'S JUMP**
BLUES FOR THE RED BOY
TOOD RHODES

4241 **BIG HOUSE BLUES**
BIG FOUR BOOGIE
DOC WILEY TRIO

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LION'S ROAR
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SPIDER SENT ME

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CORN BREAD
PLUG FOR CLIFF

by HAL SINGER

Terrific tenor sides by a new star.

SAVOY 5551

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MARRIED WOMAN BLUES

by BROWNIE McGHEE

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SAVOY 5553

ELOISE
BOAR HOG BLUES

by ALABAMA SLIM

Low down blues in low down style.

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VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GOUCHES . . . John Ball, *World-Telly* discolumnist, is doing a once-a-week shot over WOL, Washington. He plans to fly down from Long Island as soon as he can buy an airplane. . . . Bea Wain and Andre Baruch have inked three new sponsors for their WMCA, bringing the tab-picker-up total to '11. . . . WQXR has installed equipment to play the Columbia LP's. . . . Johnny Bradford has taken over Johnny Clark's spot on *For You, Your Child, Your Home*, WINS kidisk and poetry show. . . . Frank Lawrence inviting all metropolitan jocks to his Meadowbrook for the Elliot Laurence opening Thursday (9). . . . Max Cole filling in for Rosalie Allen while she's on vacation from her folk platter shot at WOV. . . . Jeff Davis eighening at the Copa while Eigen eighens at the Chelsea in Atlantic City.

GIMMIX . . . Flack Buddy Basch is sending a programing sheet of Johnny Long disks to deejays. The sheet lists platters under various headings by subjects, such as "Transported by Music," "Locations by Long," "Season and Special Tunes," etc. . . . Rick Weaver, WCAV, Norfolk, has a Hot Club of Norfolk, with 2,000 members signed. Members receive cards with the legend "devoted to jazz and be-bop." . . . And Bill Sherman, WCRB, Waltham, Mass., claims an enrollment of 3,000 for his Music Makers Club, in addition to a slew of honorary memberships for recording artists. . . . Ted Lawrence, WHN, has an arrangement with Art Mooney warbler Bud Breese whereby Bud is to cut interviews with various jocks and performers he meets on tour with the band. Ted will work platters into his a.m. shows. . . . Symphony Sid's current exploitation gag for his WMCA show has a laundry making up shirt covers plugging the program, and delivery trucks carrying posters with the same info.

MIDWEST MAKEHAY . . . Van Douglas, who has been off the air since June, returns to WJBK, Detroit, with a one-hour spot nightly at 11. . . . Johnny Slagle, WXYZ, Detroit, doing an across-the-board show from the new record department of the Kern store. . . . Stan Dayton, guested on giving Gene Barry's *Wing Battle of the Disk Jockey* in Dayton, O., to lend a helping hand in Gene's friendly feud with Lonesome Gal, the fem jock defender of the sweet. . . . Sgt. Pappy Gamill doing a deejay show for army recruiting over KTIN, Denver, as is Sgt. Woody Brock for KLZ, same city.

HOLLYWOOD HIGHLIGHTS . . . Benay Venuta's *Record Gazette* album is in for more disk jockey promotion. She cut two voice tracks last week—one a personal greeting and word of thanks for plugging the platter package, the other so worded that spinners can play it on the air. Mercury Records will send them to 2,000 disk jockeys and platter librarians at stations throuot the country. . . . Disk twirlers to partake in the premiere performance of the Ringling Brothers and Barnum & Bailey Circus benefit show will be ABC's Zeke Manners, KFWE's Bill Anson, Maurice Hart and Bill Leyden. Jockeys will be seen as clowns. . . . To add interest to his *Eastside Show*, Gene Norman is inflecting magnetic tape interviews with out-of-town musical personalities. Tape innovation started when KFWE's program director, Thomas Freebair-Smith, returned from covering the London Olympic games with a series of tape interviews with European music masters. First to hit the air was question and answer patter with England's Chappys D'Manto. D'Manto interview was followed with a series of latter's recordings. Norman is taking a tape recorder with him on his forthcoming vacation during which he will interview men of musical note in New York, Chicago, New Orleans and Boston. These will be aired later as part of the *Eastside* series. . . . When Norman goes on his three-week jaunt, showbiz names will take over his turntable. Already set are Dick Haymes, Margaret Whiting, Frank Sinatra, Gordon MacRae, Martha Tilton, Jack Smith, Gary Moore and Mickey Rooney.

NEW ENGLAND NOTES . . . WLAW, Lawrence, Mass., features jock Bob Moore on the cover of the station's September program schedule, with a photo and the question: "Have you heard him?" . . . Tom Frank replaces Don Sherman as program director at WCCM, Lawrence, Mass. . . . Also in Lawrence, Bob Moore, of WLAW, and Bill Edwards, of WJDA, are having a friendly disagreement about the proper disposition of work letters. Moore favors bringing them right out in the open (FCC regulations and good taste permitting); Edwards prefers to give them the sympathetic treatment. They'd like to know what the rest of you wax whirlers say on the subject. . . . Norman Bailey, who handles *Smile Awhine* on WKBR, Manchester, N. H., dropped into a sponsor's store the other day, with sponsor turning the shop over to him for a few hours of supervision. Bailey, setting his own prices, virtually gave away merchandise.

PHILLY PHADDLE . . . WHAT takes on two turntable experts in Bill Sheffield, formerly with other local stations, and Bob Ardrey, former program chief of WNAR, Norristown, Pa. . . . LeRoy Miller, who spins out the early morning *LeRoy Miller Club* on WFIL, has signed a new contract to continue his needling on the station for another two years. The new agreement, signed one year before the expiration date of his previous contract with the station, is reported to put Miller in the top of the pay roll class for local deejays. . . . Wayne Cody, who handles the *Uncle WIP* chores on WIP that makes up the kiddies show, doubling as a disk jock in the mornings under his own name on WJMJ.

CONTEST CORNER . . . Jerry Strong, WINX, Washington, is promoting a contest asking listeners to name the orkster who made the most platters in 1948. Those who answer correctly then are asked to guess how many he cut. Prizes supplied by Bill Faulkner, Capitol Records D. C. branch manager, include disk albums, theater tix, etc. (Hint: Leader with most '48 platters works for Capitol; his initials are P. W.) . . . Duke Jackson, WTMU, East St. Louis, and Spider Burks, KXLW, St. Louis, to be the judges at Buddy Johnson's *Fine Brown Frame* contest at St. Louis' Club Riviera Saturday (11). . . . Joe Girand, WCCC, Hartford, Conn., offering a valuable daily prize these days for one of his disk contests—a meal ticket at a local beanery. . . . Jean Sharples, Kansas City Junior College student, named the winner of the *Wedding Song* deejay contest on Irving Fields' Victor platter of the tune. Jean won a radio-phono for sending jock Harry Becker, KIMO, Kansas City, Mo., the best "I like, etc." letter. . . . Stan Barron, WJHL, Johnson City, Tenn., has audience send in their phone numbers, with requests, and call lists, has listeners to identify name-band themes, with prizes awarded by local merchants.

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Music—As Written

(Continued from page 21)

Clyde Trask's ork, 18-19, and Ken Griffin, with Clyde Trask, 25-26. . . . Clarence Stout, veteran Indiana ASCAP-er, spent last week in New York making the major pubs with a flock of his tunes.

Philadelphia:

George Della Pia will promote the weekly dances at Hunt's Casino, with name band buys in the offing if the terp policy clicks. . . . Ethyl Shell out of Gene Williams's band. . . . Lesco Distributors, headed by Ed Cohen, has been given the distributorship of the Disc, Specialty and Bandwagon labels for the Eastern Pennsylvania, Southern New Jersey and Delaware area. . . . Stan Kenton ushers in the town's concert season with a two-day stand September 15-16 at the Academy of Music.

Earl Bostic ushers in the fall season at Emerson's Sunset Grill, with the future line-up taking in the jazz crews of Lester Young, Eddie Vinson and Bull Moose Jackson. . . . Baggy Hardiman added Stan Gaines as bassist, replacing Hank Clark, who returned to his home in Saginaw, Mich. . . . Bass player Joe Davis leaves the Al Russell Trio. . . . Illinois Jacquet slated to kick off the dance promotion season at Elate Ballroom with a Labor Day race prom, and is skedded to return in a concert showing later in the season with Sarah Vaughan.

London:

Provincial bands will get recognition on the British Broadcasting Corporation (BBC) under the new policy which will break the London monopoly. Plans are under way to provide a series of BBC airing times to bands outside London. . . . Stanley Black, BBC band leader, signed to conduct the musical score for the Constellation film, *The Small Voice*, starring Valerie Hobson. . . . Vocalist Cab Kaye has formed his own band, with first engagement set for October 18.

ALL TIME STANDARDS
by the Great Mr. "B" on



BILLY ECKSTINE

- 9049—Sophisticated Lady
- 9014—Cottage for Sale
- 9016—I'm in the Mood for Love
- 9017—Prisoner of Love
- 9030—Time on My Hands
- 9019—You Call It Madness
- 9037—In the Still of the Night

Watch For Billy's
Newest Release



Tommy Dorsey For Cafe Rouge

NEW YORK, Sept. 4.—Tommy Dorsey's ork will reopen the Cafe Rouge of the Hotel Pennsylvania September 29 with a six-week engagement. This date will mark T. D.'s initial New York location booking in some two years. He last worked here at the now defunct 400 nitery.

The Penn's famed name ork room is now in the process of having its face lifted. Hotel Manager James McCabe revealed that the spot has no other orks inked but stated that he will exercise options he holds on the Frankie Carlo and Dick Jurgens orks for the winter-spring seasons.

B'way To Get Third Name-Ork Ballroom

NEW YORK, Sept. 4.—Broadway will boast a third name-band ballroom shortly when the Avalon Ballroom debuts on the site of the old Fiesta Danceteria, lately known as the Rialto, at 42d Street and Seventh Avenue. Spot, which has been operating with local scale orks, is being revamped and redecorated and will unshutter September 24 with the Hal McIntyre ork as the lead-off crew. Dancery will have a two-week engagement policy and will use name and semi-name crews. It is understood that the spot will have several remote wires per week.

The other name ork ballroom users on the Stem are the Roseland and Arcadia ballrooms.

PHIL BRITO DROPS GAC

NEW YORK, Sept. 4.—Phil Brito, Musicraft diskier and Monogram film artist, has obtained his release from the General Artists Corporation (GAC). Brito will henceforth handle his bookings direct thru his personal manager, Jerry Levy.

DECCA'S 12½c MELON

NEW YORK, Sept. 4.—Decca Records declared a quarterly dividend Thursday (2) of 12½ cents per share on capital stock. Dividend is payable September 30 to stockholders of record September 16 of this year.

THERE ARE 2 SIDES TO EVERY RECORD!

Al Hice's
"You Call Everybody Darling"
REGENT #117

flip it over you'll discover

"LINGER AWHILE"
REGENT #117

"LINGER AWHILE"

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Para Cancels Larry Storch For Doubling

Contract Clause Enforced

NEW YORK, Sept. 4.—Contracts mean what they say, "... no doubling without permission. . . ." or else—. This clause was enforced last week when the Paramount canceled Larry Storch after the mimic was in for one day on what promised to be a six-weeker.

Storch was bought by the theater some months ago and opened Wednesday (1). The night before he also opened at Bill Miller's Riviera and was advertised by the Riviera management. Theater told Storch that he was killing himself doing eight shows a day, six at the Paramount, and two at the Riviera, and asked him what he intended to do. It was also pointed out to him that in doubling he was violating his theater contract.

Storch claimed that he could stand the eight-show-a-day pace and anyway, couldn't get out of the Riviera because Miller couldn't get another comic at such short notice. Paramount's Bob Weitman gave Storch one more warning and when he continued to work at the Riviera he got his notice.

Jack Leonard, inked in for a later date, was moved up and came in Friday.

The theater said, had the bill already run two or three weeks it would have allowed doubling. But as this was a new bill and expected to stay about six weeks, it wasn't taking any chances of being hurt.

Old Problem

The doubling problem has come up time and again to plague performers. If a cafe op has an attraction under contract he seldom will permit it to be dissipated by having it appear in a theater day and date. There was a time when ops insisted that an attraction stay out of theaters for some weeks before it opened at the cafe. Latter, however, isn't effective today. Most ops are glad to get the attractions without hamstringing them with legal restrictions.

Theaters feel the same way as cafes. They, too, frown on doubling. In some cases, where a friendship or some other consideration enters, doubling may be allowed. Recently Martin and Lewis, while working the Copa, doubled into the Roxy. In this case, however, the contract permitted dual jobs.

Hattie Althoff Rejoining CRA

NEW YORK, Sept. 4.—Hattie Althoff, who left Consolidated Radio Artists (CRA) about a year ago to join McConkey Music, when latter opened his New York office, has a deal, said to be already signed, sealed and delivered, to go back to CRA November 1.

Miss Althoff denies any such plan, tho she admitted that CRA and other offices have been talking to her. Insiders, however, point out that her contract with McConkey expires the end of October. She has been huddling with Charles Green, CRA head, and several lawyers, and is said to be all set.

CRA in turn has notified its people to that effect. Peggy Loeb, who heads up CRA's cafe department, will continue in that job.

Wanna Bet?

NEW YORK, Sept. 4.—General Artists Corporation (GAC) announced this week thru its press agent, Jay Michaels, that the office had just signed the Masked Spooner, a West Coast singer. Then, in a burst of confidence, GAC added, "The Spooner is unknown to even GAC's Milton Krasny, who completed negotiations this week."

Nan BlaKstone Case Highlights 2-Union Clash

NEW YORK, Sept. 4.—One of the first repercussions of the hassle between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) was Nan BlaKstone's self-imposed suspension from AGVA, based on charges that the actors' union gave her a bad shake.

The situation, according to Ronald Gerard, Miss BlaKstone's manager, arose out of claims made against her by Bill Kelly for salary said to be due him for unexpired contracts. In a long, detailed letter sent to AGVA, Gerard said that he, and not Miss BlaKstone, was the employer of Kelly; that Kelly gave bad performances; that instead of Kelly's getting any additional money, he (Gerard) should collect damages for the work lost. In conclusion, said Gerard, AGVA, in supporting Kelly's claim, "has caused Nan to withdraw from . . . AGVA."

Dave Fox Explains

Dave Fox, New York head of AGVA, said that when any AGVA member files a claim, the union notifies the person against whom the claim is made and an impartial hearing is arranged. In the BlaKstone case, Fox said, a letter was sent to Miss BlaKstone July 27 informing her of the charges and requesting her to answer at the earliest convenience.

"Instead of a reply to these charges," said Fox, "Miss BlaKstone (See BlaKstone Case on page 45)

Zwicker Quits As EMA Prez Under Fire

First Probe Repercussion

(Continued from page 3)

Zwicker's quitting. Reason, they say, was his disagreement about certain positions taken by EMA as disclosed in the congressional testimony. One of his objections, it was said, was EMA's letter to members asking them to by-pass Local 6 of AGVA, the Dick Jones outfit, and do business only with national AGVA. Another objection was the handling of the Mickey Kleman "unfair" action case (see *The Billboard*, September 4) as testified to by Kleman when he took the stand before the Kearns' committee last week.

Loughran Acting Prexy

James Loughran, first veepee of EMA, will be acting prexy until the org has its regular election in November.

The congressional "probings" of the Four A's thru Rep. Carroll Kearns (R., Pa.), chairman of the subcommittee of the House, will be transferred to Washington and are set to start again before the end of the month. At this session Paul Dullzell, former executive secretary of Actors' Equity, and the other execs of the Four A's are expected to appear.

Dick Jones, executive secretary of Local 6, AGVA, who claims credit for the investigation, has filed papers in the Federal District Court thru his attorney, Samuel Kohn, seeking an injunction against AGVA members voting on the proposed constitution. Jones's objection is that Article II, Sections 1 and 2, calling for a closed shop, is in violation of the Taft-Hartley law.

National AGVA's comment on Jones's injunction seeking was that AGVA's way of protecting members was thru obtaining minimum basic agreements plus bonds to guarantee salary payments. "If Jones wants to do away with such protection, maybe the members he says he represents should know about it."

Philly's Season Getting Off To Sluggish, Silent Start

PHILADELPHIA, Sept. 4.—The traditional season's opening Labor Day finds the nitery scene here getting off to a sluggish start, without the usual fanfare. Biggest noise will be made at Frank Palumbo's Click, name band spot, where Louis Armstrong and the All-Stars usher in the new season, alternating with Gene Williams's band.

Long a name band buyer, the room will continue the policy with a generous sprinkling of the more intimate entertainers. Balancing Stan Kenton, Desi Arnez and similar band names, the Click will also have Vic Damone and King Cole Trio. Palumbo's class cocktaillerie, Ciro's, opens Tuesday (7) with the Mills Brothers. Palumbo's theater-restaurant, mass appeal cabaret, will relight later in the month.

Latin Casino Worried

Latin Casino, top floorshow room in town, with a long string of names set for late season weeks, including Abbott and Costello, is showing great concern over the season's bow September 13, with Jerry Lewis and Dean Martin on top. It is afraid the comedy team will try to duck the date in favor of greener offerings. Others set include Martha Raye, Harvey

Stone, Gertrude Neisen and Lena Horne.

Chateau Crillon's Rumba Room is also having opening trouble, with operator Marty Goldberg having to make a quick change. Steve Murray was set to start the new policy of de-emphasizing the rumba fare. But Chris Kerrigan, Murray's dancer-partner, eloped with Harry (The Hipster) Gibson and broke up the act. Goldberg was able to get Jean Carroll to keep his reopening according to sked next week.

Little Rathskeller Set

Also relighting next week will be the Little Rathskeller, under new ownership, with a parade of comedy emsees to carry the season. Among the smaller midtown rooms, Johnny Frisco tops the bill that returns a floorshow policy to the Baron Hotel's 812 Club, Bill Waterson goes back to Harris's Tavern, and Bon Bon and the Keys usher in the season September 17 at Lou's Moravian Bar.

Unusually quiet and soft toned are the announcements coming from the nabe niteries. Frank Sciolla has promised big doings at the recently acquired Swan Club, which is operated in addition to Sciolla's Cafe, but nothing definite has been named.

Beauty Contest Winds Up Ugly

PITTSBURGH, Sept. 4.—Don D'Carlo, local agent with a weakness for beauty contests, got himself jammed up over the result of selecting a Mrs. America finalist at Mercur's Mrs. America last week.

Stewing in the same pot, with the heat supplied by disappointed contestants, is Col. Harry Fox, owner of the lounge, who was accused by the women of pushing them around, unfair selection tactics and practically every other offense they could think up. Lou Bondi, cab driver, who was helping out in the promotion, was held for court Tuesday (31) after being accused of aggravated assault and battery by a loser's spouse.

Police Capt. Rose Kensington and G. H. Dennison, of the Better Business Bureau, were called in by the disappointed beauties. Also present to hear complaints was Herman Carletti, of the State Department of Labor. Carletti said he would investigate payment of wages.

D'Carlo and Fox are blaming each other for the fiasco, but both are hoping the papers in town let the matter drop, as what looked to be a good publicity stunt in the beginning is turning into an unsavory situation.

The winner of the contest was Ginny Rohrbacher, a character dancer. She seems to be the only one who has benefited so far. She is being featured this week at twice her salary at the Blue Ridge Inn. Fox didn't like this either, but he has no facilities to present a dancer, so he had to let the most publicized gal in town go to a rival op.

Gardner Next Martinique Op?

NEW YORK, Sept. 4.—A deal is cooking for the sale of La Martinique to Monte Gardner, op of the ex-La Conga. Gardner is heading a group that has a new entertainment policy which it says it believes will be successful. The policy has not been disclosed.

Dario, who owns the club, is understood to be asking \$40,000. La Martinique, which pays an annual rental of \$10,000, has four years to go on its present lease.

In Montreal, You've Gotta Have a Card

MONTREAL, Sept. 4.—The Montreal branch of the American Guild of Variety Artists (AGVA) started a campaign this week to enforce the rule requiring performers to have a signed AGVA contract before going on the floor.

Armand Marion, local AGVA rep, declared Tuesday (31) that of late there had been too much laxity in this connection on the part of performers, agents and bookers, and from this point on no performers, from chorus girl to headliner, would be permitted to appear unless his contract had been inspected by the AGVA office here.

Tito Guizar's Going Over to West Side

NEW YORK, Sept. 4.—Tito Guizar will play his first date in many years at a West Side cafe when he opens at the Havana Madrid September 17. Previously Guizar was strictly a hotel performer, with his last New York job at the Waldorf. The Latin singer goes back to the Waldorf about January 1 and later will do concerts.

The Havana-Madrid show to be built around Guizar will call for a dance team, a small line of girls, plus the usual two rumba bands.

Lookout House, Covington, Kentucky
(Monday, August 30)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, S. D. Alex. Booking policy, Frank Sennes, exclusive. Publicity, William A. A. Castellini. Estimated budget this show, \$6,000. Estimated budget last show, \$5,000.

Firebrand Ina Ray Hutton and ork (12) and a well-balanced talent contingent headed by comic Sammy Walsh makes this show a crowd pleaser all the way. Taking over the emcee reins from Allan Cole, who does too few bary pipings at this outing, the attractive and shapely Hutton opens with a dynamic *Rhythm Is My Business*, in which she incorporates her usual hip swishing to sock mitts. She is aided by the Selma Marlowe Dancers (6), done up in Hutton attire. An average canary, Miss Hutton pulls all her show tricks to shove over salable throatings of *Angry*, with band bary Danny Ricardo, and a cute *You Don't Learn That in School*, the latter in conjunction with the line's dandy school-day background. A sensuous samba and a firey rumba at the wind-up won her long kudos.

Possessing the poise and stage presence of a veteran, the youthful and engaging Ricardo gives a good account of himself with sound barying of *Haunted Heart* and in bits with la Hutton.

Val Setz's juggling tricks hit the jackpot from the start. He could greatly enhance the turn by tailoring to a minimum his constant meaningless chatter. Displays ability with cane, cigar and ball manipulating, and the gimmicked tray of dishes got its usual yocks. Works with ease and agility on the ten pins and his coin tossing at the blow-off proved a decided winner.

Sammy Walsh stacks up with the best of the nitery comics. His informal manner, stylized grimacing, perfect change of pace and choice line of material sells splendidly. Garnered belly laughs with his Benny Goodman take-off and went on to bring down the house with his zany *Dunking Song* and *I'm Breaking My Back for Beck's* parodies. Glee club bit with the band shook the laugh meter, and an hilarious *Ole Man River* left 'em clamoring for more. Obligated with a number of impressions of impressionists that grabbed yocks. Hutton band handled the dance and show chores well. Carl Bonner continues as the Wonder Bar's Steinwayer. *Bob Doepler.*

Mocambo, Hollywood
(Friday, August 27)

Capacity, 225. Shows at 9:30 and midnight. Price policy, \$1.50 cover. Booking policy, non-exclusive. Owner-operator, Charles Morrison. Estimated budget this show, \$3,200.

A new voice to Coast ringsiders, Julie Wilson commands attention. Lovely lass possesses terrific lyric projection and ability to get under a song. She woos patrons with a singing style which gives new sparkle to well-known tunes and zest to special material.

Charmer spices offerings with a pinch of salt found in her vocal inflections, slurrings and an occasional all-meaning lift of the eyebrow. She's particularly fetching in *You Came a Long Way From St. Louis*, which is augmented with a Phil Moore-penned second chorus and *A Man Could Be a Wonderful Wonderful Thing*. A favorite is from her special material library, *Oh, Mr. Kinsey, Look What You've Done to Me*.

Gal should go places fast in the nitery field. She is tastefully backed by Phil Moore and combo (5). Bobby Ramos provides the rumba beats. *Lee Zhito.*

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NIGHT CLUB REVIEWS

Zucca Opera House, Culver City, Calif.

(Saturday, August 28)

Capacity, 1,100. Price policy, \$1.80, \$1.20 and 90 cents admission; drinks, 50 cents. Shows at 8:30 and 11 p.m. Booking policy, non-exclusive. Owner-operator, Joe Zucca. Publicity, Jules Fox. Estimated budget this show, \$2,000.

Spot has undergone another change in name, policy and appearance. Years ago it was the Cotton Club and enjoyed good biz until it became the Casa Mana. After a successful run under that tag, it switched to Meadowbrook Gardens.

Its former huge dance floor has been covered with tables, with the exception of a small square left open for the terp-minded patrons for use between shows. A runway has been installed and bandstand has been converted into a stage.

Tabbed *Olios* of '49, current revue features burly's Betty Rowland and Gus Schilling on a bill shared by Reggie Dvorak, Jeannie Holden, Don Lynn, Kathy Mann, Don Stone, two-Ton Kelly, Conchita Vilo and Howard Montgomery. Show consists of an old-time meller, *Stop, You Fool*, plus a string of vaude acts. Material leans heavily to corn but house went for it.

Miss Rowland offers a watered-down strip version. Gus Schilling's burly flavor. Miss Rowland's still eyesome wares result in palms aplenty, as does Schilling's take-off on the strip routine and his expertly timed gagging. Reggie Dvorak's clowning and his antics amidst the audience packs laughs.

Emsee Don Lynn doubles in tap routines and meets with ringsider approval on both scores, altho show could use an emsee that would be better suited to its homey, just-plain-people goal. As it stands it is totally lacking in pace. Lending life is blonde rhythm skater, Jeanne Holden, altho her turn holds little that hasn't been seen before. Color touch is provided by Conchita Vilo, whose Latin dance offerings win nods. Songstress Kathy Mann has little on the vocal ball but serves as a passable filler act with her renditions of *All the Things You Are* and *Sunny Side of the Street*. Other acts appear as talent lightweights serving little other purpose than stretching out the show time. *Lee Zhito.*

Leslie House, New York

(Thursday, September 2)

Capacity, 150. Price policy, no minimum, no cover. Owner-operator, Art Schaefer. Booking, non-exclusive. Estimated budget, \$500.

A class East Side restaurant, in existence about a year, spot has put in Tommy Lyman to hypo its late biz. Lyman, who works from 12 to 4 a.m. with a tremendous following built thru years of working intimate rooms, holds the customers in the palm of his hand. A slim, dapper chap, he has a remarkable memory. Not only does he remember lyrics of oldies, sung on request, but at the same time breaks his singing with personalized greetings to customers.

Lyman does a strolling act, sans mike, with piano (by Buzzy Williams) in the background. Style, the essence of casualness, is hypoed by a showmanlike skill that calls for key changes plus an intimate phrasing that is ideal for the bar and the hide-away trade. His voice isn't big, in fact it is quite low at times, but when Lyman starts working the noise dies so every note and word can be clearly heard.

In between songs Lyman gives out with a steady chatter, some of it extremely hep and some of it corn. It is obvious he knows his audience and shells out accordingly. That the lad is commercial is well known. In his last job he stayed two years. He's already been here for six months and will probably stay six more, or as long as he wants. *Bill Smith.*

Ciro's, Hollywood

(Sunday, August 29)

Capacity, 400. Price policy, \$1.50 cover. Shows at 10 p.m. and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hover. Publicity, Charlotte Rogers. Estimated budget, this show: \$3,000. Estimated budget, last show: \$3,500.

Wiere Brothers (3), who had enjoyed a three-year run at Earl Carroll's here, are finding the going rough in shouldering the entertainment burden at this spot. Threesome does well as part of a revue but when there are no other acts on the bill to share the load it's a rather meager dish for a class nitery.

Act consists of violin playing, comedy antics and dance routines. Brothers are best at Strad-scraping and draw chuckles with their zany precision dance material. However, their continentally-flavored humor gag-wise fails to tickle ribs. The Wieres are accomplished performers on the violin. To appeal to ringsiders, however, group toned down on the Strad offerings. They attempted to pull laughs by starting a number and quitting midway, or by using bows and fiddles as props for such antics as balancing them on their heads. Their dance routines are equally too few, leaving full emphasis on their weakest link—gags.

With proper support, group could spark a show but is unable to carry it alone. Phil Ohman's ork provides dance tempo, while Latin beats are set by Chuy Reyes's rumba combo. *Lee Zhito.*

Blue Room, Hotel Roosevelt, New Orleans

(Wednesday, September 1)

Capacity, 450. Price policy, \$2 minimum week days, \$2.50 Saturdays. Shows at 7:30 and 12:15. Owner, Seymour Weiss. Booking policy, non-exclusive. Publicity, Al Bourgeois. Estimated budget this show, \$5,000. Estimated budget last show, \$5,000.

Henry Busse, the little man with the hot lips, opened to a packed Blue Room—and it was Busse all the way.

From the time he opened the show the dimpled trumpeter held his audience with a grip which made them almost uninterested in the four variety acts which ranged from almost fair to good.

It was the best band New Orleans has seen in many moons, and those on hand made the most of it on the crowded dance floor of the city's outstanding dinner-dance spot.

Busse gave plenty of illustrations of the hot and sweet muted trumpeting that has made him a name. He showed his musicianship by keeping firm control over the big 17-piece band, even donning horn-rim glasses to check the music as they played the difficult floorshow score. He did it so well that the opening performance went off without a single musical blunder.

Oldies and Newies

Suavely he held the band to a mellow smoothness, yet with a beat too, and played the old, the new and the in-between. He featured his four violins, and gave a rounded performance with the four saxophones, two trombones, and three trumpets in addition to his own. Two of the trumpets doubled on trombone to give a soft liquid effect on some of the ballads.

A Gershwin medley by the ork set the mood for the show, which started out to be a stereotyped routine: contortionist, vocalist, juggler and dance team.

Its saving feature was a natural, brown-haired little girl named Mindy Carson who could sing the pop ballads and won over the crowd for a pair of encores. The gal has an Ethel Merman touch, plus freshness, poise and looks. She's a former Paul Whiteman singer and her perform-

El Morocco, Montreal

(Tuesday, August 31)

Capacity, 275. Price policy, \$2 minimum week days, \$2.50 Saturday. Two shows nightly, 8:30 and 12:30. Operators, Eddie Quinn, Yvon Robert. Publicity, Eimer W. Ferguson. Booking policy, William Morris Agency (Dick Henry) exclusive. Estimated budget this show, \$1,550. Estimated budget last show, \$1,500.

This show, which features only two acts instead of the usual three, is solid entertainment all the way. Both comic Willie Shore and puppeteer Stan Kramer (who was here only a few weeks ago) are strong enough here to keep the rope up almost every night.

This is Shore's first cafe date since the New York Latin Quarter and, if anything, he's gained in both personality and delivery since the last time he showed his wares in these parts.

At the show caught, he showed a sharpened delivery and slick timing. And the addition of Arnie Barnett on the 88 to help with the backgrounding and stooging generally gave the act the additional value it didn't have before. Had to beg off.

Kramer's act was much the same as always except that he's switched some of the lifelike characters, piano player, tapper, singer, Andrews Sisters, for good effect. This turn's forte is the production-like quality in every routine, and it garnered a solid mitt.

Wally Wanger line contrribbed three effective routines to make for nice balance of the show. Buddy Clarke's ork cut the show, as usual, on the button. *Charles J. Lazarus.*

ance here was outstanding. She was particularly good in *Blue Moon* and *It's Magic*.

Jacqueline Hurley, a good looking blonde, made pretzel twisting seem easy as she did her act on a glass-top table with revolving colored light coming up from beneath. She wound up to a nice hand.

Jack Parker Juggles

Jack Parker, juggler, did well with dumbbells and bouncing balls, but a line of patter might have helped him considerably. His attempt at *(See Blue Room on page 44)*

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(Thursday, September 2)

Capacity: 3,200. Prices: 50 to 98 cents daily. Five shows week days, six week-ends. House booker, Charley Hogan. Show played by the Melody Ranch band.

Since his last visit Gene Autry has acquired a co-star in his firm up, Champion, and the duo broke up a packed house during a finale, in which the Columbia recording artist put the strawberry roan thru a series of training routines. Autry's announcement of the horse's coming reaped an ovation.

Autry spearheads 45 minutes of Western music and hillbilly and Western comedy that is spiced with enough pop music to make it delectable to any pew-sitter. Autry wisely shielded away from the pure hill and plain stuff, concentrating on *Adobe Hacienda*, *You Are My Sunshine* and other rustic hits that were commercial enough to hit for general appeal. Show has every type of music represented with the Pinafores, gal harmony threesome: Frankie Marvin, steel guitarist; Carl Cotner, fiddler, and the Cass County Boys (Bert Dodson, bass; Jerry Scoggins, guitar, and Freddie Martin, accordion), all from his CBS *Melody Ranch* ailer, contributing work that pulled juicy mitts. Autry contributed several medleys, with almost every tune getting hands.

The bossman utilized gags about Chi, plus a trio of capable, homey funders. Johnny Bond, Columbia Records' songster; Pat Buttram, radio comedian, and Rufe Davis, animal and motor mimic, kept a cold moppet audience amused and didn't run into too much noise.

All-around excellence of the show got a healthy assist from a swell backdrop, featuring chuck-wagon and other Western paraphernalia.

Johnny Sippel.

Chicago, Chicago

(Friday, September 3)

Capacity: 3,900. Price policy, 95 cents. Five shows daily; six week-ends. House booker, Harry Levine. Show played by house ork.

Comedian Danny Thomas' success record continues here, with jammed house at show caught vainly trying to keep him around for numerous encores. His material was new to theater-goers here. Some of it, however, was his perennial stories which go over no matter how often he tells them. His best bit was a burlesque of radio commercials. Possessor of great polish and top proficiency, Thomas portrays a new, broader personality with this show. He's not

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VAUDEVILLE REVIEWS

Hippodrome, Baltimore

(Thursday, September 2)

Capacity: 2,200. Price policy, 40-70 cents. Number of shows daily, four. House booker, Mickey Aldrich. Show played by Jo Lombardi and house band (12).

The current parlay, carrying the tag of the DuMont tele winners, another Bowes unit, with 10 acts, passes in such a rush it's difficult to remember names and routines.

Headlining is comic Stan Early. The tall, personable lad did the emcee chores in nice fashion and in his own spot contributed some good impersonations, worked into a neat running patter for a big mitt. Highlight was his closer of the Dead End Kids, a rapid hat-switcher which sent him off big.

Among the standouts were Roy Thorsen and Sunshine Ungar. Thorsen, a tapper, showed originality in a routine that was sprinkled with spins and fancy foot work. He has youth and nice appearance and he pulled one of the biggest hands of the show.

Sweet Sunshine

Miss Ungar did the vocals with ease and a lusty voice. Her choice of songs could have been a bit better, but the delivery couldn't be questioned.

Sandy McTavish, vent, showed a fair bit, the best of which was his closer, a sitting tap, with the dummy making like Ray Bolger. To add to the variety, Lou Caesar did a violin bit, and Pinky Robinson scored with a bird chirping bit, which was rather good.

The rest of the show, including a Tolson panto act by a cute moppet, Ana Petronella, and Chet Boswell, a be-bop singer, tho entertaining, offered little in the way of material or a routine.

Pic: *The Black Arrow*.

James A. Carter

merely a comedian any more, he's a great entertainer.

Weakest part of Thomas' work was his routine with Marie McDonald, Hollywood film star, who also does headline vocal chores on the bill. Thomas is best as a story-teller. He shouldn't clutter up his work with the obvious type of sexual stuff necessitated by routines with a gal who has made a name as *The Body*.

Adequate support was given by the bill's other acts, the Dunhills and Leroy Brothers. The Dunhills do top precision, controlled acrobatic tap dancing, while the Leroy's used their standard, but unique, puppet work under strobo light.

Pic, *Embrace You*.

Cy Wagner.

Paramount, New York

(Wednesday, September 1)

Capacity: 3,654. Prices, 55 cents-\$1.50. Six shows daily. House booker, Harry Levine. Show played by name ork on stage.

The new stage layout to back the flicker, *Sorry, Wrong Number*, is pleasant, has good entertainment value and carries marquee heft, with the Carmen Cavallaro ork heading the bill.

Cavallaro showed a little different format this time around. Instead of a couple of big tunes with all the trimmings, the fronter made with a series of medleys. These included pops, standards and oldies, woven together in a melodic whole permitting him full range on the piano. Result was excellent listening to familiar tunes audience could walk out whistling.

Storch Overdoing It?

Larry Storch will get a lot thinner than he already is if he continues his program. He has six shows at the theater and doubles for two more shows at the Riviera. Storch is one of the few mimics who apparently knows material must go with characterizations—and gets it. Result is that his quickies based on Cary Grant, Humphrey Bogart, Gary Cooper and George Sanders are funny besides being uncanny replicas of the originals. Storch also does a veddy veddy British fight announcer that was a wonderful bit of acting. His barroom characters were equally good, but reminiscent of Billy De Wolfe's lady drunk. He wound up with a big hand.

The Martin Brothers' puppet act is still one of the best of its kind around. Two lads not only know how to manipulate the dolls, but what is equally important, give the act commercial value by giving the figures human characteristics that are rib-tickling to see. Boys take turns working as singles and then together using various puppets. The best was the string-pulling of the clown, a pathetic little figure full of frustrations and little human touches which obviously endeared him to the house. The Martins finished to heavy applause.

Bob Lido, band singer, holds a fiddle when not working. Boy has a dramatic bary voice but didn't get much chance to use it. He did one song, an Italian ballad, selling it competently.

Tho the show is good and moves in it to relieve the all-male presentation. Given that, it would look a lot better.

Bill Smith.

Casino, London

(Monday, August 23)

Capacity: 1,750. Price policy, 60 cents to \$2.20. Number of shows daily, two; Saturdays, three. House booker, Bernard Delfont. Shows played by house ork.

This first Casino bill in months without an American act in the star spot played to a fair house and showed that British performers still can draw.

Comedian Max Miller, in the star spot, drew a big mitt. His border-line material was apparently what the audience has been calling for. They thrived on his off-color material and were ready with a big mitt before he had finished each gag.

The supporting bill was above average. The Waterfalls of Scotland drew well with an act that gains stature by virtue of good background scenery. A waterfall from the top of the stage sets the scene for the Highland Pipers.

June Richmond Sings

June Richmond, the American thrush, stepped on the stage and sang her way to a thunderous hand. She scored with a voice that was tops and had the audience howling at her facial expressions and dancing routine.

Cole and Atkins, the Negro American dancers, put over a tap routine mixed with vocals which brought en-

Palladium, London

(Monday, August 30)

Capacity: 2,600. Price policy, 50 cents to \$2.70. Number of shows, two; Wednesdays, three. House booker, Cissie Williams. Shows played by the Skyrockets orchestra.

Dinah Shore wowed the audience in her initial London appearance and after singing 12 numbers had them calling for more after the curtains had been lowered to make way for the second performance.

It took four songs before Miss Shore and her audience warmed up. She drew a fair hand with her opening, *You Made Me Love You*. When she went into *Yes, My Darling Daughter*, the mits thundered out and from then on she was in.

It was her personality, plus a voice which flowed like honey, that placed her as the No. 1 vocalist to appear in England in many years. Her opening performance would have run at least another hour if it had not been halted. People who had lined up for tickets for over 12 hours had to be turned away.

The El Granadas and Peter opened the bill with their rope-twirling and whip-cracking act. They were good but not quite the type of act for a variety stage.

Daring Peter Waring

Comedian Peter Waring got a lot of laughs but some of his gags were close to the blue line.

Jayne and Adama Di Gatano, dancers, were decidedly the best act of this type seen in London this year. Their routine was smooth and without a slip. Herman Hyde, assisted by Jean Marker, in a musical nonsense act, drew a fair mitt.

The top trapeze artists to appear in London in many months, Krista and Kristal, drew the second hand of the evening. Two Danish girls worked with a polish that made their double routine look like one girl and her shadow going thru the act.

The Nicholas Brothers are still socko. Their fast-moving act had the audience howling.

The Four Wallabies, Australian acrobatic and tumbling team, were pleasing to the eye but need more polish. Con Colleano gave a good exhibition of wire walking but almost missed out on his forward somersault after giving it a big build-up. The consequence was that his finale jaekie to get the results intended. Jackie Hunter, billed as the "one-man BBC," drew a big hand for his return engagement. Max and his gang, a novelty dog act, were well received, but the dogs needed plenty of push to carry out their routine.

Kenneth H. Waggoner.

cores. The Rosinas opened the bill with an above-average acrobatic routine. They were followed by Charles Warren and Jean in a comedy act, who showed good material and drew a big mitt. The Two Valors, equilibrista, have a good routine but need more polish. Their balancing took too much preparation and knocked the timing off.

Renee Houston and Donald Stewart, comedy team, did a couple dramatic scenes which showed promise. Alfred Thrupp, the blind radio pianist, scored with his swing to the classics. His piano duet with Max Miller brought nice applause.

K. H. Waggoner.

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England Cracks Down on Yank Acts' Doubling

LONDON, Sept. 4.—Work permits of American acts appearing in England may be canceled by the British Ministry of Labor if infractions continue, according to warnings circulated last week. Permits issued to performers authorize them to appear only in theaters and other places of amusement for which the permits are granted. Violations are said to have been numerous.

First indication that trouble was brewing came from notices posted on the dressing room doors at the London Palladium. They gave warning that contracts permitted no outside appearances, and should such appearances be made the entertainers would become liable to cancellation.

Cases Under Review

A Ministry of Labor spokesman told *The Billboard* that it knows of no such mass action regarding permit withdrawals but that individuals who break the terms may be canceled. While the ministry disclaims knowledge of individual infractions, it is known that several cases are under review.

The ministry has stated that American acts are imported under permits obtained by agents or by theater circuits. The policing normally is left to the agents or theaters importing the acts.

One American comedian was approached recently by a London night club owner to make an impromptu appearance for \$100. He was not to be billed, but was to be called from the audience as a guest star. He was to do a 15-minute act, with the dough being paid on the side and with no records being kept of the transaction. The offer was turned down.

One American artist made so many guest appearances at various night clubs during a recent appearance here that one trade journal stated the performer had almost as large an audience in the clubs as at the theater.

American acts have long been the top drawing cards in London and the provinces. Agents and circuit managers are getting the jitters over the prospect of their permits being canceled.

Nash Buys Tour To Exploit Its New Car Models

DETROIT, Sept. 4.—First large-scale buying of talent for a road tour by an automotive company since the war was made by Nash-Kelvinator in a deal with the Delbridge & Gorrell office for a unit to tour in connection with first showings of Nash new car models.

The policy of using major talent, usually placed from the motor company offices here, but in some cases booked thru New York or Chicago talent agencies, was common before the war, but the seller's market in the auto field since has discouraged any such elaborate promotion.

The unit will be headed by Del Delbridge's own ork, with the following acts: Gus Howard, master of ceremonies; Joan and Bill Simpson, singing team; Malone Sisters, musical novelty; Novack and Fafe, knock-about comedy, and Al Verdi and Dolores, comedy.

Shows will be held in theaters, auditoriums and hotels, playing two locations in the same city in a couple of instances. Opening bookings have been set up in accord with the needs of the sponsors or local schedules, with the routing apparently a minor consideration as indicated by its zig-zag routing, including a 3,000-mile jump: September 2, Music Hall, Kansas City, Mo.; September 8, Eighth Street Theater and Stevens Hotel Ballroom, Chicago; September 14, Tivoli Theater and Palace Hotel Ballroom, San Francisco, and September 22, Astor Hotel, New York. Other dates are to be filled in later.

Chi Spots Beckon L-A Entertainers

CHICAGO, Sept. 4.—Rumba music, which has proved successful for the Cuban Village, North Side nabe bistro, expands starting September 15 when Rio Cabana, which switched from a name to a strip policy a year ago, opens with Freddy De'Alonso and His Latin-American ork, plus a South American revue. Ops Chuck and Bert Jacobson report that they are dickering for L. A. names to follow.

Al Fenston, cocktail lounge op, this week announced that he will probably go into a L. A. music policy in six months in a new nitery which he intends to open after he sells his Knob Hill, South Side lounge.

New York:

Heat Wilts Stem to 413G; MH 135G, Roxy 116, Para 52

NEW YORK, Sept. 4. — Vaude grosses this week continued their decline as a consequence of a heat wave that sent potential customers scurrying to the beaches. The five-house total was \$413,000 as against the \$432,468 gross registered the week before. However, the gross was still substantially above the 386G weekly average for the flesh-pic combos.

Radio City Music Hall (6,200 seats; average \$115,000) was doing a nice business with \$135,000 shown for a fourth stanza. (The third week brought in 151G.) The bill consists of Bunin and Company, Estelle Sloan and *Date With Judy*.

Roxy (6,000 seats; average \$89,000) collected \$116,000 for the opening stanza, with the Harmonicats, Al Gordon and his pooches, Jerry Colonna, the Ice Show and *That Lady in Ermine*.

Red Feather Ops Eye Chaunticlair

HOLLYWOOD, Sept. 4.—Unless a hitch develops in negotiations, Andy Andrews and Paul Shipton, ops of Southwest L. A.'s Red Feather, will take over the Chaunticlair, Sunset Strip swankery. Latter spot folded last spring when a wave of bad biz hit the Strip. Details of deal under way could not be learned, altho it was revealed that the Andrews-Shipton combine intend to retain the Feather while operating the Strip nitery.

Andrews expects dual-operation to pay big dividends in saving on talent booking, buying food and liquor as well as advertising and promotional costs. Acts will be booked for a minimum of 12 weeks, splitting engagements between the two spots. Distance between Chaunticlair and Red Feather is sufficient to keep spots from competing with each other. Furthermore, Strip spot by its nature would cater to a different class trade than the Feather. As in the case of talent, quantity purchases of food and liquor will allow management a greater margin of profit.

Andrews and Shipton are negotiating directly with Louis Hayward, pic celeb owner of the property. Prior to his Red Feather venture, Andrews was with Barclay's Kitchen and the Trocadero. Operation plan for the Chaunticlair calls for a moderate price policy, something new to Strip niteries. Drinks will be priced at less than a dollar with dinners starting at \$2.25.

Comerford Houses Set Split-Weekers

SCRANTON, Pa., Sept. 4.—The Comerford houses will reopen mid-September for split-weekers using five acts, with week-end bills hypoped by local radio names.

The theaters, booked by the Joe and Abe Feinberg office, New York, will give acts a full week broken up into two three-dayers. The Capitol, Scranton, and the Penn, Wilkes-Barre, will preem September 16, running Thursdays, Fridays and Saturdays. The Feely, Hazleton, and the Hipp, Pittsfield, will open September 20 and will run Mondays, Tuesdays and Wednesdays.

Fay's, Providence, another Comerford house, opened September 3 with the Rigoletto Brothers and Anee Sisters, Bobby Sargent, Johnny Mack with Roberta Roberts, Joe Green and Beebe, Ernestine Mercer and the Evans Family.

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Philly Ops Singing Blues, Hope Slump Won't Break Them

PHILADELPHIA, Sept. 4.—The "no money blues" are being sung by Philly nitery ops. While the summer was never too good for the midnite zone, it's never been as bad as now. And with the three political conventions earlier in the hot season failing to fill up the coin boxes, ops figure themselves lucky if they can still own their spots next season.

The current period finds the Latin Casino the only spot in the center of town offering a floor show—even if it's a rock-bottom budget show. Mort Casway's Celebrity Room, which played a string of names in the spring, shuttered entirely for a six-week spell. Also darkening for the rest of the summer is the downstairs room at Frank Palumbo's Ciro's, class cocktaillerie that featured floor doings on the subway level. As a result, Nellie Lutcher, who was skedded to come into the room on August 20, is working out her contract at Frank Palumbo's Click, where the name bands provide the entertainment menu.

The Little Rathskeller, now under new management which promised to relight July 29, is still being refurbished, with the likelihood that nitery comic Jackie Winston and the Spiegel Brothers, photographers, will wait until Labor Day before starting their new venture.

For the coming season, in addition to the standard band parade at the Click and the name shows lined up for the Latin Casino, Marty Goldberg plans to hypo his swank rumba room at the Chateau Crillon. Goldberg will shift the emphasis from the rumba music to variety bills on the floor. Nat Segall, who used to run the Downbeat, hot jazz haunt midtown and now heading the Keystone Theatrical Agency, is the only prospect shopping around the center of town for a new spot. Also along nitery row, reported difference over talent policy finds Eddie Lavin exiting as manager of the Rendezvous in the Hotel Senator.

Niteries in Capital War on Bottle Clubs

WASHINGTON, Sept. 4.—The future of Washington's 70-odd bottle clubs remains hazy following police raids on three of the after-hour spots recently. Raids were made after protests had been filed by night club and restaurant operators who complained that they were losing business to the after-hour clubs.

Operators of the raided spots were charged with the unlicensed sale of liquor.

Steve Gibson Westbound

WILDWOOD, N. J., Sept. 4.—Steve Gibson and the Red Caps, Mercury recording unit winding up the season at Jack Diamond's Martinique Cafe here, will then head West. They're set to open October 8 for six weeks at Larry Potter's Supper Club in North Hollywood, Calif., and to open November 19 at the Last Frontier Hotel, Las Vegas, Nev.

Agents in Rush To Climb Aboard TV Bandwagon

NEW YORK, Sept. 4.—That Jimmy Durante line, "Everybody wants to get into the act," is apparently being applied literally by agents who want in on television's ground floor.

With the Texaco show in the William Morris pocket and other shows tied up by other offices, the indies, who up to recent weeks sold mainly to cafes and theaters, are now scrambling to get aboard. The ideal vehicle is apparently Ed Sullivan's *Toast of the Town* which many percenters are trying to climb.

With agents leveling charges against one another about split commissions, Sullivan decided to settle the whole matter by turning his auditions over to Mark Leddy.

The deal, however, doesn't call for commissions, whole or split. Sullivan will pay a flat sum to Leddy and his associate, Leon Newman. They will handle all auditions. Out of those chosen, Sullivan will make his pick.

Agents who get their acts on the show will get their commissions directly from their acts. Neither Leddy nor Newman will get any cuts.

Sol Tepper has formed a new corporation, Television Artists Bureau, and thru it is readying several packages.

Rhumba Room's New Policy

PHILADELPHIA, Sept. 4.—The Rhumba Room at the swank Chateau Crillon will place the emphasis on variety floor entertainment when it relights for the new season September 15. With Raphael (Ross) and his augmented band for the rumba rhythms the class spot will highlight floorshows rather than name rumba bands, with the opening line-up taking in Steve Murray, Chris Kerrigan and the Chandra-Kaly Dancers.

Post-Card Campaign Stirs Up AGVA Vote

NEW YORK, Sept. 4.—American Guild of Variety Artists (AGVA) sent out over 20,000 post cards thru the New York and branch offices, asking members to vote in the national AGVA election. Cards also ask members who haven't received ballots to notify the Honest Ballot Association.

Actor's union also has been presented with a petition, signed by about 300 New York members, requesting a membership meeting between September 10 and 15, for the purpose of taking up working conditions for the coming season.

Polio in South Plagues Chief Thundercloud Tour

COLUMBIA, S. C., Sept. 4.—Chief Thundercloud, the Cherokee Indian from Tennessee who plays Tonto in the *Lone Ranger* Western film series, reports his Western stagershow plagued in the South by polio. The show, designed primarily for children, has been dodging polio areas in North and South Carolina, but still has found crowds scant because of precautionary measures being taken against the epidemic.

The show is cut by a three-piece Western band, and features a Cherokee whip performer as well as Thundercloud and his horse, Scout. Yates Agency, of Los Angeles, handles the show thru Southern Attractions of Charlotte, N. C.

Hartford Gets Split Weeks; Peggy Lee Heads First Bill

HARTFORD, Conn., Sept. 4.—State Theater, downtown vaude-pic house, resumes operation September 10 after a summer lay-off. The theater, a 4,000-seater, reopened August 25 with the picture, *The Babe Ruth Story*, but no vaude. The house will operate on a split-week policy.

Opening attraction will include Peggy Lee, Dave Barbour, the Ray Eberle ork and Rudy Cardenus.

Montreal Biz Slump Traced To Shortage of \$600 Comics

MONTREAL, Sept. 4.—There's a shortage of comics in the \$600-\$800 price field in Montreal.

The situation here, a survey shows, is that there are plenty of the allegedly funny men with time on their hands available for about \$600, clubs feel they're not enough of a draw to warrant the expenditure.

The El Morocco, for example, top comedy room in the area, is forced to replay its headliners time and again simply because there are not enough comics who fit into the El's nut (\$1,500 average) to go around.

For this reason, performers like Eddie Schaeffer, Artie Dann, Doc Marcus, Willie Shore and Johnny Howard (who are about the biggest crowd-pullers locally), Paul Gray, Sonny Mars, Gary Morton and others have played the room two, three and even four times within a year.

The Tic Toc has been using comics in a low-price field but with only fair success. The Esquire, which used comics regularly, is now often forced to rely on acts like singer Ugo Martinnelli and novelty acts like Ciro Rimal simply because the comedy well has all but dried up.

Recently cafes tried to gamble with higher priced comics. The El, some months ago, brought in Buddy Lester and Joey Adams (separately), paying them what for the spot was a fancy \$2,000, but neither of the lads ran up the take much more than an average headliner.

In all fairness to Buddy Lester, it should be said that he came in at a bad time of the year—Lent—and ops figured since biz was going to drop anyway, why not gamble and see if a name wouldn't bring 'em in. It didn't.

Names Have Lost Pull

Even today, at the height of the tourist season, it seems names haven't the pull they once had. Phil Regan and Carl Brisson—not comics—didn't do any out-of-this-world biz when they played here at the Normandie Roof within a few weeks of each other.

The comics themselves, tho they're glad to take as many dates as possible, tell you readily that they're not too happy to replay a spot as often as they sometimes do at the El. The reason is that it's just impossible for them to get new material and the room's turnover is not big enough for them to click with their old stuff.

Montreal Enforces 15-Show Clause

MONTREAL, Sept. 4.—Montreal branch of the American Guild of Variety Artists (AGVA) has begun to enforce the maximum "15-show-per" clause in contracts. If a performer plays over the 15-show limit, club will be forced to pay for the extra shows on a pro rata basis.

Many of the clubs here will be affected, but they have no choice but to comply under the recently signed minimum basic agreement.

The Sarovar, for example, has 18 shows. Other cafes play 21 shows. The Tic Toc has continuous entertainment with each act appearing three times during the night. This will involve extra payment.

Neither the El Morocco nor Normandie Roof is affected, since both have a straight two-shows-a-night policy.

Ginny Simms Signed For TV Thunderbird

HOLLYWOOD, Sept. 4.—The swank Thunderbird Hotel, newest hostelry to be erected in Las Vegas, Nev., opened Thursday (2) with Ginny Simms headlining the show. Built at a cost of \$2,250,000, the hotel will use name talent with budgets of \$8,500 to \$9,000 weekly. Miss Simms will get \$5,000 per frame for her date. Supporting acts set are George Beatty, Pancho and Diane, and the Roche Carlyle line of girls. Billy MacDonald's ork will handle music.

Hotel will be operated by Marion V. Hicks and associates.

3-Months' Vaude for Sydney

SYDNEY, Sept. 4.—After two sessions with the Ballet Rambert and the Old Vic Company, the Sydney Tivoli reverted to vaude August 25. Variety will be continued for about three months until it makes way for the Italian Opera Company in a 14-week season.

Gil Lamb and his partner, Karel Savoy, arrived from San Francisco August 17 and flew on to Melbourne the same day to join the Tivoli there, where he is to star in the *Revue Continentale* which started August 23. The comic is expected to appear at Sydney Tivoli before the present season of vaude ends.

Wedgwood Changes Hands

DETROIT, Sept. 4.—James Cox, manager, and Charles Costello, orchestra leader, have taken over ownership of the Wedgwood Room, East Side dance and supper club. Morris Nort, former principal owner, has withdrawn from the spot. Present policy calls for a dance band only, altho the spot formerly used name single attractions.

BLUE ROOM

(Continued from page 41)

bored sophistication left the audience cold.

On the other hand, Edwards and Diane, the dance team, got the interest with a glass-tapping participation stunt and held on well. Edwards was okay, but Diane, tho lithe, could hardly be classed as graceful. Her interpretation of Diane fell at the act's opening, but their follow-thru with *Darktown Strutters' Ball* and two South American dances helped to make up for it.

Singing well with the band were Betty Taylor, a nice looking brunette, and Phil Gray, a trombonist, who also doubles as male vocalist.

Busse's show promises to be a steady draw at the Roosevelt, where his kind of music is appreciated.

Hal R. Yockey.

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Magic

By Bill Sachs

DELL O'DELL and Charles Carrer, after winding up at the Plantation, Moline, Ill., September 2, hit out for Percy Abbott's magical get-together at Colon, Mich., to cut up a few jackies and trade banter with the magic boys and gals before opening September 17 at Curley's Cafe, Minneapolis, where they'll remain until September 29. On October 1 they move into the Mount Royal Hotel, Montreal, and October 22 take their nifties into Club Norman, Toronto. From there they hop to Jackie Heller's in Pittsburgh. . . . Bill and Florine Baird played their first night club job together last week at the Stork Club, Omaha, presenting both their magic and mentalism. They will make the Cincinnati area soon with a fortnight's stand at the Glenn Rendezvous, Newport, Ky. . . . Paul Hubbard begins his 21st season in schools at Springfield, O., September 16, and will again make his established territory in Ohio, West Virginia and Kentucky. . . . Jack Herbert is making with his magic and comedy at the Last Frontier Hotel, Las Vegas, Nev. . . . James Wesley Blair is rounding out his second season as magician in Mark Williams's Side Show on one of Floyd E. Gooding's units. At two Ohio fairs recently, Blair cracked the local dailies with photos and stories on his new version of *The Miser's Dream*. He has a number of Louisiana fairs to make before starting out on his regular fall and winter swing of lyceum dates.

FRED C. LANDRUS, still successfully magicking his way thru the Lone Star State, typewrites from Crosby, Tex., under date of August 27: "Stopped in at Howard's Magic Shop in Houston the other day and bumped into Mal-Cardo. Howard's new assistant, a lad named Carmon, is baffling all and sundry with an excellent assortment of sleights. Julian Rasbury, Houston's pantomime magician, is keeping busy in the territory. Mardoni and Louise are in the Empire Room of the Rice Hotel, Houston, with their magic-mental turn. They are still making the hops in their new Beechcraft. Carl Emmett, well known for his cigarette magic, has just concluded a two-week engagement at the Variety Club in Dallas. Emmett keeps busy in the area and makes frequent jumps into remote spots in New Mexico, Arizona and Oklahoma. I recently caught Willard's big magic show under canvas. He is a versatile performer and a real showman. He packs 'em in everywhere, even in the face of poor weather. Willard has just taken delivery on a brand new top."

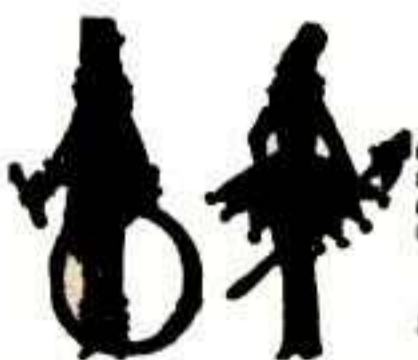
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Detroit Assoc. Circuit Going for Amateur Shows

DETROIT, Sept. 4. — Associated Theatres Circuit is going in for amateur shows in a big way. It had one go into the Loop Theater Friday (3) and has booked similar packages for Mondays into the Irving Theater, Northwest neighborhood house, and the Majestic, a Wyandotte suburban theater. All shows are on a one-night basis.

Loop, a downtown grind house on skid row, hasn't seen a stagershow in 15 years. Theater originally was a burlesque house. Possibility of delay in opening the amateur shows was based on whether the stagehands could get the stage in working order by the date scheduled.

New Version in Detroit

DETROIT, Sept. 4.—The move of the Internal Revenue Bureau to investigate payment of cabaret taxes by spots in Michigan and other States using pantomime acts was not stirred up by the Delbridge and Gorrell office on its own initiative, it was pointed out by Sam Arnold, of the agency, last week. A published story has led to the interpretation that Arnold sought a ruling from the bureau originally for the office, but this was done, he explains now, at the specific request of two clients of the booking office who had already been approached by the tax officers. The spot owners asked the agency to get an official ruling one way or the other on their position.

Nebraska Liquor Taxes Off

OMAHA, Sept. 4. — Nebraska liquor revenues for the first seven months of the year fell \$65,803 behind the 1947 pace, according to the Nebraska Liquor Commission. Total to the end of July was \$1,387,640. Beer tax revenue passed liquor for July. It was \$91,228 on beer and \$89,976 on liquor. In July, 1947, the liquor tax take was \$124,813, compared to \$91,179 on beer.

The July revenue total of \$194,593 stood beside \$207,910 in June and \$225,961 in July a year ago, the commission said.

Norfolk Taxes Decline

NORFOLK, Sept. 4.—The amusement industry is wallowing in the doldrums here. Tax figures show the entertainment levy in the first seven months of 1948 was \$22,000 under the same period a year ago. The trend indicates the year's total amusement revenue for Norfolk this year will be \$377,000 under 1947.

BLAKSTONE CASE

(Continued from page 40)
saw fit to get mad." He emphasized that no decision had been made.

In the Barclay Hotel (Toronto) case for back dough, said Fox, "we stepped in and helped Miss Blakstone. We were wonderful then. I even got a letter from Gerard saying, 'Nan sends you her love and grateful thanks.' We were also wonderful when we got her \$800 from Jack Harris (ex-La Conga op) for an unfulfilled contract. Now that we ask her for her side of the story when another AGVA member claims back salary, we are persecuting her. Inasmuch as Miss Blakstone is making an issue out of it we are wondering if she is afraid to present her side of the story to a board of arbitration."

On statements by Miss Blakstone that henceforth she will work only under AFM contracts (she opened September 1 at the Prevue, New Orleans, and has been booked for a six-week period by Music Corporation of America thruout the South on AFM contracts only), Fox said that AGVA was protecting its own members by collecting bonds to guarantee salaries. He said naturally AGVA had no responsibility if any AFM members didn't get paid. "I wonder if AFM will help members get their salary," he pondered.

Burlesque

By UNO

CANDY PARKER and Bob Ferguson were featured in the cast at the Palace, Buffalo, last week. Mary Murray and Yolanda were next in the billing. . . . Rex Weber is rehearsing with Cheryl Crawford's *Lovelife* in which he is to be co-featured with Nanette Fabray and Roy Middleton. The play is due to open at the Shubert, New Haven, Conn., September 9. . . . Charles (Cy) and Alfreeda Walker have concluded their summer operations and are getting ready to launch concessions over a route of 27 houses, both legit and burly. . . . Cy Jenks, rube comic of former Columbia wheel days, was a New York visitor last week, his first trip away from Hollywood pix in 26 years. . . . Other visitors, marking their first in almost the same number of years, were Dolly Rogers, now Mrs. Brome, from Aguanga, Calif., and Mina Graham, Los Angeles. Dolly's last show was with Stone, Pillard and Mina's, *The Mischief Makers*. . . . Eddie Kaplan's latest placements include Melody DuFree, Cliquot Club, Atlantic City; Diane Parker, Roxy, Montreal, after a lengthy engagement at the Samoa, Manhattan, and Sheila Ryan, Ha-Ha, Manhattan, opening September 3.

SAMMY SPEARS, comic, opened on the Midwest Circuit at the Gayety, Cincinnati, September 3. . . . Connie (Rusty) Lee returns for another season as number producer at John Kane's Grand, Youngstown, O., September 25 after a summer vacation at Coney Island, N. Y. . . . George B. Hill switched from the Hawaiian Gardens, San Pedro, Calif., to the Liberty, San Francisco, where he opened September 1 with *Hollywood Blackouts*. Gerri Benson, after several nitery and theater engagements, is photo studio receptionist for Ike Dinkberg at Seskin and Guelfi's Million Dollar Playland, New York. . . . Dave Cohn's latest bookings have Eunice Jason at Two O'Clock Club, Baltimore, opening September 6; Jessica Rogers, same spot, September 19; Strut Flash, Troc, Philadelphia, September 6 and Howard, Boston, September 13; Magda Loy, Club Ferdando, Hartford, Conn., September 10; Scottie Joyce, Lamp-lighter Club, Fall River, Mass., September 6 and Mona Corey, Cat and Fiddle, Cincinnati, September 6. . . . Betty Newman, has changed from a novelty dancer to doing an act with trick dogs. . . . Gus Schilling and Betty Rowland opened August 27 at Zucca's, Culver City, Calif. . . . Walter Budd and Roberta Lee open October 1 at the Mayflower, Dayton, O., on the Hirst Circuit following their summer engagement at Tirza's Wine Bath show, Coney Island, N. Y. . . . Zadra Zane and Harry Arnie are at the El Rancho Club, Los Angeles. Hold-overs at the Burbank there are Gloria Love, LaVodis, Kenny Brenna and Mazla Van.

Hillbilly for Capital

PHILADELPHIA, Sept. 4. — The Jolly Joyce Agency here, specializing in Western attractions during the summer season, booked the opening of the Club Hillbilly in Washington, last Saturday (28). This is believed to be the first time that a nitery geared to Westerns has been set up in a metropolitan center, in the East at least. The new spot is being operated by Connie B. Gay, who stages the successful Saturday night *Gay-Time Revues*, hillbilly jamborees, at the capital's Constitution Hall. For the nitery's debut, the Joyce agency set Jimmy and Leon Short and the Texas Ramblers out of the *Grand Ole Opry* air show.

ANTA Lends Barter 5G

NEW YORK, Sept. 4.—The American National Theater and Academy (ANTA) has lent \$5,000 to the Barter Theater. ANTA, thru Chairman C. Lawton Campbell, says that it granted the loan so that the theater

360G (or Less)

Query: What's Legit's Malady?

NEW YORK, Sept. 4.—One of the most important recent documents dealing with legit is a 135-page \$3,000 preliminary survey of the industry made by Robert R. Nathan, the economist, at the request of Actors' Equity. The report takes as its theme the premise that before any steps are taken to put legit back on its feet as an entertainment medium, a comprehensive and thoroughgoing survey of all phases of theater must be made.

Nathan recognized the fact that while temporary measures can be taken to help the business, such as starting stock companies in large cities, this method may only serve to repeat many past mistakes. Instead, he asks that the comprehensive survey be made so that fundamental objectives be understood and a sustained, integrated program be devised to revive legit.

Moot Question of Cost

According to the economist, 360G would be needed for the new survey, but the Equity Economic Betterment Committee, which is handling the project for the union, has already made contact with several research foundations which would be willing to do the job for a fraction of the price quoted by Nathan. The important thing, according to Winston O'Keefe, head of Equity's Economic Betterment Committee, is to get the entire industry—labor as well as management—behind the project; unless this is done, operation will fail, he says. On the other hand, if legit gets behind this all-inclusive survey much volunteer help can be utilized, he says, and money becomes secondary. Accordingly, the committee has sent copies to legit unions and prominent industry personalities to get their backing.

O'Keefe attacked the pessimism current in some circles of the theater. "They want us to sit down and wait for the undertaker to come in and make final preparations for the funeral," he said. "I'm not saying that this survey will be the answer to all our questions, but I know that it will do something constructive to help pull our business out of its present doldrums when theater is only a one-city proposition."

Nathan's prelim survey is a long list of questions about all phases of legit—playwrights, markets, scripts, availability of talent, financing, geographic concentration, ticket distribution, theater facilities, etc., vital questions which must be answered before real, constructive action can be taken.

Atlantic City Tryouts?

ATLANTIC CITY, Sept. 4.—Augustine L. Rizzo, producer-director of the Atlantic City Dramateurs, little theater troupe, is spearheading a movement for a regular legit house here. He told producers in New York this week that the playhouse would provide a tryout spot for Broadway productions. Rizzo said he approached Alex Bennett Kahn, promoter and playwright, who appeared interested in a community theater project here. He also talked with Alice Poole, former secretary to Florenz Ziegfeld, and learned that the William Morris Agency was considering an experimental theater for Broadway tryouts.

would be brought to more people. It points out the Barter Theater has played in 15 States since its inception in 1933.

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AFRA's Claim to Tele Is Labeled "Blackmail"

(Continued from page 3)
the fact it claimed such right in 1931, before AFRA was even formed, which claim was forwarded to, and accepted by, the Four A's. His contention is that, if Equity had the rights then, it still has them now unless it has given them away. The latter action, which could only have happened via Equity Council ceding them to some other org, was never taken, he states. The AFRA position, that the Four A's has the right to dispose of TV jurisdiction, he labels as nonsense in view of Equity's clear-cut claim.

Even tho Equity has the legal right to video, according to the legit union source, the contest could conceivably come down to a test of power and there he concedes that AFRA might be stronger. At present, AFRA controls the Four A's because George Heller, its national executive secretary, holds the highest position in the entertainers' international.

Some conceive that Heller would have very little trouble in lining up other Four A's member unions, American Guild of Variety Artists (AGVA) and American Guild of Musical Artists (AGMA), on his side and against Equity.

In that case the only recourse Equity would have in a full-fledged jurisdictional battle, according to this spokesman, would be public opinion and the prestige it has as the oldest of the performer unions. It is acknowledged that the thesp's group would find that a weak rod to lean on.

Asked why AFRA seems so eager to effect a merger of the unions, the Equity informant claims that it wants to gobble up the legit org. Equity has a treasury which now totals about \$600,000 and far outstrips any other war chest that a sister Four A's union has in the bank. Most of this coin would have to be surrendered in any amalgamation.

Weakened by Dullzell's Exit

As to why Equity, which for so long has dominated performer unions, should be in this precarious position, trade observers could only speculate that it was caused by the retirement of Paul Dullzell. The former Equity executive secretary and Four A's topper was the outstanding labor leader in showbiz and carried the union along with him.

Now that he is gone Heller has taken over, it's pointed out. In addition, Equity has no permanent executive secretary but only a temporary appointee, Angus Duncan. Raymond Massey, head of a committee to find a permanent successor to Dullzell, has been in Hollywood for two months with very little work done on this pressing problem. Now with the battle lines being drawn, it is believed not only is Equity riding on a waterlogged ship but it

It's Lardner

NEW YORK, Sept. 4.—Beginning Tuesday (7) John Lardner takes over the crux slot at *The New York Star* (ex-PM). Tall, strapping, sardonic Lardner, who is nearing 40 (as the increasing frequency of his lapses in the match game at Bleek's attests), qualifies by virtue of his heavy pinch-hitting for Wolcott Gibbs during *The New Yorker* aisle-sitter's bad health. He also does a syndicated (Bell) sports column for the daily press and a weekly stint in the same field for *Newsweek*. Prolific? Well, his pappy was Ring.—Armstrong.

hasn't even a captain to steer the craft.

Some AFRA execs figure on dividing jurisdiction with the Screen Actors' Guild (SAG) should merger fail and should such appointment be necessary. It was thought, however, that the SAG had jumped the gun and signed a tele agreement with the film producers in their recent negotiations. Heller made a flying trip to the Coast to remind the SAG that for the present it had ceded its authority to Television Authority, now in the midst of dickering for a video pact with the webs. SAG hastily assured him that New York agreements concluded with film producers were made only in the name of Television Authority.

Ridgefield Needs 400 New Backers in 1949

RIDGEFIELD, Conn., Sept. 4.—Ridgefield Summer Theater here will be closed permanently unless the summer theater committee can obtain 600 subscribers by January 1, it was decided this week at a meeting of the co-producers with 150 of the 200 subscribers.

Alexander Krikland and Carl Jacobs, the producers, stated that they have been operating at a loss averaging \$700 a week this season and cannot operate the theater next year unless 400 new subscribers are recruited and pay half in advance.

Mrs. Elizabeth O'Brien is chairman of the summer theater committee and Mrs. Arthur Carnall is temporary treasurer.

The theater, which has been open for two seasons, presented eight instead of the 10 scheduled plays this year and closed August 28.

"Lend an Ear" Set For Broadway Run

HOLLYWOOD, Sept. 4.—William Eythe's production of *Lend an Ear* is set to hit Broadway about November 1. Eythe and Co-Producer Franklin Gilbert inked deal this week with New York Producer William Katzell to bring the revue to Broadway. Katzell gets a 50 per cent slice of the property, currently doing s.r.o. biz here in its 12th week.

Show will get a \$100,000 budget for Broadway, replete with new sets and costumes, plus additional material now being written by lyricist-scripser Charles Gaynor. Musical is currently housed in the 376-seat Las Palmas Theater, and is grossing \$6,300 weekly under a \$3 weekday top and \$3.60 ceiling week-ends. Producers added a Saturday matinee last week, which should hike the gross take.

Rehearsals for New York production get under way September 15, with most of the present cast moving to Broadway. Road company is being formed to keep musical running here indefinitely.

"Lady" Bows at Chi Selwyn

CHICAGO, Sept. 4.—A rare situation in which a big name legit show will have its premiere here will take place when Ruth Gordon opens her new play, *The Leading Lady*, at the Selwyn Theater September 13. The play will have a three-week run here and then move to the Cort Theater in New York.

The show, produced by Victor Samrock and William Fields, will star Miss Gordon and will be directed by Garson Kanin.

Supporting roles will be played by Ian Keith, John Carradine, Mildred Dunnoek, Wesley Addy, William J. Kelly and James MacColl.



BROADWAY SHOWLOG

Performances Thru
September 4, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3-47	317
Born Yesterday (Lyceum)	2-4-48	1,088
Command Decision (Fulton)	10-1-47	389
Harvey (48th Street)	11-1-44	1,622
Heiress, The (Biltmore)	9-29-47	393
Mister Roberts (Alvin)	2-18-48	229
Play's the Thing, The (Booth)	4-28-48	129
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16-48	199

Musicals

Annie, Get Your Gun (Imperial)	5-16-48	964
Finian's Rainbow (46th Street Theater)	1-10-47	709
High Button Shoes (Century)	10-9-47	380
Inside U.S.A. (Century)	4-30-48	147
Make Mine Manhattan (Broadhurst)	1-15-48	370

ICE SHOWS

Hewdy Mr. Ice (Center)	6-22-48	95
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CLOSING

Angel in the Wings (Coronet)	8-16-48	307
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COMING UP

(Week of September 6, 1948)

Sundown Beach (Belasco)	9-7-48	
Show Boat (City Center)	9-7-48	
Hilarities of 1949 (Adelphi)	9-9-48	

Montclair Sets Cold Weather Stock Pattern

NEW YORK, Sept. 4.—The decision of the Montclair, N. J., stock company to continue playing legit this winter may set a pattern for cold weather stock. The Jersey house has done very well indeed since its opening June 7 and has booked an array of flicker personalities for the winter that may keep the customers fighting to buy ducats.

Edmund Lowe goes in starting Monday and is followed by Turhan Bey with Mae West in a revival of *Diamond Lil'*. The bill, for two weeks, starts early in October. Mickey Rooney is a good possibility for a stint starting December 27, if his commitments will permit.

Al Rosen, the operator, is putting 20G into the house in air-conditioning and repairs. The theater closes for three weeks in December so that the work can be done.

UBO Franchise

Not only is Rosen doing stock in Montclair, but his *Diamond Lil'* will be sent out as a road attraction by the United Booking Office (UBO). He expects to do the same with a revival of *What Price Glory*, with Edmund Lowe and Victor McLaglen, also originating from Montclair.

There is a tryout of *Woman of Destiny*, a new script by Samuel Warshowsky, about a woman President. The theater has also recently been granted a UBO franchise and is being offered many productions which will ultimately come to the Stem. But it is taking only those which will give the audience a run for its dough.

Rosen takes every opportunity to lecture before groups in the community. He also recently sent Richard Arlen and Larry Parks to the largest department store in Newark to sign autographs; within two hours Arlen

Pros Elated Working With College Casts

Derwent Hails Experiment

NEW YORK, Sept. 4.—Back from a stint at Stanford University in *The Rivals*, Clarence Derwent, prexy of Actors Equity, has nothing but encouraging reports about professional actors working with university theater. "It's a lifesaver for actors," he said this week, "because it will give them work at good salaries."

To back up his contention he reported that he himself, Whitford Kane and Aline MacMahon, the three thesp's working the engagement, received more for a three-day stint than they would have got for a week's work in summer theater. The university theater at Palo Alto seats 1,700, and with all tickets at \$1.10, the college netted itself \$1,000, which dough goes back into a theatrical scholarship for some student.

Derwent told of the p.-a. system which the theater uses to let actors know when they are needed onstage. "You sit in your dressing room and hear the exact position of the actors and what spot they are at in the script," he said.

Derwent gave Equity full credit for having let down the bars so that pro actors could work with students. Not only is the job angle important, but the tyros are getting invaluable acting experience in working with Broadway vets, something no amount of teaching can give.

Equity's prexy said he was so impressed with the possibilities of university theater that he was going to recommend to the American National Theater and Academy (ANTA) that it expand its program of sending professional thesp's to colleges. ANTA recently sent Ezra Stone and Joanna Roos to the University of Virginia assignments.

Imported Star for Revue

NEW YORK, Sept. 4.—Myriam Ferretti, Italian lyric soprano, will be the star of an international revue starting September 9 at the Broadway Theater for three weeks. She will have a supporting cast that includes a satirical dance team. Miss Ferretti was heard here last when she dubbed the singing voice of Vivian Romance in the French film, *Carmen*.

ROUTES Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
Angel in the Wings (Blackstone) Chicago.
April Fool (Biltmore) Los Angeles.
Blackstone (Royal Alexandra) Toronto.
Brigadoon (Shubert) Philadelphia.
Burlesque, with Bert Lahr (Parkway) Madison, Wis., 8; (Davidson) Milwaukee 9-11.
Carousel (Memorial Auditorium) Sacramento, Calif.
For Love or Money (Locust St.) Philadelphia.
Grandma's Diary (Wilbur) Boston.
Harvey (Empire) Syracuse, N. Y., 6-8; (Auditorium) Rochester 9-11.
Heaven on Earth (Shubert) Boston.
High Button Shoes (Great Northern) Chicago.
John Loves Mary (Harris) Chicago.
Love Life (Shubert) New Haven, Conn., 9-11.
Magdalena (Curran) San Francisco.
Medea, with Judith Anderson (Geary) San Francisco.
Mr. Roberts (Erlanger) Chicago.
Oklahoma (Hanna) Cleveland.
Oklahoma (St. Paul Auditorium) St. Paul, 5-7; (KRNT Radio Theater) Des Moines, 9-11.
Small Wonder (Majestic) Boston.
Street Car Named Desire (Nixon) Pittsburgh.
Summer and Smoke (Erlanger) Buffalo.
Town House (Colonial) Boston.
Where's Charley, with Ray Bolger (Forrest) Philadelphia.
Winslow Boy (Lyceum) Minneapolis, 8-11.

alone sold 320 ducats. And all this is being done with a theater which wasn't used for several years and was considered a white elephant.

SMALL WONDER

(Opened Monday evening, August 30)

MAJESTIC THEATER, BOSTON

A new musical revue staged by Burt Shevlov. Scenery and lighting by Ralph Alwang. Costumes by John Derro. Orchestrations by Ted Royal. Orchestra director, William Parson. Vocal arrangements, Herbert Greene. Choreography by Gower Champion. Music mostly by Baldwin Bergerson and Albert Seiden. Lyrics mostly by Phyllis McGinley and Billings Brown. Sketches by Charles Spalding, Max Wilk, Louis Laun, George Axelrod. Additional material by Irma Jurist, Millard Lampell. General manager, Samuel H. Schwartz. Company manager, Phil Adler. Press representatives, David Lipsky, Phillip Bloom. Stage manager, John E. Sola. Presented by George Nichols III.

THE CAST: Tom Ewell, Alice Pearce, Hayes Gordon, Jonathan Lucas, Chandler Cowels, Bill Ferguson, Mort Marshall, Marty McCarty, Betty Abbott, Tommy Rall, Alan Ross, Joan Diener, Jack Cassidy, Marilyn Day, J. C. McCord, Joan Mann, Virginia Oswald, Kate Freidlich, Evelyn Taylor.

The debut of George Nichols III as a producer with the musical revue, *Small Wonder*, is a promising event, and we should be hearing more of him in the future. We also should hear more of the people who wrote and act his show, for their futures look good, too.

Small Wonder has youthful exuberance in abundance, movement, irreverence toward contemporary conventions as well as some of the faults of the young. The authors are too fond of their material and they drag it out just a moment too long. An experienced hand can take care of that. The performances, also, are over-fussy. But they can be simplified. Judicious pacing and trimming are about all the repairs this intimate, unpretentious little revue needs to take the audience swiftly over the low spots, to let it linger momentarily on the high ones.

Editor's Note: Last week (*The Billboard*, September 4) our New Haven reviewer, Sidney Golly, covered the opening of *Small Wonder* in New Haven. He found it "the dullest, most amateurish and most gigantic intellectual flop of many a season." The Boston report by Bill Riley goes to almost the other extreme. Either vast improvements have been made in the production within the week, or else this is a perfect example of how widely the tastes and judgments of critics can vary—even critics for the same publication.

If for no other reason, *Wonder* would be remarkable for the appearance of Tom Ewell, one of our most promising young clowns, as a sort of "conferencier." Altho he is not on stage often enough, he gets a hand in almost everywhere. He's the "normal neurotic," slightly upset by the state of the world, by the frightening magazine ads, worried by the state of the human body. He finds best-sellers all of a piece, and movies, whether made in France, England or Hollywood, all ending happily, to the utter dismay of the spectator. He's a sort of a latter-day Will Rogers, a Perelman young and alive. One of the best things in the show is the pantomime he does in reaction to Max Wilk's hilarious sketch, *This Is an Ad*, while it is acted out by the rest of the company.

Mary McCarty Shines

The next best part of the revue is anything done by Mary McCarty, a versatile, pretty young Ethel Merman-to-be, who can sing a novelty or a torch song, dance a turn (the Charleston of *Flaming Youth*) or act a sketch with the best of them. She's a comer, this one. Alice Pearce, a pixie of the Zazu Pitts school, is on hand to make fun of collectors and opera performers in Irma Jurist's witty *Things*, and Marilyn Day sings the romantic songs with nice feeling. There are a host of young dancers including Tommy Rall, Joan Mann, Jonathan Lucas, Evelyn Taylor, Kate and Friedlich and J. C. McCord—all doing their acrobatic best by Gower Champion's fancy athletic dance designs.

The songs are not always of the best. But a couple are good candidates for the airwaves. *When I Fall*

OUT-OF-TOWN OPENINGS

GRANDMA'S DIARY

(Opened Thursday, September 2)

SHUBERT THEATER, NEW HAVEN, CONN.

A new comedy by Albert Wineman Barker. Setting and lighting by Raymond Sovey. Staged by Barker. Managing director, Gertrude Rozan. Press representative, Anne Woll. Company manager, Irving Becker. Stage manager, William Atlee. Presented by the American Theater Group.

Harrison.....Augustus Smith
Peter.....Richard Wilder
Alice.....Eileen Prince
Linda.....Gertrude Rozan
Cary.....George Neise
Boris.....Leonard Elliott
Gaines.....Robert E. Griffin

The American Theater group got itself off to a bad start with this one, which is destined for an early grave. The opus unfolds as a wordy, slow-moving, drawing-room piece that is only mildly amusing at best. It is over-acted, over-staged and completely unconvincing from start to finish.

The plot concerns a language professor who, while serving in the army, has an affair with a nurse, and returns home to ask his wife for a divorce. The wife, romancing with a crooner, also wants a divorce, but both change their minds when they see each other, and the plot centers around their attempts to brush off the sweethearts. The title comes about thru the constant use of grandma's diary by the wife, who has become a career woman on radio, using the diary for ideas for a day-time serial, and it is grandma's diary that solves the problem, if any.

Gertrude Rozan in Lead

Gertrude Rozan, who plays Linda, the dulcy type wife, is completely unimpressive, and her over-acting (which no doubt reflects her European training) leaves the audience completely unsympathetic and unconvinced.

Richard Wilder, who plays the professor-army captain and looks like neither, was poor casting from the start. It is hard to imagine a sweet looking nurse (Eileen Prince) falling so headlong for him that she forsakes fiance, home ties and her career. While Wilder shows that he can do fine things in the theater, he certainly does not appear the type for romantic drawing room roles.

Eileen Prince, on the other hand, brought the show its only real lightness, and not alone looked, but acted the part of the foolish virgin to everyone's satisfaction. Only when she was onstage did the play come to life.

George Neise Croons

George Neise, as the wife's crooner-lover, displayed a fine set of pipes, and has a singing voice that should carry him far in musical comedy. Considering that this is his first appearance in a play, the young man has definite promise of becoming a distinct asset to the theater.

The rest of the cast could be termed adequate, but none gave what might be called a distinguished performance.

Raymond Sovey's single set of the penthouse apartment was definitely top drawer.

It would have been much better if the American Theater Group left grandma's diary closed, because the show, as it stands now, can never be considered big-time fare.

Sidney Golly.

in Love is a nice ballad; *Saturday Child* a haunting refrain. *William McKinley High* is a topnotch novelty, but a trifle ribald for the radio.

Settings for *Small Wonder* are simple but effective; some of the costumes are pleasantly unpretentious, others just plain. All told, however, it's a creditable effort on the part of all concerned. And it should be good for a comfortable season's run, provided the right things are done now.

Bill Riley.

HEAVEN ON EARTH

(Opened Monday, August 23)

SHUBERT THEATER, BOSTON

Musical comedy with book and lyrics by Barry Trivers. Music by Jay Gorney. Staged by Eddie Dowling. Dances and lyric numbers staged by Nick Castle. Settings and costumes by Raoul Pene DuBols. Musical arrangements, Russell Bennett and Don Walker. Vocal arrangements and direction by Hugh Martin. Conductor, Clay Warnick. General manager, Mac Kaplus. Company manager, Joe Moss. Press representatives, Bill Doll, Dick Williams, Michael O'Shea. Stage manager Chet O'Brien. Presented by Monte Prosser and Ned C. Litwack.

James Aloysius McCarthy.....Peter Lind Hayes
Friday.....Dorothy Jarnac
Punchy.....Danny Drayson
Fannie Frobisher.....Caren Marsh
Florabelle Frobisher.....Ruth Merman
Mrs. Frobisher.....Nina Varela
Commissioner Frobisher.....Irwin Corey
Officer Clabber.....Claude Stroud
John Bowers.....Robert Dixon
Mary Brooks.....Barbara Nunn
Lieut. Sullivan.....Wynn Murray
Officer Jonesy.....Dorothy Keller
Officer Blandings.....Betty George
Sailor.....Billy Parsons
Masher.....Jack Russell
Magistrate Kennedy.....George Mathews
H. H. Hutton.....David Burns
Sailor With Trumpet.....Steve Condos
Butch.....Bert Sheldon
Mayor.....Dick Bernie

DANCERS: Lisa Ayres, Cece Eames, Babette George, Gretchen Houser, Marguerite James, Carol Lee, Dorothy Love, Caron Marsh, Ruth Merman, Gloria Sicking, Alice Swanson, Evelyn Ward, Harold Drake, Ernie DiGennaro, Dante DiPaolo, Ray Johnson, Red Knight, Remi Martel, Jack Mattis, Don Powell, Frank Reynolds, Jack Whitney, Jack Wilkins, Richard D'Arcy and June Graham.

SINGERS: Angela Castle, Julie Curtis, Betty George, Pearl Hacker, Ellen McCown, Jean Olds, Dottie Pyren, Lucille Udevick, Dean Campbell, John Gray, Bill Hogue, Doug Luther, Vincent Van Lynn, Jack Russell, Bert Sheldon, Curt Stafford.

The condition of *Heaven on Earth*, the Monte Prosser-Ned C. Litwack musical which ushered in the season at the Shubert, is strictly tentative. It is overloaded with material, most of it dull. The pace is hesitant, except in the few moments when all hands seem to know what they are doing. And the good stuff is all too rare. But maybe *Heaven* has a chance.

For one thing, it is pretty well stocked with talent. Peter Lind Hayes is a versatile fellow who seems to be able to do anything—sing, dance, impersonate, tell stories and perform sketches single-handed. Most of the Barry Trivers material he is called upon to deliver is pretty pale, and its insipidness makes him seem flat. But when he launches into his own specialties—well, that's another story.

Comics Abound

The show is strong on comedians. Claude Stroud is kind of wistful in a pleasant way. David Burns makes a lot of noise and seems funny. Irwin Corey, by expending furious energy, nearly takes the house down in two wild scenes.

But the best performances are those of Hayes and Dorothy Jarnac, an imp of a girl with a marvelous gift for pantomime, who speaks hardly a word in the show. Her miming of Hayes' tap dance dictation is hilarious.

Otherwise the company offers a fresh pair of juveniles, Barbara Nunn and Robert Dixon, nice kids who can really sing; Wynn Murray, Steve Condos, Richard D'Arcy, June Graham and a host of other featured players who all pitch hard.

Only Two Top Tunes

Jay Gorney has furnished them two songs, *So Near and Yet So Far* and *Heaven on Earth*, the latter a pretty waltz, which the radio probably will wear to death. Otherwise, the score is nondescript. Trivers's book is a silly business about a pair of lovers, their romance in Central Park and the efforts of Hayes to find them a home. It's practically witless and the only humor in sight comes out of the invention of the performers.

The settings are huge, splashy and a trifle hard on the eye; the costumes are sometimes pleasant, sometimes plain ugly. The few promising

TOWN HOUSE

(Opened Thursday, September 2)

COLONIAL THEATER, BOSTON

Comedy by Gertrude Tonkonogy, derived from "The New Yorker" short stories by John Cheever. Staged by George S. Kaufman. Setting and lighting by Donald Oenslager. Costumes by John Derro. General Manager, Ben A. Boyar. Press Representatives, Nat Dorfman and Mary Ward. Company Manager, Clifford Hayman. Stage Manager, William McFadden. Presented by Max Gordon.

Lucille Tremaine.....June Dupres
Jack Tremaine.....James Monks
Pete Murray.....Hiram Sherman
Esther Murray.....Mary Wickes
Ramona Murray.....Roberta Field
Carol Hyler.....Peggy French
Larry Hyler.....Reed Brown Jr.
Mrs. Osgood.....Margaret Dale
Katherine Levy.....Elizabeth Dewing
Vince Barber.....Henry Jones
Mademoiselle.....Natalie Norwick
A Stray Man.....Joseph Olney
Putnam Phelps.....Edwin Jerome
A Man.....Klonk Ryder
A Woman.....Vera Fuller Mellish

George Kaufman has done it again—staged another of those assembly line comedies which seems to have almost everything necessary to insure its success, except freshness. *Town House*, by Gertrude Tonkonogy, is the play, and it was presented here before a tony first-night audience which roared thru the first act, snoozed politely during the second, and came alive long enough to titter now and then in the last.

Town House is derived from some stories by John Cheever printed in *The New Yorker*. They may have been original, perhaps sardonically clever in print. On the stage, under the over-practiced hand of Kaufman, they emerge slick, antiseptic, bright, fast and tricky—in other words, completely an example of Kaufman's artifice. That's nothing against Kaufman, who is one of the theater's most expert hands. But in this one he has resorted to his own grab-bag of tricks, perhaps to bolster an essentially sterile script.

Easily Predictable

The development is much too easily predicted. Not only do you know that the three diverse couples living under one roof in New York are going to have their falling-outs, but you can predict them almost to the minute. Having seen the amusing confusion which ends the first act (and remembering other Kaufman plays, both written and directed), you know that there will be an identical kind of climax for the other two acts.

Town House brings together under one roof three couples of contrasting temperaments: the Murrays, rough diamond intellectuals, and their mad-cap youngster; the Hylers, a struggling editor and his country-bred wife; the Tremaines, from an absurdly snobbish society. The plot simply shows how they fall in and out with each other and finally make up in the end, come hell or high water.

Whether *House* is a success is debatable. Surely, as far as fresh entertainment is concerned, it is a flop now. But maybe audiences like to have the same old roast warmed over. At any rate, it will go down in modern show business history for Donald Oenslager's setting, if for no other reason. This is a "practical" two-story setting, handsome living room below, two bedrooms, left and right above, with a stairway upstage leading to the second story. It's an eye-stunner and Kaufman's direction of the action, the timing of speeches, is awe-inspiring. But a handsome set does not make a good play. And while *Town House* may be talked about, it probably won't last long.

Performances are expert. No one player is really any better or worse than the other. In fact, the whole thing is expert. But except for the laughs in the first act, the over-all is pretty thin pickings.

Bill Riley.

numbers have been well staged by Eddie Dowling and his assistants. But the show needs a yeoman going-over before it is ready for Broadway. Maybe the stuff is there, but it's hard to see from here.

Bill Riley.

Fire Destroys McKennon Tent At Littlefield; Loss \$10,000

LITTLEFIELD, Tex., Sept. 4.—Fire of undetermined origin destroyed the Joe McKennon Tent Theater during show's stand here August 31. When the fire was first noted at the tent entrance at 10 a.m., the fire department was called immediately, but since the tent was located near the outskirts of the city it had been leveled by the time the firefighters arrived. Since all personnel were living in trailers on the lot or in a tourist camp near by, cast and crew were able to salvage all sound equipment, scenery, trunks and furniture before they could be reached by the flames.

All wardrobe, stored in two dressing room trucks, was saved. When the fire started Frank Kopp and Jerry Sizemore drove the trucks to safety. Manager Joe McKennon was in Lubbock, Tex., for a shipment of billing material at the time of the

S. C. Junket Good For Rutter Tenter

MECHANICSVILLE, S. C., Sept. 4.—Rutter's Tent Show continues to play to good business in this sector with pix and vaude, Harry Rutter announced here this week. Rutter said that the org is headed for the cotton country, which is in full swing and where a bang-up crop is predicted.

He added that aerial acts will be the free attraction for the jaunt. Irene Rutter returned to the show after a week at home in Pennsylvania, where she visited her grandmother, Mrs. I. L. Barton.

Among visitors here were Jethro Almond and Mr. and Mrs. Mike Guy.

Numerous jackpots were cut up recently when Forrest and Anna Brown, Carrie and Kate Johankens and Tom and Pattie Recker visited the *Grand Ole Opry* at Delphos, O. Brown and Carl Briggs, unit's general manager, tramped together 20 years ago with Billroy's Comedians. Clyde Engel, another old-time repster, also visited Brown recently.

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fire and could not be located immediately. His first knowledge of the disaster occurred when he returned that evening and found the lot stripped of everything but poles. (See *Fire Hits McKennon* on page 85)

Carolina Ops Set Up Assn.

CHARLOTTE, N. C., Sept. 4.—Drive-In Theater Owners' Association, Inc., was organized here August 29 by 50 owners and operators of drive-ins from North and South Carolina.

R. O. Jeffrees, of Charlotte, owner of a drive-in between Fort Mill and Rock Hill, S. C., was elected president; Hoop Jernigan, Lancaster, S. C., was named vice-president for the Palmetto State, and L. L. Theimer, manager of a local drive-in, was elected vice-president for the old North State. A. W. (Happy) Bell is (See *Carolina Ops' Org* on page 85)

Corbin With Johnson Agency

BARNESVILLE, O., Sept. 4.—Robert Corbin, former repster and tent show performer, is playing his callopie this season for the Gene Johnson Agency and the hillbilly parks booked by the agency. Corbin, one of the features for the Sesqui-Centennial Celebration at Cambridge, O., made a mid-August tour for the event. While playing Doc Williams's park in Pennsylvania recently, Corbin renewed acquaintances with Hiram Hayseed.

North Haven Drive-In Bows

HARTFORD, Conn., Sept. 4.—The new 600-car capacity New Haven Drive-In Theater has been opened in North Haven, Conn., by the New Haven Drive-In Theater Corporation. Associated in the firm are David J. Willig, New York; Charles M. Lane, West Hartford, and Dr. M. N. Kahaskin, Ludlow, Mass.

School Show Biz Holding Post-War Pace, Lawson Says

CHATTANOOGA, Sept. 4.—Despite reported adverse conditions in the various forms of show business, including the usual outdoor summer tricks, school show business remains on a par with the early post-war period, Everett Lawson said here at his headquarters. Lawson said that

Rep Ripples

FERNDALE PLAYERS closed their six-week summer tour of New England at Rumford, Me., August 21. Unit used E. F. Hannan's *The Captain's Mate*, with a four-person cast under auspices. Harold Nagle, who had charge of the show, has gone to Pennsylvania and will book the Penn Players thru Pennsylvania and Virginia. Nagle reports that all New England stands were off from previous years and says that the territory has had too much entertainment of too many sorts. . . . Carol Players will work around Atlanta during September, playing a number of sponsored dates. . . . William Freman, who recently purchased the Tobey religious pix, will operate thru New England. . . . C. V. Twombly's Show has been (See *REP RIPPLES* on page 85)

Wolcott Launches 35th Tent Tour in Greenwood, Miss.

VICKSBURG, Miss., Sept. 4.—F. S. Wolcott's Rabbit Foot Show, with a 45-people cast, opened its 35th annual tent season in Greenwood, Miss., Monday (23) to good results. Show's comedy is being handled by Lassas Brown, Jimmy Cooper, Rastus Williams and Booty Jim.

Org is featuring a chorus of 12, with an emcee, dance team, featured singer, two novelty acts and a blues singer. Jack Sims has charge of the 12-piece orchestra. Show moves on 10 trucks and busses.

Late D. F. Norcross Had Varied Rep Career

LONGVIEW, Tex., Sept. 4.—D. F. Norcross, stock actor of note, whose obituary was carried in the *Final Curtain* department recently, formerly was with the North Bros.' Stock Company, and at one time had his own show, the Norcross Players.

Widely known in rep and tent show circles, Norcross also was with the Copeland Bros.' Stock Company and had operated his own night club here until the time of his death.

Big Scores In Colorado To Plunkett

Org Eyeing Joplin Date

LEOTI, Kan., Sept. 4.—Following a successful stand in Scottsbluff, Neb., Plunkett's Stage Show made four towns in Colorado to the best business of the season thus far, Kennedy Swain announced here this week. Swain said that the last town in the State, Joes, with a population of less than 90 people, gave the org three big nights. This combined with the stand at Wray, Colo., gave the show the best week's business of the season to date, Swain said.

Unit is currently touring Kansas to good business and headed for its September 20 date in Joplin, Mo. Show then will play Tennessee and Arkansas before returning to Texas. In Hemingford, Neb., W. I. Swain II, son of Kennedy Swain and Snooks Plunkett, was christened in St. Bridget's Catholic Church, with Fuzz Plunkett as godfather and Jerrie Plunkett the godmother.

Jerrie was a featured soloist with Les Brown's ork when the band made a one-nighter in Mitchell, Neb. Bernard and Barbette, dance team, are recent additions, bringing the show's roster to 42 people.

Recent visitors included Mr. and Mrs. Harry Hugo, Mr. and Mrs. Frank Dow, Tom Allen and family, Mr. and Mrs. Lee Rhinehart and Mr. and Mrs. Tom McLaughlin.

Jones in Batavia Hospital

BATAVIA, N. Y., Sept. 4.—Hal Jones, blackface comic with the *Beautiful Gals* unit, is in Veterans' Administration Hospital here with a broken heel. Following his release from the hospital, Jones will make a tour of England, Jeff Harris reports. During his stay, Jones arranged a number of musicals for the patients here.

Newberry Gets New Drive-In

NEWBERRY, S. C., Sept. 4.—A new drive-in theater bowed here recently, giving the area its first attraction of this type.

PLUNKETT'S STAGE SHOW

MUST HAVE SCHOOL TEACHER

M.A. Degree, Typing and Spanish. Grades and High. Six pupils. Preference to a musician. Show plays two towns each week. Winters in South Texas. State all first letter. We furnish transportation.

KINGMAN, KAN., 6, 8; HARPER, 9, 11.

WANTED NOW

MAN TO HANDLE STAGE, combination Bill-poster and Lithographer, experienced workmen. Show plays all week stands. Can place NOV-ELTY VAUDEVILLE ACT that can change for week.

SLOUT PLAYERS TENT SHOW

Week Sept. 6, Nashville, Ill.;
week Sept. 13, Mascoutah, Ill.

TENTS

1 50x90, \$875.00. 1 60x120, \$950.00; both made of green fireproof canvas, complete with poles, slide-wall, etc., used three months. Also one 1,000-Watt ONAN AC light plant, \$275.00; 16mm. features and shorts.

OPERA HOUSE

Millbridge, Maine

Brunk's Comedians Want

Agent to assist on front door, no posting. Also Workingmen. Walsenburg, Colo., week Sept. 6; Clayton, N. Mex., week Sept. 13.
P.S.: Other useful Rep People, answer.

THE FINAL CURTAIN

ANDERSON—George, 62, film actor, August 29 at his home in Los Angeles. Survived by his widow. Burial in Chapel of the Pines Cemetery, Los Angeles.

BIGGS—Bunny Jamup, of WSM's comedy team of Jamup and Honey, August 28 of a heart attack at his home in Nashville. He was a regular, with his partner, on the WSM, Nashville, *Grand Ole Opry*. In earlier years he toured the Pantages and RKO circuits as a blackface comic.

BLANCHARD—Frederick W., 70, associate director and character actor with the Pasadena (Calif.) Playhouse, August 29 at his home in that city. He first joined the playhouse in 1936 after directorships at Oakland Little Theater, the Sacramento Community Theater and the Berkley Playhouse, all in California.

BRADLEY—Oscar, 55, musical director of many Broadway musicals and radio programs, August 31 in Norwalk (Conn.) General Hospital. At the time of death Bradley was musical director of the Columbia Broadcasting program, *We the People*. The Broadway shows with which he had been associated include *Rio Rita*, *Rosalie*, *Showboat* and the *Ziegfeld Follies* of 1934. Survived by his widow, a son, his mother, four sisters and three brothers.

CARROLL—Daniel J., 62, father of Edward J. Carroll, owner-manager of Riverside Park, Agawam, Mass., and president and secretary of the Great Barrington (Mass.) Fair, August 28 in Boston.

CASEY—Michael J., stage manager of the Paramount Theater, Springfield, Mass., for 19 years, recently in that city. He was also business agent of Local 53 (Springfield) International Association of Theatrical and Motion Picture Operators of the United States and Canada.

DEAN—Mrs. Georgia (Dutch), former carnival trouper, recently in Waldron, Ark. Survived by her husband, Frankie, a son and two daughters. Burial in Waldron.

FERNANDEZ—Oscar, 50, Brazilian composer, August 27 in Rio de Janeiro.

HARTZ—Mrs. Etta, mother of Mrs. Helen Evans, of the Four Evans, September 1 in Homestead, Pa. She also leaves another daughter and two sons.

Beacon and other Detroit theaters, August 26 in Mount Carmel Mercy Hospital, Detroit. Besides her husband she leaves two children. Burial in Clover Hill Park Cemetery.

LYTTELTON—Dame Edith, 83, playwright and novelist, September 2 in London. Her theatrical works included *Warp and Woof* and *Peter's Chance*. Survived by a son, Oliver, who was minister of production in Churchill's wartime cabinet.

MATHEWS—William, 55, veteran theater and night club agent, of a heart attack August 31 in Chicago. Survived by a sister, Irene, of Chicago.

McADOO—Robert, painter and artist on World of Today Shows, recently in New Ulm, Minn. He had also been with the Johnny J. Jones Exposition for many years. Burial in Dallas.

NOLAN—Joseph, 57, general manager of WABY, Albany, N. Y., and former sports director at WOKO, Albany, August 29 in that city.

OSLAR—Mrs. Doris (Doris White), 28, night club singer and dancer, suddenly August 24 at her home in Philadelphia. She had been appearing in Atlantic City clubs. Her father, William J. Oslar, survives.

POTENZA—Patsy, 59, former owner of the Potenza Amusements and in outdoor show business for 30 years, of a heart attack August 21 at his home in Chicago. Survived by his widow, Catherine; two daughters, Mrs. Lucille Sherman and Mrs. Delbert Rohs, and a brother, Fred, all of Chicago. Burial in All Saints Cemetery, Chicago, August 25.

REITZ—Abe, 41, former concessionaire on Barnett Bros., Hagenbeck-Wallace and Cole Bros. circuses, in Allentown, Pa., August 22. Burial in Greenwood Cemetery, Allentown, August 27.

Dedicated to Our Beloved



Greenmount Cemetery
Quincy, Ill.

Grace, Joyce Lo
and Neil

RYAN—Charles H., 83, operator of a candy concession at the Lewis County Fair, Lowville, N. Y., for 60 years, August 27 in the County General Hospital, that city. Survivors include a son, Clarence.

SIEGEL—Morris J., 47, motion picture producer, on a train near Winslow, Ariz., August 28 of a heart attack. Survived by his widow, Ethel; two daughters and three brothers.

WAGNER—Ike, 68, former outdoor showman, August 28 at Welfare Island, New York, of cancer. His last job was as ticket seller for Dave Rosen's Palace of Wonders show at Coney Island, N. Y. Several years ago he owned and managed the *Black Birds*, a musical that ran for a long time at Coney. Survived by widow, Marie; two sons, two

brothers and a nephew, Justin, outside talker at Palace of Wonders.

WISCON—Billy Jr., son of Bill Wiscon and Mable Rabelo, cookhouse operators, August 10 in Trenton, N. J., of injuries sustained in a truck accident. Burial in Tampa August 14.

WORTHING—Helen Lee, 47, former movie player and *Ziegfeld Follies* girl of the '20s, in Los Angeles August 25.

Marriages

CALHOUN-ISABELITA—Rory Calhoun, screen actor, and Isabelita, actress, in Santa Barbara, Calif., August 29.

MUDDEN-DENNIS—Eddie Mudden, nonpro, and Kathleen Dennis, night club singer, August 28 in Philadelphia.

PROTZMAN-SNIDER—Albert W. Protzman, technical production director of National Broadcasting Company (NBC) video in New York, and Margaret Snider, also with NBC television, August 27 in New York.

REYNOLDS-WATKINS—Howard Reynolds and Frances Watkins, piano team, August 15 in Atlantic City.

Births

A son to Mr. and Mrs. E. H. (Buddy) Morris, August 2 in Hollywood. Father is head of Morris Music; mother is the former Carolyn Cromwell, actress.

A son to Mr. and Mrs. Elliott Plowe July 23 in Pittsburgh. Mother is the former Shirley Stevenson, show girl.

A son to Mr. and Mrs. Gene Reynolds recently in Fort Worth. Father is on the WBAP staff.

A son to Mr. and Mrs. Walter Slezak July 31 in Hollywood. Father is an actor; mother is the former Johanna Van Rhyn, operatic singer.

A son to Mr. and Mrs. Wayne Steffner July 25 in Hollywood. Father is Western sales manager for the Columbia Broadcasting System.

A daughter to Mr. and Mrs. Ted Westermann July 30 in New York. Mother is Phillis Creore, radio-television actress-singer.

Mixed twins to Mr. and Mrs. Michael Boscia August 26 at the Westchester Square Hospital, New York. Boscia is manager of operations at the Columbia Broadcasting System's press information department.

A daughter, Flora Lou, to Larry and Mary Carlton August 22 in Good Samaritan Hospital, Watertown, N. Y. Parents are known professionally as the Skating Carltons.

A daughter, Dolores Ellen, to Mr. and Mrs. Elden Day August 17 in Maria Parkam Hospital, Henderson, N. C. Parents are flying trapeze artists. Mother is the former Joanne Siegrist, daughter of Joe and Bebe Siegrist.

A son to Mr. and Mrs. Nunnally Johnson at St. John's Hospital, Santa Monica, Calif., August 23. Father is a film producer; mother is the former screen actress, Doris Bowden.

A son to Mr. and Mrs. Eddie Kinley August 20 in Philadelphia. Father is a night club emcee; mother is the former Gloria Bair, Miss Philadelphia of 1945.

A son to Mr. and Mrs. Eddie Roecker August 18 in West Jersey Hospital, Camden, N. J. Father is a singer.

A son to Mr. and Mrs. Robert Tyrol, in Hartford, Conn., August 4. Father is staff announcer at Station WTIC there.

A daughter, Geoffrey Henry, to Mr. and Mrs. James Chambers at Good Samaritan Hospital, Lebanon, Pa. Father is staff announcer at WLBR, Lebanon.

A son to Mr. and Mrs. Benedict Bogeaus at Cedars of Lebanon Hospital, Los Angeles, August 31. Mother is the film actress Dolores Moran; father is a film producer.

A son, Donnell Clyde Jr., to Mr. and Mrs. Spade Cooley at St. John's Hospital, Santa Monica, Calif., re-

cently. Father is a band leader; mother a former vocalist.

A daughter to Mr. and Mrs. Jack Engel August 17 at Women's Hospital, Philadelphia. Father is branch manager for Screen Guild Productions in that city.

A daughter to Mr. and Mrs. Bill Goodall August 26 in Philadelphia. Father is bass player with Gene Williams' orchestra at the Click nitery in that city.

Divorces

Mrs. Esther Glaser, non-pro, from Joseph G. Glaser, band booking agent, in Los Angeles August 2.

Martha Stewart, actress, from Joe E. Lewis, night club entertainer, in Los Angeles July 30.

Mrs. Helen Warnow, non-pro, from Mark Warnow, orchestra leader and conductor of the *Hit Parade* radio show for 14 years, in Los Angeles August 2.

Marjorie Ann Stone, actress-model known professionally as Marjorie Ramey, from George E. Stone, film actor, in Los Angeles August 2.

Selene Walters, actress, from Dr. Alfred G. Meunergardt, in Los Angeles August 5.

Rhonda Fleming, film actress, from Thomas W. Lane, non-pro, in Los Angeles August 9.

SCHOOL SHOWS HOLD UP

(Continued from opposite page)

Most of our high schools now, and especially in or near the cities and larger towns, have youngsters who are hep and they just won't tolerate anything other than good, modern entertainment. Corn is okay but it must be smart.

"It is a safe bet that if one can please the average high-school audience, that that same act can work any place with moderate success. They are the most critical and astute audiences in the world, and won't hesitate to boo you if they don't like you. One must not work to them or for them, but with them. Once they sense you are with them they won't hesitate to let you know it. They are our adult public of tomorrow and if they are gypped and disappointed in you they will remember you when you come back.

Keep 'Em Open

"I would like to quote again from one of my other articles recently published on this page . . . that if more good shows would play schools it would help keep the territories open. Nothing is tougher than a good show trying to follow in the wake of a bad one and usually when a territory has been beaten to death with a few bad ones, or even one bad one, it is almost impossible to book a good one, and if one does book, business will suffer as a result of the previous fiasco. So the more really good shows to play schools the more the schools will become show conscious, and the easier the bookings will come. This is all providing the shows will give the schools a fair deal. We love to play schools after Doug and Lola Couden. We find every place they have played easy to book and business has been very good. They have a good show and leave everyone happy wherever they work.

"It is too bad that magic as yet is an art that hasn't reached its full maturity of appreciation among the masses. If a smattering of it could be taught in the schools of today, magicians would find their art more appreciated. This is a far cry from those who would yell 'expose,' but a little exposing might help stimulate an interest that is deplorably lacking every place. Only the amateur and the novice who is not sure of himself seeks to hide the secret of the dice box and the multiplying billiard balls. We all know that all magic bugs in the towns are 'out there.' I wish everyone was a magic bug, then we could fill those empty seats clear back."

In Loving Memory of "MOTHER HUNTER"

Who died eight years ago, Sept. 7, 1940.

No one knows my longing, a few have seen me weep; I shed my tears with an aching heart, while others are sound asleep. However long my life may be, wherever I may be, whatever joy or sorrow be mine, I still remember not just today, but every day, in silence I remember, for death can never take away love and memory, they live forever.

Your loving Daughter and Son

Son—OREL M. KIMBLE

Daughter—MISS BABE HUNTER

JAMES—Gladden, 56, former film actor, at Cedars of Lebanon Hospital, Los Angeles, August 29. Entering showbiz at the age of 6 he played all types of roles, in later years being cast as leading man for Norma Shearer. For the past year he had been display advertising manager for *The Burbank* (Calif.) News. Survived by his widow, a daughter and a sister.

KEATING—James, 53, known in outdoor show business as Jean-Jeanette, in Martha Washington Hospital, Chicago, August 27, a few hours after being hit by a streetcar near Riverview Park. Keating was a former circus trouper, doing wire and clowning. For the last 15 years he was associated with Ray Marsh Brydon's Side Shows. Survived by two sisters and two brothers. Burial in Leavenworth, Kan., August 31.

LONDON—Laura Eve, 62, wife of Israel J. London, former owner of the

Communications to 155 No. Clark St., Chicago 1, Ill.

CNE NEARS ALL-TIME HIGHS

Gate Topping 1947 Draw at Halfway Mark

First 300,000 Day Possible

TORONTO, Sept. 4.—This continent's big one, the Canadian National Exhibition (CNE), is well on its way to an all-time attendance record as it enters the last half of its 14-day run today. Favored by near-perfect weather following a torrid opening day Friday (27) that hurt somewhat, gate receipts, at 35 cents a head, have been running consistently ahead of corresponding days of last year and on four of the first seven all-time records were set. Given even a half break by the weatherman for the remainder of the week, management doesn't see how it can miss topping 1947's record. CNE officials are hoping for the first 300,000 day in history on Labor Day. Comparative figures to date:

Day	1947	1948
Aug. 27.....	103,500	105,500
Aug. 28.....	272,000	256,500
Aug. 30.....	167,000	203,500
Aug. 31.....	125,000	164,000
Sept. 1.....	172,000	196,500
Sept. 2.....	151,000	174,000
Sept. 3.....	137,000	161,000

Civic Events

As always the expo is operating efficiently, with a multitude of free civic and special entertainment events. Canadian public is back of it 100 per cent, only sour note being scattered blue-nose criticism of the Olsen and Johnson grandstand show. Complaints carry little weight, evidently have little significance, as the event is making its greatest gross in history and selling out nightly.

The midway, under direction of J. W. (Patty) Conklin, is as strong as last year and will probably gross as much or a little more than the record \$432,000 in 1947. A 10 to 15 per cent decrease in per capita spending is being offset by increased attendance. However, at the halfway mark it is doubtful that Conklin's goal of a half-million take will be reached. But there are no moans or groans on the rialto. (See Carnival Section, this issue.)

Highlight this year is the grand- (See CNE GATE TOPS on page 85)

Atwell Luncheon Club Now Holding Forth at Gibby's

CHICAGO, Sept. 4.—The Atwell Luncheon Club, which for the last 18 years has been meeting daily in the Sherman Hotel Coffee Shop, this week moved its headquarters to Gibby's Restaurant, 192 N. Clark Street, a few doors north of the Sherman, Harry Atwell, club president, announced.

Organized in the early '30's by a small group of show people and others in allied fields, the club has expanded to a membership of 150, most of whom are in outdoor show business. Atwell, circus, carnival and theatrical photographer, has been president of the club since its inception.

Cook County Fair a Red One; Slated To Repeat Next Season

CHICAGO, Sept. 4.—The Cook County Fair, which closes its 11-day run at Soldier Field on Labor Day, was off the nut as early as Friday morning (3), and Orville Cullerton, manager, said that the fair will be repeated in 1949.

Attendance this week, except Sunday (29), ranged in the mid-30,000's and low-40,000's with most of the patronage coming late in the day. Biggest gate was pulled Sunday, when attendance of 55,069, practically all paid (adults at 60 cents, children at 30 cents), was registered.

Losers for Chitwood

Oddly, biggest centers of interest proved to be the commercial exhibits and other features, such as a fashion show, housed beneath the huge Stadium, and a model trailer park presented by the Trailer Coach Manufacturers' Association.

The attractions inside the Stadium on percentage this week did not command nearly the same strong interest. Joie Chitwood's Hell Drivers, in for five matinees, ended Friday (3), played to light crowds. The engagement was a loser for him, Chitwood

said. He pointed out that the hot weather did not make the uncovered Stadium inviting in the afternoons.

At night the Aqua Follies, a Crosby production, started its run with sparse attendance, which after a few shows began to build. By Friday (3) the turnouts had assumed more satisfactory proportions.

Tank Show Pleases

Tonight the water show will be idle, as the Stadium track will be used for midget auto races. However, the tank unit is skedded for matinees, as well as night shows, Sunday and Monday (5-6).

The plan is to put the water show into the barn after its close here, then to iron out some problems in trouping it, as the intention is to bring it out next season to play outdoors at ball parks, stadium, and fairs.

On the midway, the Johnny J. Jones Exposition, thru Friday (3), had registered satisfactory business.

Elmer Kemp visited Mills Bros. when it played Hamilton Township, N. J.

Close-Ups:

'Strictly From Hunger' Start Goaded Mike Barnes to Success

By Herb Dotten

(This is another of a series on little-known facts about people prominent in outdoor show business.)

THE story of Mike Barnes might well be captioned "From Rags to Riches." Certainly the career of the Chicago showman is packed with all the traditional elements of a Horatio Alger inspirational. Now 72, he is a large-scale real estate operator, a heavy trader in commodities, a biggie among stock market investors, the owner of a valuable stamp collection and has one foot in and one out of the operations of the Chicago fair booking office of Barnes-Carruthers Theatrical Enterprises.

As a boy of 10, however, Mike knew stark poverty. It was then that he ran away from his stepmother's home in Ossining, N. Y., to go to New York, where he arrived with little more than a brush and comb and 25 cents, and with only one year of public schooling behind him.

Then he took to selling newspapers. "Carrying the banner," as Mike recalls, he was homeless. He slept in hallways, coal boxes; in fact, anything that would shield him from the weather.

His paper-selling route was from Park Row down thru Chinatown to Houston Street. It all was very rugged, and Mike figured there must be an easier way of making a living. Seeking it, he shipped out as a cabin boy on a Panama-bound freighter. That, too, proved rough. The three-masted schooner was caught in trade winds and was out at sea 90 days, the provisions meanwhile giving out. The crew took to fishing for its food. And, to cap off the woes, scurvy broke out.

Upon arriving in Panama Mike lost no time in arranging shipment back to Galveston, Tex. Once there, he hopped a freighter for New York, where he returned to selling newspapers. When he had saved enough to buy a suit he sallied forth to snare a job as a messenger boy on Wall Street.

Goes to Night School

From this he went to a job with a German daily newspaper. Aware of his lack of schooling, he went to night school at 16. Subsequently, he shifted (See Strictly From Hunger, page 54)



MIKE BARNES

Chi R.R. Fair Rallies After Blow by Heat

Crowds Near 2-Million Mark

CHICAGO, Sept. 4.—Attendance at the Chicago Railroad Fair this week responded to a change in the weather, with the gate returning to its near-normal pace as a heat wave yielded to cooler weather.

An extended heat wave, which ended Monday, August 30, had dropped daily attendance to close to 20,000 but when the weather reversed itself, turnouts mounted. Each day this week showed a pick-up, with attendance up in the 30,000's not quite up to the earlier attendance, but working up.

Thru Wednesday (1), the 44th day of the fair's run, total paid attendance was 1,785,197, for a daily average of approximately 40,600. The biggest week-end attendance since the July 20 opening of the fair is expected over Labor Day.

Wheels - a - Rollin', the featured spectacle, this week continued to demonstrate its strength.

The narrow gauge railroad, Deadwood Central, sole concession on the grounds apart from the eating, drinking and novelty set-ups, also continued to show its power. It averaged 16,000 rides, at 10 cents, daily. Thru Tuesday, August 31, 540,094 had paid to ride it.

T. Dorsey Tops Hefty Show Bill At Reading, Pa.

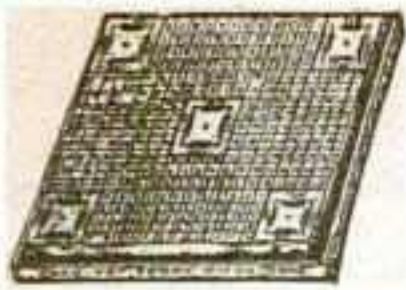
READING, Pa., Sept. 4.—Dancing to the music of Tommy Dorsey and his ork is being exploited as one of the principal features of the eight-day Reading Fair which preems Sunday (12). The Dorsey band, which is inked for six days, will present concerts on the grandstand stage opening Sunday and Monday nights, and then hold out in the \$100,000 roller skating rink for four nights of dancing.

The rink, operated by Bill Holland, well-known Eastern rink operator and big car race driver, will be taken over by fair officials during the fair.

Other features on the top-heavy entertainment bill are races sanctioned by the American Motorcycle Association (AMA), and music by Philadelphia Mummies bands. After- (See Dorsey at Reading on page 85)

Dietary Error

MALONE, N. Y., Sept. 4.—Boa constrictor in Whitey Sutton's pit show on Franklin County Fair midway died Friday night (27) after having bitten one of the workers on the show while he was giving it a mouth wash. Snake, valued at about \$300, was imported from South America recently.



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D. Dorsey Suffers Fractured Pelvis In Mishap at PNE

VANCOUVER, Sept. 4.—Don Dorsey, featured aerialist with Polack Bros.' Circus (Western), fell 30 feet from his trapeze in the forum of the Pacific National Exhibition here Monday (August 30) and suffered injuries that will put him out of action several weeks and possibly the rest of the season.

It was not during one of his sensational tricks but at the very outset of his act that he lost his grip and plunged to the wooden floor below. He was hanging by one hand, about to do a one-arm phalange.

Billy Barton, aerialist with the Polack Eastern Unit, arrived by air Wednesday (1) from Parkersburg, W. Va., to replace Dorsey.

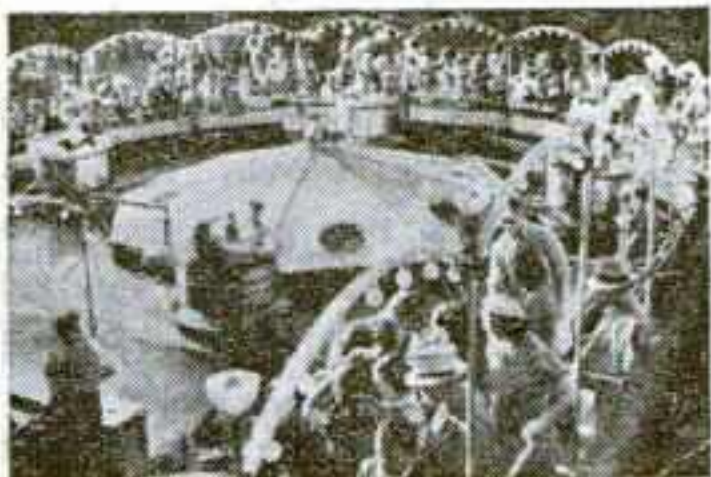
At Vancouver General Hospital, it was found that Dorsey had a fractured pelvis and internal injuries. He did not lose consciousness. He attributed the mishap from a weakened condition, resulting from a recent attack of ptomaine poisoning.

Dorsey's fall occurred during the opening performance of an eight-day stay at the PNE and was witnessed by a crowd of 5,000, mostly children. Show is sponsored jointly by Gizeh Temple of the Shrine and the exhibition, and continues thru Labor Day (6). Business was so big here the first two days that Shrine and PNE officials decided to give extra matinees Saturday and Monday. No Sunday shows are permitted in Canada.

Show came here from Yakima, Wash., where final outdoor appearance of the year had fair weather and good business. Slight delay resulted when Frank Doherty, driving a prop truck, turned left instead of right at a highway junction and headed for Vancouver, Wash., instead of Vancouver, B. C.

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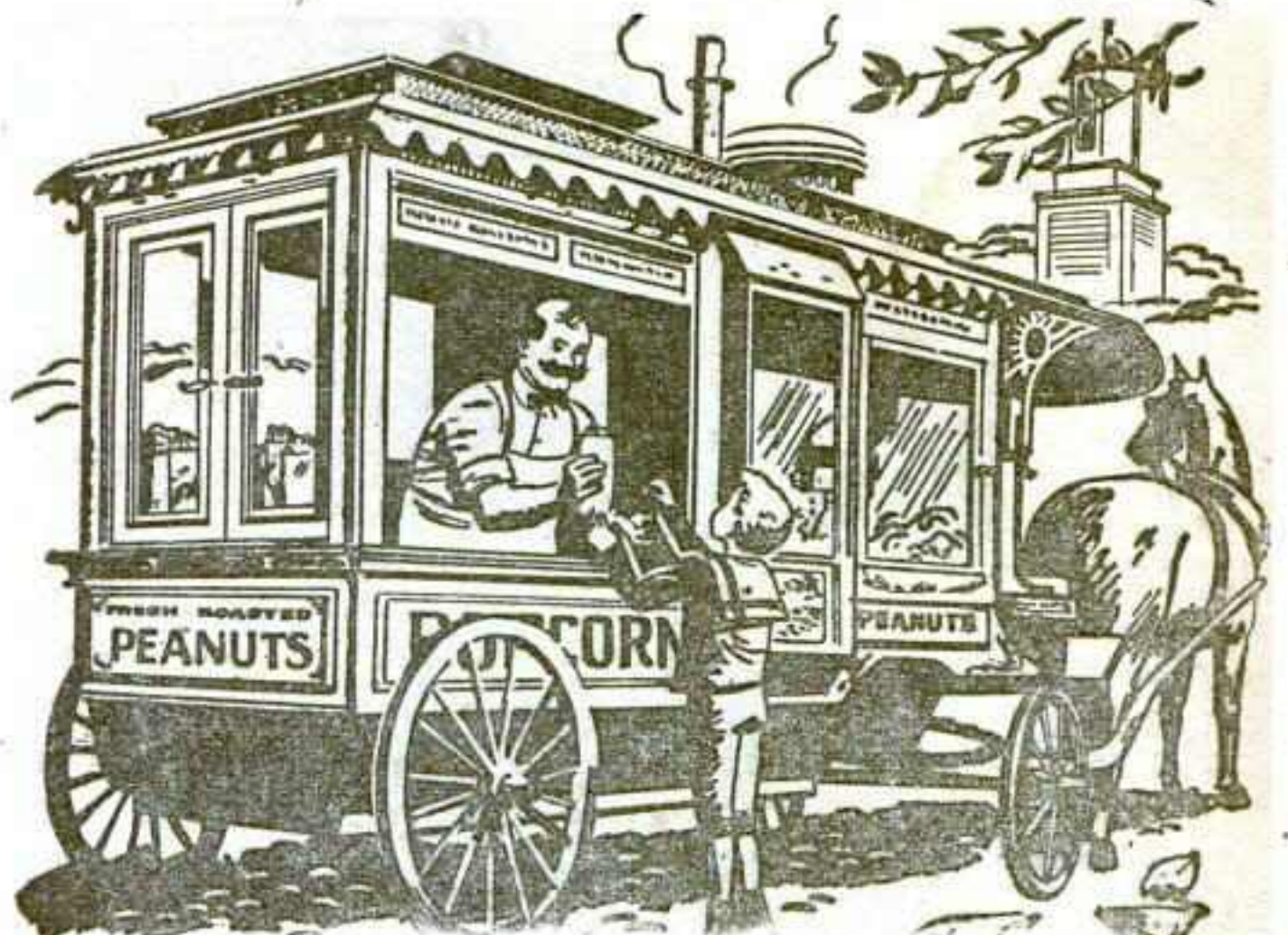
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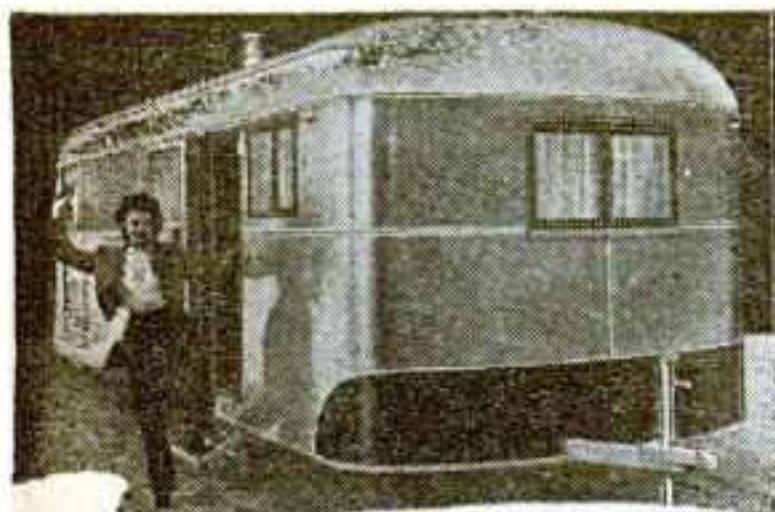
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Fair Dates

A list of fairs, with dates one week in advance and arranged according to dates, States and cities, will appear in each issue.

September 12-18

ARIZONA

Holbrook—Navajo Co. Fair Assn. Sept. 17-19. John H. Miller.

ARKANSAS

Ashdown—Little River Co. Fair Assn. Sept. 16-18 C. M. Lamkin. Benton—Saline Co. Fair Assn. Sept. 13-18. Milt Scott. Booneville—Logan Co. Livestock Show & Fair. Sept. 16-18. George E. Lusk, Jr. Fayetteville—Washington Co. Fair Assn. Sept. 15-18. James W. Holder. Hazen—Prairie Co. Fair. Sept. 16-18. W. B. Fulcher. Mena—Polk Co. Fair Assn. Sept. 13-18. Richard Barham. Monticello—Drew Co. Fair. Sept. 16-18. Richard Lee. Morrilton—Conway Co. Fair. Sept. 16-18. E. M. Coleman. Mulberry—Crawford Co. Fair Assn. Sept. 13-18. T. J. House. Ozark—Franklin Co. Fair Assn. Sept. 16-18. J. M. Hooper. Paragould—Greene Co. Fair. Sept. 13-18. Prescott—Nevada Co. Fair Assn. Sept. 15-16. J. A. Craig, Jr. Sparkman—Dallas Co. Fair. Sept. 15-17. James Taylor.

CALIFORNIA

Gridley—Butte Co. Fair. Sept. 16-19. Joseph E. Whitaker. Merced—35th District Agri. Fair Assn. Sept. 14-19. W. C. Woxberg. Orland—Glenn Co. Fair. Sept. 15-19. J. W. Bequette. Paso Robles—16th District Agri. Assn. Sept. 16-19. Lawrence W. Lewin. Pomona—Los Angeles Co. Fair Assn. Sept. 17-Oct. 3. C. B. Afflerbaugh. San Jose—Santa Clara Co. Fair Assn. Sept. 13-19. Russell E. Pettit. Sonoma—Mother Lode Fair. Sept. 15-18. Mrs. Frances M. Graham.

COLORADO

Alamosa—San Luis Valley Fair. Sept. 16-18. Robert E. McGee.

CONNECTICUT

Berlin—Berlin Grange Fair. Sept. 17-18. Mrs. Emma Suprenant. Brooklyn—Windham Co. Fair. Sept. 16-19. Mrs. H. Freeman Strunk. Madison—Future Farmers' Fair. Sept. 18. Raymond Jennings. Mansfield—Echo Grange Fair. Sept. 18. Fred Rosebrooks. Willimantic, Conn. Marlborough—Future Farmers' Fair. Sept. 18. Raymond Jennings. Meriden—Meriden Grange Fair. Sept. 16-17. Mrs. Bertha B. Tinkham, S. Meriden.

IDAHO

Blackfoot—Eastern Idaho State Fair. Sept. 14-18. Ival H. Wartchow. Saint Maries—Benewah Co. Fair Assn. Sept. 16-18. R. Loren Kambitsch.

ILLINOIS

Olney—Richland Co. Fair Assn. Sept. 13-17. W. H. Shultz. Shawneetown—Gallatin Co. Fair Assn. Sept. 14-18. Charles I. Oldham.

INDIANA

Akron—Akron Agri. Fair Assn. Sept. 14-18. A. M. Brice, Jr. Auburn—De Kalb Co. Free Fair. Sept. 14-18. W. E. Walker R. 2. Waterloo, Ind. Goshen—Elkhart Co. Fair. Sept. 13-18. Roy M. Amos.

IOWA

Audubon—Audubon Co. Agri. Assn. Sept. 13-17. D. C. Perley. Marshalltown—Central Iowa Fair. Sept. 14-17. George A. Price. Spencer—Clay Co. Fair. Sept. 13-18. L. A. Witter.

KANSAS

Allen—Northern Lyon Co. Fair. Sept. 16-18. T. B. Davis.

KENTUCKY

Greenup—Greenup Co. Fair. Sept. 16-18. James Melvin. Louisville—Kentucky State Fair. 12-18. J. O. Matlick. Pineville—4-H Club Fair. Sept. 16-18. Dr. J. M. Brooks.

MAINE

Cherryfield—Cherryfield Fair. Sept. 14-18. C. H. Small, Addison, Me. Embden—Embden Agri. Assn. Sept. 18. Mrs. Lella C. Case, North Anson, Maine. Norway—Paris—Oxford Co. Agri. Soc. Sept. 13-18. Elmore O. Edmunds, South Paris.

MARYLAND

Cumberland—Cumberland Fair. Sept. 14-18. C. W. White. Leonardtown—St. Marys Co. Fair Assn. Sept. 17-19. Heath W. Steele, Great Mills, Md.

MASSACHUSETTS

Greenfield—Franklin Co. Agri. Soc. Sept. 13-15. Whitman B. Wells.

MICHIGAN

Allegan—Allegan Co. Fair. Sept. 13-18. J. H. Snow. Berrien Springs—Berrien Co. Agri. Assn. Sept. 16-19. Lucile Stekman, Buchanan, Mich. Coldwater—Branch Co. 4-H Fair. Sept. 14-18. Gordon R. Schlubatis. Hale—Isosco Co. Fair. Sept. 16-18. Ralph Bohl.

Harrison—Clare Co. Agri. Soc. Sept. 14-18. Ray Harrold, R. 3, Gladwin, Mich. Imlay City—Lapeer Co. Agri. Soc. Sept. 13-17. James Dunn. Marne—Berlin Fair. Sept. 14-17. R. M. Ossewaarde, R. 1, Coopersville, Mich. Petoskey—Emmet Co. Fair Assn. Sept. 14-18. Lyle E. Dunham. Saginaw—Saginaw Co. Agri. Soc. Sept. 12-18. Clarence H. Harnden.

MINNESOTA

Bird Island—Renville Co. Agri. Soc. Sept. 13-15. Paul Kolbe. Madison—Lac qui Parle Co. Agri. Soc. Sept. 16-19. Wayne Weiser. Redwood Falls—Redwood Co. Agri. Soc. Sept. 17-19. Dr. E. H. Johnson. Saint Vincent—St. Vincent Union Indust. Assn. Sept. 16-17. L. C. Ward. Willmar—Kandiyohi Co. Fair Assn. Sept. 15-18. Albert E. Thompson, Spicer, Minn.

MISSISSIPPI

Corinth—Tri-State Fair Assn. Sept. 13-18. A. H. Taylor Jr. Macon—Noxubee Co. Fair. Sept. 13-18. T. S. Bogess Sr. New Albany—Union Co. Fair Assn. Sept. 13-18. L. C. Wilson.

MISSOURI

Ava—Douglas Co. Fair. Sept. 16-18. Ray Royce. Butler—Butler Fair. Sept. 14-17. Robert Hayward. Cape Girardeau—Southeast Mo. Dist. Fair Assn. Sept. 13-19. H. W. Keller. Cole Camp—Cole Camp Fair. Sept. 16-18. E. L. Junge. Lamar—Lamar's Farm & Industrial Expo. Sept. 16-18. Bud Moore. Owensville—Gasconade Co. Fair. Sept. 15-18. Tony Mertle. Rolla—Phelps Co. Fair Assn. Sept. 16-18. F. C. Wilkins. Vandalia—Vandalla Community Fair. Sept. 15-18. R. W. Asbury. Vienna—Maries Co. Fair Assn. Sept. 17-18. R. A. Waer.

NEBRASKA

Albion—Boone Co. Fair Assn. Sept. 14-17. Floyd Gilmer. Bloomfield—Knox Co. Agri. Soc. Sept. 12-14. C. B. Alexander. Clay Center—Clay Co. Agri. Soc. Week of Sept. 13. Ivan J. Richert. Crete—Saline Co. Agri. Soc. Sept. 17-19. Morris C. Rhea. Elwood—Gosper Co. Free Fair. Sept. 15-17. M. R. Morgan. Humboldt—Richardson Co. Agri. Soc. Sept. 15-17. L. E. Watson. Kimball—Kimball Co. Agri. Soc. Sept. 16-18. Arthur M. Hendrickson. Scribner—Dodge Co. Fair. Sept. 15-17. Otto J. Schellenberg. Stanton—Stanton Co. Fair Assn. Sept. 12-14. Dennis Gule. Waterloo—Douglas Co. Agri. Assn. Sept. 15-18. R. D. Herrington. Wayne—Wayne Co. Fair Assn. Sept. 15-18. Wm. E. Von Seggern.

NEW HAMPSHIRE

Plymouth—Plymouth Fair Assn. Sept. 15-18. W. J. Neal, Meredith, N. H.

NEW JERSEY

Bridgeton—Cumberland Co. Co-Op. Fair Assn. Sept. 14-18. Raymond R. Riley. Woodstown—Woodstown Community Fair. Sept. 16-17. Robert M. Snethen, Elmer, N. J.

NEW MEXICO

Portales—Roosevelt Co. Fair Assn. Sept. 15-18. W. G. Vanzant. Springer—Colfax Co. Fair Assn. Sept. 17-19. C. L. Krause.

NEW YORK

Hemlock—Hemlock Lake Union Agri. Soc. Sept. 15-18. Ralph D. Barnard. Mineola, L. I.—Mineola Fair. Sept. 14-18. Charles Bochert. Morris—Otsego Co. Fair Assn. Sept. 14-18. Matthias E. Smith, Worcester, N. Y. Syracuse—New York State Limited Fair. Sept. 13-18. Bligh A. Dodds, Solvay, N. Y. Trumansburg—Union Agri. Soc. Sept. 15-18. Lorenzo Clinton. Boone—Blue Ridge Fair. Sept. 15-18. Grady Farthing. Burlington—Burlington Community Fair. Sept. 12-17. Pete Neese. Dunn—Hartnett Co. Fair. Sept. 13-18. Thompson & Rumley. Hendersonville—Western N. C. Fair. Sept. 13-18. H. B. Kelly. Lexington—Davidson Co. Agri. Fair Assn. Sept. 13-18. Curtis A. Leonard Sr. Rutherfordton—Rutherford Co. Agri. Assn. Sept. 13-18. T. W. Calton. Salisbury—Rowan Co. Fair. Sept. 14-18. Shelby—Bethware Community Fair. Sept. 16-18. Willis Harmon. Spruce Pine—Toe River Fair Assn. Sept. 14-18. W. M. Wiseman.

OHIO

Bellville—Bellville Ind. Agri. Soc. Sept. 15-18. E. O. Kochheiser, R. D. 1, Butler, O. Cadiz—Harrison Co. Agri. Assn. Sept. 16-18. L. H. Barger. Cincinnati—Carthage Fair. Sept. 15-18. Clarence A. Peters, 410 Court House. Circleville—Pickway Co. Agri. Soc. Sept. 14-18. Tom Harman. Eaton—Prestle Co. Fair. Sept. 14-17. Wm. B. Pryor. Lisbon—Columbiana Co. Agri. Soc. Sept. 14-18. J. H. Sinclair, Hanover, O. Maryville—Union Co. Fair. Sept. 15-17. Ralph O. Leu. Maumee—Lucas Co. Agri. Soc. Sept. 16-19. Mrs. Pearl Griffin, Berkey, O. Montpelier—Williams Co. Agri. Soc. Sept. 12-18. Frank B. Altaffer. Norwalk—Huron Co. Agri. Soc. Sept. 14-18. Mrs. Elfreda Crayton. Sidney—Shelby Co. Agri. Soc. Sept. 12-17. J. W. Rhoades. Upper Sandusky—Wyandot Co. Agri. Soc. Sept. 14-17. Ross A. Winter. Wooster—Wayne Co. Agri. Soc. Sept. 14-18. W. J. Buss.

OKLAHOMA

Ada—Pontotoc Co. Free Fair. Sept. 16-18. Bill Bevers. Altus—Jackson Co. Fair. Sept. 16-18. C. G. McMinder, Eldorado, Okla. Anadarko—Caddo Co. Free Fair. Sept. 14-18. Charles Stevenson.

Antlers—Pushmataha Co. Fair Assn. Sept. 16-18. R. I. Bilyeu. Ardmore—Carter Co. Free Fair. Week of Sept. 13. B. C. Sparks. Beaver—Beaver Co. Free Fair. Sept. 15-18. Mrs. Lola Benjegerdes. Blackwell—Kay Co. Free Fair. Sept. 14-18. W. R. Hutchison, Newkirk, Okla. Bristow—Creek Co. Free Fair. Sept. 14-17. Earl H. Powell. Chandler—Lincoln Co. Fair Assn. Sept. 15-18. W. N. Cook. Cherokee—Alfalfa Co. Fair. Sept. 13-16. Wayne A. Eakin. Cordell—Washita Co. Junior Fair. Sept. 16-17. James V. Son. Dewey—Washington Co. Free Fair. Sept. 13-16. Howard Nelson, Bartlesville, Okla. Durant—Bryan Co. Free Fair. Sept. 16-18. Jack Ridgway. Enid—Northwestern Okla. Fair. Sept. 13-18. Harry McKeever. Hobart—Kiowa Co. Fair. Sept. 16-18. J. W. Remple, Gotebo, Okla. Hollis—Harmon Co. Fair. Sept. 16-18. Thos. S. Cunningham. Hugo—Choctaw Co. Free Fair. Sept. 14-16. Robert Massengale. Miami—Ottawa Co. Free Fair. Sept. 14-18. Tom Autry. Pawhuska—Osage Co. Free Fair. Sept. 13-16. A. A. Sewell. Pawnee—Pawnee Co. Free Fair. Sept. 14-17. E. Joe Sharp. Purcell—McCain Co. Free Fair. Sept. 17-18. L. J. James. Stillwater—Payne Co. Free Fair. Sept. 14-17. D. B. Jeffrey. Taloga—Dewey Co. Free Fair. Sept. 16-18. H. Dale Martin. Tulsa—Tulsa State Fair. Sept. 18-25. Mrs. Letitia Dabney. Walters—Cotton Co. Fair. Sept. 15-18. Tab Dowien, Temple, Okla. Watonga—Blaine Co. Fair. Sept. 15-17. Vance Deaton. Waurika—Jefferson Co. Fair. Sept. 15-18. Hugh DeWoody. Wewoka—Seminole Co. Free Fair. Sept. 16-18. W. F. Lott. Woodward—Woodward Co. Free Fair. Sept. 16-18. J. D. Edmonson.

OREGON

Burns—Harney Co. Fair Assn. Sept. 17-19. R. W. Davis. Fossil—Wheeler Co. Fair. Sept. 17-18. L. J. Marks. Medford—Jackson Co. Fair Assn. Sept. 15-18. R. G. Fowler. Moro—Sherman Co. Fair Assn. Sept. 17-18. LeRoy C. Wright.

PENNSYLVANIA

Albion—Albion Community Fair Assn. Sept. 16-18. Charles Wiggins. Cambridge Springs—Cambridge Springs Fair Assn. Sept. 16-18. Caroline Russell. Clarks Summit—Newton-Ransom Fair. Sept. 15-18. Edward C. Hopkins. Cochranton—Cochran Community Fair. Sept. 15-18. Wm. McCullough. Conneautville—Community Fair. Sept. 16-18. Ethel M. Nicolls, Springboro, Pa. Cookport—Green Twp. Fair Assn. Sept. 15-18. J. D. Joiner, Alverda. Derry—Derry Twp. Community Fair. Sept. 16-18. Joseph A. Greuble. Gettysburg—South Mountain Fair. Sept. 15-18. Harvey B. Raffensberger, Arendtsville. Jamestown—Pymatuning Community Fair Assn. Sept. 16-18. Joseph D. Ryburn. Mill City—Falls-Overfield Fair. Sept. 16-18. Mrs. Doris Gregory. North East—North East Community Fair. Sept. 16-18. Mrs. J. C. Burch. Reading—Reading Fair. Sept. 12-19. Charles W. Swoyer. Tionesta—Forest Co. Fair. Sept. 16-18. Karl W. Flowers. Trotter—Dunbar Twp. Community Fair. Sept. 15-17. Kenneth Mowry, Leisenring, Pa. West Alexander—W. Alexander Agri. Assn. Sept. 15-18. Paul Rogers. York—York Interstate Fair. Sept. 14-18. Samuel S. Lewis.

SOUTH DAKOTA

Clear Lake—Deuel Co. Fair Assn. Sept. 16-18. Bud Elrod. Webster—Day Co. Fair Assn. Sept. 16-18. A. C. Flagstad.

TENNESSEE

Athens—McMinn & Meigs Twin Co. Fair. Sept. 13-18. H. L. Moses. Centerville—Hickman Co. Fair. Sept. 15-18. J. L. Flinn. Covington—Tipton Co. Fair Assn. Sept. 14-18. C. E. Johnson. Elizabethton—Carter Co. Fair. Sept. 16-18. Juanita Fasola. Fayetteville—Lincoln Co. Fair Assn. Sept. 13-20. Tom Bigham. Jackson—West Tennessee Dist. Fair. Sept. 13-18. A. U. Taylor. Jonesboro—Washington Co. Fair. Sept. 15-18. Mrs. Paul A. Dillow. Lebanon—Wilson Co. Fair. Sept. 15-18. A. W. McCartney. Madisonville—Monroe Co. Fair. Sept. 13-18. Clyde N. Taylor. Pikeville—Bledsoe Co. Fair Assn. Sept. 16-18. R. C. Smith. Sevierville—Sevier Co. Fair. Sept. 13-18. Ernest Thurman. Woodbury—Cannon Co. Fair. Sept. 16-19. Mrs. J. H. Cummings.

(See FAIR DATES on page 99)

Advertisement for Universal Lighting Plants, featuring a man with a light fixture and text: "LIGHTS AT LOWER COST Generate your own electric current at less than city rates with a lightweight, compact, reliable Universal Lighting Plant. Simple and safe to operate, pays for itself in short time. Models to handle from 10 to 500 and more bulbs. For circuits, carnivals, road shows, etc. Write for free literature Universal LIGHTING PLANTS UNIVERSAL MOTOR COMPANY 426 Universal Drive • Oshkosh, Wisconsin

Chemung County "Hung Up" Top 72,000 Mark in 8 Days

ELMIRA, N. Y., Sept. 4.—The 106th annual Chemung County Fair, August 15-22, hung up an attendance record of 72,000 for the eight-day run, which topped the largest previous attendance (about 65,000 in 1943) by over 7,000.

George A. Hamid's Grandstand Follies also chalked up a record for sellouts at this fair, according to Edward L. Hardeman, treasurer of the fair association. On August 20

a second performance of the revue was put on and there was a demand for a second show Saturday night (21), but this could not be granted because most of the acts in the revue had to make a jump to Toronto to get set for the Canadian National Exhibition.

Jack Kochman and His Hell Drivers were the grandstand attraction Sunday afternoon (22). Sunday night's (22) wind-up show was the WWVA Radio Jamboree, from Wheeling, W. Va., which repeated the success it scored here last year. A half-hour display of fireworks closed the fair.

The O. C. Buck and Ross Manning combined shows cleaned up with their big set-up of rides, shows and concessions on the midway.

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Penticton Rodeo Proves a Winner

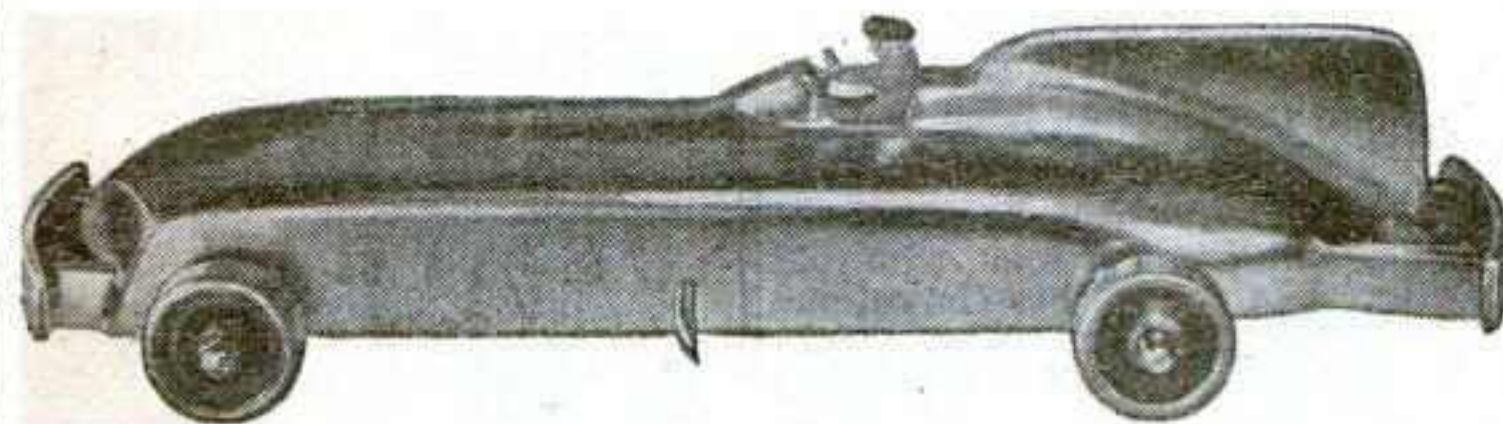
PENTICTON, B. C., Sept. 4.—When the dust settled in the Peach Festival arena here and judges finished their computations Friday (20), six American cowpokes and one Canadian were declared rodeo winners. Merle Sorensen, Magrath, Alta., was the sole Canadian to take top honors in the rodeo, staged for the First Annual Peach Festival by Herman Linder. He won the title of champion Brahma bull rider by taking four straight heats.

Winners in the other brackets were Ted Worhole, Minneapolis, and Bun Anderson, Pilot Rock, Ore., who tied in bareback riding; George Richmond, Post Falls, Idaho, wild cow milking; Dee Hinton, Moalla, Ore., calf roping; Deb Copenhaver, Wilbur, Wash., bronko riding, and Red Allen, Keller, Wash., steer wrestling.

The three-day festival wound up a financial winner. An auto was won by M. Tait, Summerland orchardist. The draw complicated things for the Peach Festival committee, because postal officials denied them the use of the mails when it was reported they were sending lottery tickets by mail.

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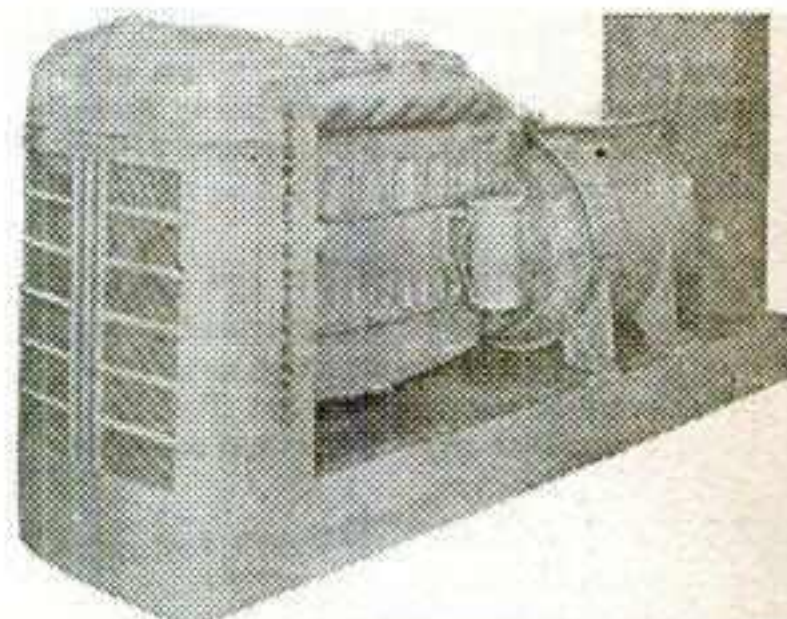


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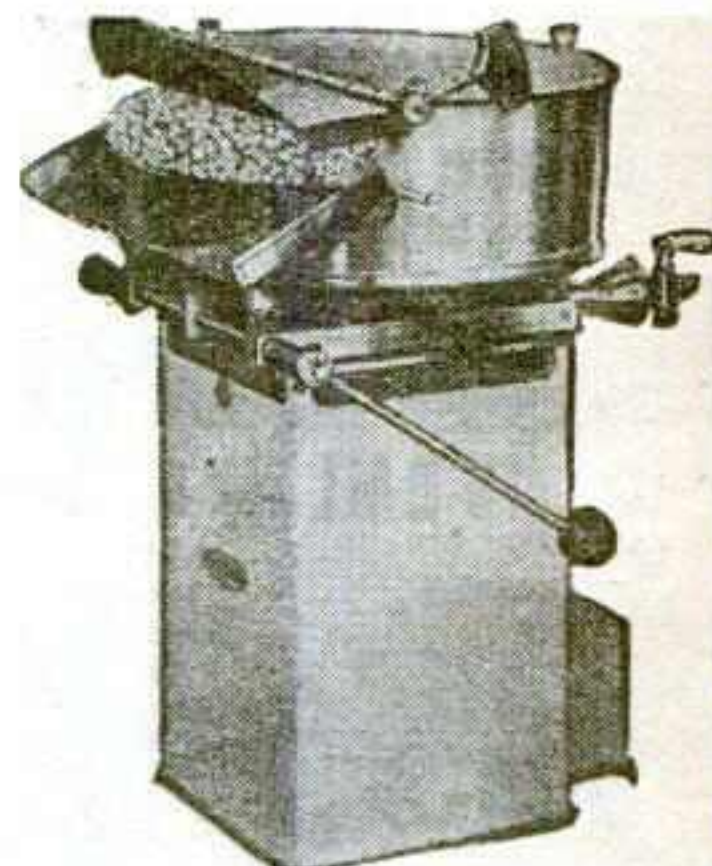
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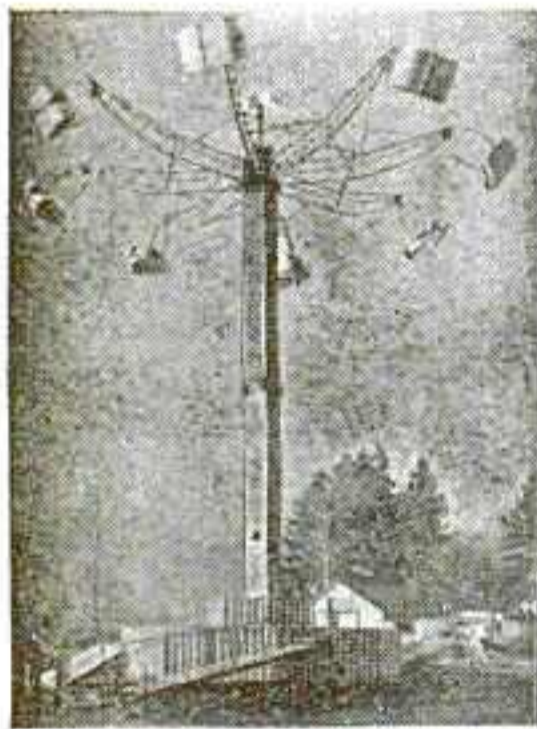
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'Strictly from Hunger' Start Goaded Mike Barnes to Success

(Continued from page 50)

to the typographical department, then to the editorial side and finally moved over to the circulation department of *The New York World*, since merged into *The New York World-Telegram*. As a reporter he covered the Jefferson Market Police Court and on the side wrote reviews of shows for a Jewish newspaper. In the circulation department he worked his way up, finally becoming chief of city delivery. It was during this period that Max Goodman, who later was to become a leading carnival owner, worked under Mike.

At the age of 20 the energetic, ambitious Mike already had saved a tidy sum. His own first-hand knowledge of what poverty means, together with the urging of one of his superiors that he save at least 10 per cent of his income, had spurred him. Mike, in fact, had saved better than 10 per cent. Before he reached voting age he became interested in real estate speculation. He tried it and clicked. He built apartments in Brooklyn and New York, but the panic of 1909 wiped him out.

Fortunes Rise Again

Mike picked himself off the ground, dusted himself off and started again, this time as a salesman for a cigar company. He continued to save, and when he had accumulated \$50, took a fling at speculating in cotton and ran his money up to \$11,000.

Then his brother Fred, who meanwhile had established himself in the fair booking business, came to New York and urged him to join him in Chicago in that venture.

Mike wasn't eager. His prime interest, he believed, was in real estate speculation. With that thought uppermost in his mind he went to Chicago in 1911. He didn't, however, go into real estate then, nor into the fair booking business. Instead, he became the owner of a short-lived carnival.

The Marsh brothers, Charlie and Eddie, who had worked with his brother Fred, sold Mike on that idea. They painted glowing profits which carnivals could make. Mike put up the money for the unit, which was to consist of a show featuring a Russian dance troupe, a pit show and a few rides.

Studies Carnival Biz

After making this move, Mike came to the realization that he didn't know anything about the carnival business. This alarmed him. He decided to find out about carnival operations. Hiding his identity, he roamed the midway of the Parker Shows, then owned by Con T. Kennedy, mingled with the workers, asked questions and gathered information. And the information he gathered, Mike recalls, was enough to assure him the carnival business was not for him.

Returning to Chicago he made his stand plain. There were demurrers from the Marsh brothers, not to mention brother Fred, who had signed up a Russian dance troupe for 30 weeks at \$150 per. Rather than leave his brother in the hole, Mike declared he would take out the Russian troupe—but nothing else—with a carnival. "This he did, but he didn't stay out long.

The Russian dance unit opened with the Parker Shows at Ottawa, Kan. By this time Mike had put out \$3,000 in make-ready, and the first night (a July 3d) it took in \$14.50. Mike had figured it would gross at least \$1,000 over the Fourth. Instead, it got \$128 after 11 shows and the Russians got big blisters on their feet.

Offers Carnival to Act

After the 11th show the Russians struck. They protested their blisters wouldn't permit them to continue.

Mike mulled that over and said, "I'm a greenhorn at this business. You have a contract for 29 more weeks. I'll tell you what I'll do, I'll give you a bill of sale for everything on the show and pay you the week's salary, and you can continue with the carnival."

The Russians countered with, "No, you don't have to do that. Merely pay our fare back to Chicago, and we'll call everything off."

And that was how Mike closed his operation with a carnival.

Upon his return to Chicago the Marsh brothers had made a deal with a fiddle player to teach him the booking business for a consideration of \$500. The fiddle player didn't pan out, and Mike, who developed an eagerness to break into the vaude booking biz, put up \$500 to refund to the fiddle player and moved in himself.

In turn, Mike became one of the biggest 10-percenters (independent artists' rep) in Chicago. Meanwhile he also aided Fred in fair booking business. Eight years after turning to booking he and his brother organized the World Amusement Service Association, with Mike as president. In 1928 the organization was dissolved and the Barnes-Carruthers Theatrical Enterprises (with Ed Carruthers as one of the key figures) was formed.

Urges Revue Type Show

Mike developed the firm conviction that fair grandstand entertainment should be changed from specs, with fireworks, to revue-type shows such as were being staged at New York's Hippodrome. Other members of the Barnes-Carruthers org were opposed to the plan, but in the end Mike's view prevailed. The office launched revues which revolutionized grandstand entertainment and served to build up fairs.

Today Mike lays claim to the distinction of having contracted more novelty and thrill attractions than any other man in America. Too, he claims to have attended more State fair conventions than any other man in the business. He has attended every convention of the International Association of Fairs and Expositions since 1911. And he has booked as many as three generations of performers in the same families.

Looking back, Mike says that Captain Frakes was the biggest attraction he booked at fairs. (Frakes crashed airplanes into houses.) Second biggest draw booked by him in his long career was Lillian Boyer, the first girl ever to make a change from a moving automobile to an airplane in flight.

Still Represents Firm

The diminutive showman, who sold his interest in the Barnes-Carruthers office shortly after World War II, continues to represent the firm. To be sure, he doesn't put much time in on it now, yet each year since the sale he goes out to handle several of the leading fair accounts, both closing the contracts and supervising those shows he sells. His principal stops are Des Moines, Oklahoma City and Topeka, Kan., along the major fair route.

Down thru the years he has manifested a keen interest in the stock and commodity market and in real estate. At one time he owned a seat on the New York Stock Exchange, bought, he explains, "as a hedging operation." For several years he has been a member of the Chicago Board of Trade. Over the years he has built large stock and realty holdings and has developed a stamp collection of considerable value, but which he declines to appraise.

When in Chicago, even at the height of his booking career, it was common for Mike to scurry off to the office of his stockbroker to buy or sell.

His venture into the carnival busi-

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ each.

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Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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3,000 Jack Pot Slips (strips of 7 numbers), per 1,000, 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow, per 100, 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M.1.50
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ness drove home a point which never since has eluded Mike. Summed up, it is, "Never go into anything you don't know much about."

Confidence in Convictions

Once convinced, Mike doesn't hesitate to back up his opinions by plunging. This confidence in his convictions kept many fairs in business during the depression of the 1930s and his office in operation during World War II. And that meant work for acts.

In the depression of the '30s, for instance, not a few fair men were leary about putting any sizable amount of money out for attractions. Many were fearful that the events would not pay off. Corn had dropped to 10 cents a bushel.

Mike, however, was confident. And his confidence induced not a few to chance the outlay and to win. At West Liberty, Ia., during those years, Mike recalls, he went in to sell a \$1,200 budgeted show. The fair balked. Fair board members were afraid the fair that year wouldn't draw because of the shortage of money.

Mike, who already knew the answer, asked at what price corn was then selling. "Thirty cents," he was told. To which he asked, "Would you now sell corn at that price?" The answer was "No, we feel the price will go up a trifle."

"So do I," Mike said. "As a matter of fact, I think it will hit 50 by fair time. I'm so sure of that I'll tell you what I will do: I'll agree to supply this show in return for \$1,000 worth of corn at 50 cents a bushel at fair time."

Predictions Come True

The proposal jolted the fair board. It built confidence so that instead of agreeing to Mike's proposition in terms of corn the fair made an outright cash contract. And when fair time came around, Mike's prediction of 50-cent corn was topped; corn then was selling at around 75 cents.

Mike has a keen eye for values, whether it be in the stock or commodity market or in acts. His appraisals, if anything, have been definitely on the cautious side. Similarly, he shunned over-selling fairs on shows that they could not carry. "That's why our losses from fairs that couldn't pay off have been infinitesimal," Mike points out.

Mike continues bullish about fairs and their future development. He recalls their growth since he first was introduced to them. Then, he comments, there were no 4-H clubs or Future Farmers. Today youth participation is all-important. Fairs then, he adds, were strictly harness horse race events. Later, he concludes, came auto races, thrill shows and, of course, better grandstand entertainment.

Cites Fair Values

Commenting on fair grandstand programs today, Mike declared, "They are a great bargain for fairgoers. Where could people see such shows at such prices as are offered at such fairs as St. Paul and Des Moines?"

Not a few stories are told about Mike's own thriftiness. Mike is fully aware of these. His observation is: "Have you ever 'carried the banner?'"

Mike now is recovered from the strain of carrying on the booking business during World War II. Now, except for brief periods—and those not intensive, his interests lie in other things, principally his family, his investment interests, and, of late, winter trips to warmer climates. The Barneses have two daughters, Mrs. Mary Helen Galvin and Betty Jane.

A charter member of the Showmen's League of America, Mike also is a member of the Miami Showmen's Association.

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By Herb Dotten

INDIANAPOLIS, Sept. 4.—Given good weather today, the second day of its nine-day run, the Indiana State Fair posted a paid attendance of 42,216 up to 5 p.m., when the paid gate was knocked off for the evening. Last year on the same day the event had a 41,920 paid attendance.

The increase at the gate today was not enough to offset the loss Friday (3), Entry Day, when paid attendance, always slim that day, was 5,540, as against 12,876 for the corresponding day in 1947. However, a day-long drizzle accounted for the opening day drop. On the basis of today's attendance officials figured that the fair stands a good chance of topping the 560,968 total of last year, when attendance was hit by weather on two usually big days.

Chief interest the first two days was centered in the new Radio Center, built at a cost of approximately \$240,000. Housing 12 radio studios on the second floor, with a paddock on the first, the structure was given widespread advance publicity, and today the corridors of the center were clogged with fairgoers eager to get a peak at a broadcasting studio.

Approximately 1,000 radio programs will be aired from the grounds during the fair largely as a result of the erection of the building. A total of 36 radio stations—29 in Indiana, the others in Ohio, Kentucky and Illinois—are represented on the grounds. The total constitutes an all-time high at this radio-conscious fair and in this fair-minded radio State.

The Radio Center was dedicated this afternoon with a program carried over a network of most Indiana stations. Speakers included Wayne Coy, chairman of the Federal Communications Commission; Gov. Ralph F. Gates; fair officials and radio execs.

Harness horse races this afternoon ushered in the grandstand attraction (See RADIO PLAYS BIG on page 85)



OFFICIALS OF CENTRAL CANADA EXHIBITION, Ottawa, presented George A. Hamid, head of the booking agency bearing his name, with a silver plaque in recognition of the 25 years he has brought attractions to the event. About 185 persons attended a dinner Monday night (23) honoring Hamid in the Exhibition's new Assembly Hall. Left to right are H. H. McElroy, secretary-manager; D. Roy Campbell, president; Hamid; Alderman E. A. Band, and H. Stanley Higman, life director and past president.

New Fair Assn. Chartered To Hold Westchester Annual

YONKERS, N. Y., Sept. 4.—A charter recently was granted the Westchester County Fair Association, Inc., to hold an annual county fair in Westchester County.

Group organized to promote the fair is headed by Mrs. Myra T. Houston and is making its headquarters here. Organizers are negotiating for a large site on which to lay out fairgrounds which will be adaptable for staging outdoor events of all types.

Good Turnout at Flemington

FLEMINGTON, N. J., Sept. 4.—Favorable weather brought crowds to the Flemington Fair, which opened Tuesday (31). Firemen's parade Friday drew well.

Fair closes Monday (6), with Joie Chitwood's Hell Drivers and big car races, staged by Sam Nunis, as the attractions over the week-end. Chitwood's stunts will perform twice today and on Sunday and Monday afternoons.

Morris Hannum Shows are on the midway and vaude-circus acts are presented nightly in front of the grandstand.

Crowds Show 20% Hike First 4 Days At Fargo Annual

FARGO, N. D., Sept. 4.—The Red River Fair here was up 20 per cent in attendance over 1947 thru Thursday (2), the fourth day of its six-day run.

The night grandstand show, a revue with circus acts, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, pulled excellent patronage thru the first four nights. The crowds built nightly and Thursday (2) many were turned away at the grandstand, which seats about 4,500.

Frank Winkley's Thrill Show pulled a good opening day matinee turnout. Harness horse races, in for the following three afternoons, showed an increase over last year's attendance. Auto races (John Sloan's) were in for two afternoons, Friday and Saturday (3-4).

On the midway, the gross of the Imperial Shows was running substantially ahead of the ride and show take of last year.

Hartford Area Orgs Push Annual Events

HARTFORD, Conn., Sept. 4.—Several annuals have been announced by organizations in this area, among them being the Wethersfield, Conn., Grange, which will hold its 50th annual Country Fair, September 9-11. Arden N. Barnes is fair chairman and superintendent.

Wapping (Conn.) Grange's fair will be held September 11, with Walter G. Foster, president of the fair association, directing. Second annual Newington Country Fair, jointly sponsored by the Lions' Club and the Newington Grange, will be held at the Newington Country Club, September 16-18.

Veterans of Foreign Wars Post, Rockville, Conn., will hold a bazaar, October 28-29, at the Princess Ballroom in that city.

Hitler's Car Set To Show At Three Southern Fairs

CHICAGO, Sept. 4.—The Hitler car, booked thru the Amusement Corporation of America (J. C. McCaffery and Herbert W. Bye), is skedded to go into the fairs at Louisville, Knoxville and Birmingham. The automobile currently is at the Cook County Fair, Chicago.

Foster Bell, handling the publicity on the car, is in Louisville, doing the advance for the automobile's appearance there at the Kentucky State Fair.

Hamburg Event Plans To Expand Into Exposition

HAMBURG, N. Y., Sept. 4.—Plans are already under way to change the status of the Erie County Fair from that of a county fair to that of a Western New York industrial and agricultural exposition as a result of the record attendance and greatly augmented number of exhibits at this year's fair which closed August 21.

Physical improvements to the fairgrounds urgently required, according to fair Secretary Frank A. Slade, are more entrances, additional parking areas, completion of the new women's building, roofing for the bleachers, a separate gate for the press, radio, fair personnel and exhibitors, and the grouping of industrial exhibits in one big section.

Total paid attendance for the 107th annual Erie County Fair was 124,937, an increase of 3,071 over last year's total, reported by Treasurer Fred Hauck. Closing day hit an all-time high with a paid gate of 34,100, which topped the previous high for the day, in 1947, by 2,143.

Premiums Higher

Total money paid out in premiums this year was \$29,740.25, an increase of \$2,822.19 over the 1947 total, stated Mrs. Ruth Godfrey, assistant secretary of the fair.

Grandstand attractions at the Hamburg fair featured George A. Hamid's revue and auto racing, with the James E. Strates Shows holding down the midway. Line-up of acts appearing in the Hamid show included Mark Huling's sea-lion, Sharkey; the Juggling Jewels, Jinks Hoaglan's horses; Evers & Dolores, wire walkers, and Coco, Steve and Eddie, comedy trio. Billy Keaton emceed the show.

Bill Holland, ace big car pilot, copped first place in the feature stock car race at the fairgrounds August 21 before a capacity crowd of 20,000.

James E. Strates Shows, with a big layout of rides, shows and concessions, reported business cut by two rainy nights, but gross for the week equal to that of last year.

Grass Valley, Calif., Doubles 1947 Gate

GRASS VALLEY, Calif., Sept. 4.—Twice as many admissions as last year were rung up for the Nevada County Fair which closed Sunday (28). A total of 13,000 visited the grounds in contrast to the '47 mark of 5,000.

Attendance figures released this week show that opening day found 2,500 going thru the turnstiles, with Friday luring a crowd of 2,000. High mark of 4,100 was set Saturday (27), while closing day netted 3,600.

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1948 MODEL

Make \$50 to \$100 Per Hour Profit!

Take your business where the money is. No rent! Minimum operational cost. Follow the crowds at carnivals, fairs, homecomings, baseball and football games, army camps, etc. We furnish you a business completely equipped for popcorn, frozen custard, hamburgers, juice stands, ice cream, etc. See our newest model—

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SPECIAL

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THE INDIANA POP CORN CO. OF MUNCIE, IND. sells GOOD POP CORN BABY GOLDEN & GIANT HYBRID

SPECIALS

Candy Floss Machine, \$125.00; Ribbons, \$21.00 for twelve—\$12.00 for six; Peanut and Popcorn Machines, \$50.00 up; Snowball Machines, \$25.00 up; Potato Chip, French Fry, Doughnut, Peanut Butter Machinery.

BILL JONES

131 Vine Street Philadelphia 6, Penna.

Political Threat Over, Utah Sets Bow for Sept. 18

SALT LAKE CITY, Sept. 4.—Threatened for a time with possible cancellation because of political battles with other State departments, Utah State Fair has ironed out its troubles and is definitely set to run September 18-25.

Despite reopening difficulties, the largest spread in commercial exhibits, and the largest showing of livestock, arts, agriculture, horticulture, and home economics have been assured according to Sheldon R. Brewster, secretary-manager.

Utah's Gov. Herbert B. Maw several months ago called for a report to be made to him by the State Department of Health on its requirements on the grounds to settle differences between State departments on the conduct of the fairgrounds. Despite an improvement program of \$25,000 made for the Utah Centennial in 1947, the health department outlined nine points to be met before it would okay the annual. Eight of those have been satisfied, with an impasse reached on cement floors for horse barns, objected to by the show horse owners. However, the fair will go on, even if it is necessary to cancel horse events.

The two-for-one ticket policy in vogue here for three years, in which combo tickets were sold for admission to the grounds and to the grandstand, has been discontinued. Chief entertainment feature, a stage production, will be moved from the grandstand to the Coliseum, where 4,000 capacity is available for two-a-day performances. Stage production will be furnished by Joe Bren, Los Angeles.

A free act will be offered twice daily by Marlyn Rich, helicopter aerialist, also booked by Bren. Free attractions will be housed in the grandstand area between and after performances in the Coliseum. They include livestock parades, horse-pulling, fireworks, trapshooting, fly-casting, model airplanes and all stunts.

A new installation, Tiny Town Circus, an enclosed kiddies' play area, with four showings daily of a show aimed at the small fry has been made. Commercial space sales also hit a new record.

The industrial building, sponsored by the Junior Chamber of Commerce, was more than 90 per cent sold six weeks in advance and is certain of 100 per cent occupancy. For years this building has been a flop. Outdoor space allocations already have surpassed previous records, with more displays in sight. At least 27 of 29 Utah counties will enter exhibits.

Art Teece's Western Service Company has all food and drink concessions. Other concessions and the midway are controlled by the Beehive Midway Corporation. Permanent midway will be supplemented by Monte Young's rides and shows.

Waycross, Ga., Annual Names Boardman Manager

WAYCROSS, Ga., Sept. 4.—Russell Boardman, of Jacksonville, Fla., has been named manager of the fair here October 18-23, it was announced by Erin W. Johnson, president of the Dixie Fair Association, Inc., sponsors of the event.

Boardman, who managed the Kiwanis Club horse show here last year, has offices at the Chamber of Com-



OFFICERS AND MEMBERS of San Francisco Local 44, billposters and billers' union, were hosts at a banquet for members of the Ringling-Barnum advance car in San Francisco August 18 at the El Jardin Restaurant. The photographer was on hand to catch this "action" shot. Entertainment was in charge of Jimmy Muir, well-known Pacific Coast night club entertainer and his troupe. Russ Lane headed the San Francisco committee in charge of arrangements, assisted by Loyal H. Gilmour, secretary of the San Francisco local and international vice-president of the billposters' alliance.

Wagner Pulls 5,000 At Myerstown, Pa.

MYERSTOWN, Pa., Sept. 4.—Lee (Lucky) Grable, Whittier, Calif., narrowly escaped serious injury at the first annual Lebanon County Fair Monday (23), while performing with Buddy Wagner's World's Champion Hell Drivers before a capacity crowd of 5,000 spectators, when he missed a receiving platform in a car leap. Grable required hospital attention but returned to the show Tuesday (24). Stoney Roberts, one-armed stunter, made the leap successfully the closing night.

The new track and grandstand, located seven miles from Lebanon, was filled for both performances of the Wagner stunters, who made a quick jump here from Williamsport, Pa. It was the first thrill show staged at this spot since the late Lucky Teeter appeared at the old fairgrounds over 10 years ago.

Wagner announced that he had signed the annual for next year. Promotion was handled by Wagner. Daily one-minute transcriptions were used on WLBR, Lebanon, and *The Lebanon Daily News* gave much free space. Local sheet carried ads on the show 10 days in advance.

TROY, Pa., Sept. 4.—Buddy Wagner's World's Champion Hell Drivers, first auto thrill show to appear at the Troy Fair, straddled them at the 2,200-capacity grandstand Monday night (30), attracting one of the largest crowds in the history of the fair. Grandstand was filled an hour before show time.

Fair officials announced that a record 6,721 paid admissions were registered. Additional ticket sellers were sent into action at the main gate when lines of cars a half-mile long blocked the highway a half hour before show time.

Bill Deegan handled the advance in the absence of Wagner, who returned here by plane from Baltimore in time to handle the mike chores. Daily thrill show ads in *The Towanda Daily Review*, full page spread in *The Troy Gazette* and one-minute transcriptions on WENY, Elmira, N. Y., made for coverage thruout the county.

Happy Garnet and Bozo Case clowned.

merce, which group will give full cooperation to the fair, according to George Fesperman, chamber president.

Circus Unit Gets A 50-50 Break

HARRISONBURG, Va., Sept. 4.—Robert J. Clark, local lumber man and occasional show backer, recently booked a good line-up of circus acts thru the Frank Wirth office for a three-day stand in Winchester, Va., which proved a flop due to inaccessibility of spot played, and three days in Harrisonburg, which were so satisfactory that Clark announced he will repeat with a full week next year.

Line-up of Wirth acts included Dick Clemens and his lions; Gautier's Bricklayers; Ben Dova, acro comic; Flying Duwards; the Great St. Leon Troupe of acrobats; the Great Drisco, swaying pole; Patterson's Crazy Ford, the Karolis, and a clown alley consisting of Billy Rice, Alf Florenz and Dippy Diers.

Rodeo for Syracuse Fair

SYRACUSE, Sept. 4.—Blackamon's Diamond B Rodeo, of Oklahoma, will be the opening attraction at the New York State Limited Fair. Performances will be given daily from Sunday (12) thru Friday (17).

Tunnel to Infield Doubles Capacity Of Track at L. A.

POMONA, Calif., Sept. 4.—Construction of a tunnel under the race track at the Los Angeles County fairgrounds has been completed, according to C. B. (Jack) Afflerbaugh, president-manager. This will enable the infield to be utilized by overflow crowds for the first time in the 21 years the fair has been held.

In the past the track has been forced to lock the gates when its capacity of 10,500 was reached, but with the opening of the infield it is expected that 20,000 can be handled easily.

The track grandstand has been repainted, according to Afflerbaugh, and standardized tote boards, similar to those used at Santa Anita and Hollywood Park, have been installed. The board will be serviced by parimutuel windows.

A large part of the \$2,000,000 spent on reconversion of the grounds has been used on improvements in the stable area. Stalls have been reconditioned, new black top has been put on the area and stable roofs have been covered with aluminum paint to throw off heat.

Concessionaires Beverage Vendors

Make More Money Make Money Faster

The Sensational **AerVoiD** **VENDOR KING** MOBILE BEVERAGE VENDOR

One vendor sells \$700 worth of cold drinks in one day!

History is being made in big-time vending with the advent of the AerVoiD VENDOR KING, the sensational beverage vending unit that vends hot coffee or non-carbonated cold beverages so fast that old time concessionaires are pop-eyed with amazement!

Will serve over 1,000 drinks per hour (about 17 per min.). Holds 10 gals. of hot coffee or the equivalent of 9 cases of bottled drinks without re-loading. Increases sales and profit margins. Eliminates losses peculiar to bottled drinks. Pays for itself in a few days' sales.

Gleaming stainless steel, highly sanitary, vacuum insulated to keep hot liquids hot or cold liquids cold. The biggest advance in mass beverage vending in years.

Ask for price list and circular "C" showing the VENDOR KING in action

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HOT OR COLD

Where VENDOR KINGS quickly pay for themselves

Concessionaires, summer and winter sports events, baseball and soft ball parks, beaches, race tracks, auto races, carnivals, circuses, parades, industrial plants, caterers and large offices.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

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CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

Above price for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS	PRICE
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WELDON, WILLIAMS & LICK

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Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

Heat Brings Gotham Area Spots Week-End Bonanza

NEW YORK, Sept. 4.—Hottest weather of the summer, which scorched the New York area over the past week-end, resulted in a shower of manna for all the beach resorts and outdoor fun spots of the region. While bathhouses, pools, drink dispensers, eateries and ride operators reaped the most benefit, shows and concessions also profited thru the tremendous crowds at all outdoor spots.

Rockaway Beach, with its long stretch of beach and boardwalk, during the four days from Thursday (26) thru Monday, was host to approximately 4,300,000 heat-dodgers.

Shillan in New York; May Get Back in Biz

NEW YORK, Sept. 4.—J. W. (Jack) Shillan, former amusement ride manufacturer of London, presently located at Nassau, in the Bahamas, recently arrived at City Island in his sea-going yacht and is spending a few days in New York before leaving on a business trip to London.

Shillan, former managing director of the British Motor Boat Manufacturing Company, makers of water and Auto Scooter rides, some time ago disposed of his business interests in England and settled in the Bahamas. While his current activities are largely limited to importing British pre-fabricated houses for erection in the Bahamas, it is more than probable that Shillan will again enter some branch of the outdoor amusement field in the near future.

En route from Nassau to New York, Shillan sailed into Virginia Beach, Va., to visit Doc Shean, with whom he had been associated in Europe and the United States, and was deeply shocked to learn of Shean's death a few days prior to his arrival.

Folk Names Drawing Crowds To East Bloomfield's Bar M

EAST BLOOMFIELD, N. Y., Sept. 4.—In booking Lulu Belle and Scotty for August 29 and the Hoosier Hot Shots for September 5 and 6, Bar M Ranch here continues its name folk-act policy which has been successful in the past, reports Max Raney, operator.

Favored by good Sunday weather, the ranch has been drawing excellent crowds. August 15 Ken Maynard gave three shows before more than 11,000 people, and a heavy draw resulted when Big Slim, the Lone Cowboy, played an afternoon date, altho a morning rain saturated the grounds.

Monday - thru - Friday broadcasts over WHAM at 12:30 to 1 p.m., are heard from the spot, plus a Saturday night barn dance.

Circle A Ranch Starts Well

DEER PARK, N. J., Sept. 4.—Circle A Ranch, owned and operated by Albie and Eleanor Clements, shoved off to a satisfactory start here last Sunday (29). Opening day guest stars at the park, which features Western and hillbilly entertainment, included Jack Steck, Carrol Wynn, Peewee Miller, Lucky Steele, Slim Sleeter, and the Willow Ranch Dancers, with Sammy Penn.

Dodson Heads A. C. Flack

ATLANTIC CITY, Sept. 4.—The city commission formally announced the reappointment of Mall Dodson as director of promotion and advertising for the city. Dodson was appointed for a three-year term, dating back to January 1, 1948, at a salary of \$6,000 a year. He was the local correspondent for *The Billboard* before 1940, when he joined the resort's publicity staff.

Attendances on all four days topped all previous records of the summer, with Friday hitting 900,000; Saturday, 1,250,000; Sunday, 1,500,000; and Monday setting an all-time non-holiday Monday high of 650,000. Cooler weather on Tuesday gave the nose-counters a brief rest, but the resort's final fireworks display of the season Wednesday brought out a goodly crowd of 400,000.

Final Pyro Show

Coney Island also chalked up huge crowds, with Friday bringing out 750,000; Saturday not estimated; and Sunday hitting the season's top with 1,500,000. Final pyro display of the season Tuesday brought a turnout of 500,000.

The Long Island Railroad, which serves most of the Long Island beach resorts, carried a total of 1,500,000 passengers over the week-end, with officials estimating that 750,000 were headed for shore resorts — topping the Fourth of July week-end exodus by 250,000.

Jones Beach chalked up an all-time high with 147,433 water fans jamming its beaches and pools on Saturday. Sunday's turnout was a slight dip to 126,000, but the four-day period, Friday to Monday, set an all-time high attendance record.

Orchard Beach, on Long Island Sound, hit the season's high with 80,000 Sunday, and all other beach resorts in the area chalked up equally impressive attendance marks during the hot spell.

Rockaway's Playland Skeds Special Events

NEW YORK, Sept. 4.—Rockaway's Playland is bringing its season to a close with a carnival week beginning Labor Day (6). Special events skedded for the wind-up week are a Sweater Girl contest on Tuesday night (7) and a masquerade contest Thursday night (9). As usual, Playland will continue evening and week-end operations as long as weather and biz warrant.

Rockaway's Playland garnered considerable publicity, as well as business, thru its hook-up with the Wilson Line, which has had its big excursion boat, the S.S. State of Pennsylvania, shuttling between Jersey City and New York to a landing dock within sight of the park at Rockaway Beach. Bad weather breaks, particularly

Lexington's Joyland Sets Mark With Press Benefit Promotion

LEXINGTON, Ky., Sept. 4.—Joyland Park here recorded its biggest day in history August 22 when the Kentucky Press Association (KPA), composed of weekly and daily papers in the State, held a benefit for its newly organized Crippled Children's Fund, reports John C. Irvin, Joyland promotion manager. Joyland secured the promotion as a substitute for a nickel day which the park promotional staff had attempted to sell to Ed Templin, promotion manager of *The Lexington Herald-Leader*.

Altho final figures were not available, it is estimated that the fund netted thousands of dollars thru the promotion, Irvin reported. Joyland gave the fund 25 per cent of its take on rides and the pool, half of its receipts from three Renfro Valley shows, and all of the receipts from 2,500 people who jammed their way into the Casino to see a square dance contest, directed by Frank Smith, folk dance authority, and emceed by Templin. There also were heavy do-

Extends Kiddie Season; Biz Ahead of '47

DENVER, Sept. 4.—Elitch's Gardens, which ordinarily calls it quits the week of Labor Day, will keep its Kiddieland open week-ends as long as the weather permits, according to John M. Gurtler, Elitch's vice-president, who says the spot's Kiddieland biz has gone way beyond expectations.

The program Saturday and Sunday (18-19) will be known as Kiddieland Pardi-Gras and plans will include such things as free pink lemonade and hats for kiddies. A Kiddieland big top will offer free shows each day, featuring Spence Gilmore's puppet show. Capacity of the Kiddieland big top will be around 50 persons.

Gurtler reports that the over-all business at Elitch's is running ahead of 1947, both in attendance and receipts. Reiterating that Elitch's Kiddieland business had gone way beyond the fondest expectations, Gurtler said that they are considering expansion of the installation next year.

Gurtler commented on the recent story in *The Billboard* (August 21) regarding Mickey Doolan's Kiddie Park in Chicago. "We agree with that story which said, 'Any of the doubting Thomases who think kiddie parks aren't a big business have only to talk to Michael J. Doolan.' We must go a little further on this statement, and say that it not only is a big business but a great business," Gurtler concluded.

Carroll's Labor Day Events Programed

AGAWAM, Mass., Sept. 4.—Special events set for the Labor Day week-end at Ed Carroll's Riverside Park include the running of the Eastern Division Outdoor Championship races on the Connecticut River, Sunday (5) and Monday (6), fireworks and dancing.

Free circus acts currently appearing at Riverside are La Tosca, on the bounding rope, and the Canastrelli troupe, unsupported ladders. Wendell Bradway and his band will be at Riverside Gardens for a special Labor Day dance.

several rainy week-ends, definitely hurt the excursion business but the run proved popular when weather conditions were right. Excursion runs to Rockaway end for the season Monday (6).

nations at special booths located about the park.

The promotion given the event by the 35 newspapers taking part was second only to that given the Kentucky Derby, said Irvin, the papers running free ads, coupons, Joyland mats and front-page stories over a three-week period. The committee included Templin; Tom Adams, *Herald-Leader* circulation manager and fund chairman; Fred B. Wachs, *Herald-Leader* manager and KPA president, and Victor Portman, KPA secretary.

Thousands of people came early with picnic lunches and stayed thru the day, said Irvin. Many of them were from out of town, he said, auto license plates in the parking lot showing that nearly every section of Kentucky was represented.

Additional features were prize drawings, open to everyone, for \$200, numerous merchandise items and a registered Southdown ewe.

Biz Up Slightly At Jeff Beach; Eastwood Down

DETROIT, Sept. 4.—Business at Jefferson Beach Amusement Park is running slightly ahead of last year, according to Harry Stahl, but at Eastwood it has been consistently off this season, Henry C. Wagner and Max B. Kerner, Eastwood's co-owners, report.

Major source of new business at Jefferson Beach has been picnics, which the Beach, located on Lake St. Clair, is well equipped to handle. Earl Urquhart, public relations director, has embarked on an all-winter promotional campaign to line up more picnics for next year.

Three Plant Picnics

Typically, two big Dodge factory picnics were booked this year, in addition to a Kaiser-Frazer plant picnic.

A unique children's day, to build local good will, will be staged Saturday (11), under St. Clair Shores police and firemen auspices. It is aimed at the youngsters of the neighborhood, to help build a friendship with their families for the park. Management will give free candy, ice cream and bubble gum, while the firemen will donate several bicycles as prizes. Merchants are awarding a large selection of merchandise prizes.

New Highway Set

Business at Jefferson Beach is expected to be aided next year by the construction of a new four-lane highway over the last few miles approaching the park from Detroit.

A new entrance will be constructed next year, dividing the park ground proper from the large parking lot. New light towers and new rides, including a Bubble Bounce and Twin Ferris Wheels, will be installed. Bathing beach on the lake also will be reconstructed.

There's a Reason

Reason business has been off at Eastwood is the continual footbaling of the park's operation by the East Detroit city council. The absence of liquor or beer hurt in Eastwood Gardens where business is off around 60 per cent. Stan Kenton's band drew only 1,500 August 28.

Business at the pool has been good the last 10 days, thanks to a hot spell, but the season's business, like that on the rides, is about one-third of that of last year. Swim pool closes Labor Day, but park will remain open until September 19.

Wagner is at home recuperating from a gall bladder operation.

Big Holiday Program Skedded for Olympic

IRVINGTON, N. J., Sept. 4.—Olympic Park is set for the Labor Day week-end, with special concerts in the picnic grounds by Joe Basile's band and vocalist Bubbles Ricardo, free circus performances Sunday (5) and Monday (6), and a big display of fireworks on Monday night (6).

Line-up of circus acts appearing over the week-end includes the Three Arnauts, musical novelty; Naitto's dogs; Three Cantons, acro-contortion, and the Great Albenice, magician.

Recent heat wave brought heavy patronage to Olympic's big swim pool and breezy picnic grove.

Rupp Announces Plans For Funspot in Tampa

TAMPA, Sept. 4.—Frank Rupp, former manufacturer of amusement equipment, announces plans for opening a permanent amusement park at Rocky Point, near Davis Causeway entrance.

Hot Spell Sends Record Crowds To N. J. Spots

PHILADELPHIA, Sept. 4.—Ordinarily the week-end prior to the Labor Day holiday is a slack stretch for the near-by seashore and mountain resorts, as well as the local amusement parks. However, with the city in the center of the recent heat wave, there was no staying-home for the week-end despite the fact that Labor Day comes up next.

As a result of the major exodus from the sweltering city, near-by Atlantic City enjoyed the biggest crowd of the 1948 season with a record turnout of at least 400,000 persons. Wildwood, further down the Jersey Coast, took care of another record week-end crowd of some 200,000 persons. Other shore points, including Cape May, Ocean City and Stone Harbor, also reported record and near-record 1948 summer crowds Saturday (28) and Sunday (29).

The influx of resort visitors, however, did not result in the usual boom. The crowds were intent upon escaping the heat rather than seeking fun. Best business was registered by the air-conditioned movie houses and hotel play rooms.

Stay-at-homes in Philadelphia, on the other hand, brought good business to the local amusement parks and swimming pools. Woodside Park officials reported that some 18,000 bathers used the park's Crystal Pool over the week-end, with more than 50,000 persons visiting the park in the evenings those days.

Tirza, Mother Burned When Cleaning Fluid Explodes

CONEY ISLAND, N. Y., Sept. 4.—Leona DuVal, who is Tirza, operator and feature of the Wine Bath Girl Show here, and her mother, Daisy DuVal, were removed to Coney Island Hospital Wednesday (1), suffering from first and second-degree burns on the face, chest, arms and legs as the result of a cleaning fluid that came in contact with the kitchen pilot light and exploded in their apartment at 2905 West 15th Street.

Doctors estimate it will take two weeks before mother and daughter will be able to leave the hospital. Only slight damage was done to the apartment.

Roseville, Calif., Gate Up From '47; Draws 16,694

ROSEVILLE, Calif., Sept. 4.—Final audit of attendance at the Placer County Fair revealed that there were 16,694 paid admissions during the four days of the fair, according to Nic Huddleston, fair manager.

This year's figure is a decided improvement over the '47 take, Huddleston said today.

Larry Stone's latest promotion for his Paragon Park at Nantasket, Mass., was Appreciation Days, August 22-24, from 1 o'clock to closing. Awards of \$200 in cash were made. Free tickets at the gate entitled holders to participate in drawing for the grand award of \$100 and ten awards of \$10 each. Award drawings were held Tuesday night (24).

FOR SALE ONE GIANT DOUBLE LOOP-O-PLANE

Tallest Ever Built

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Coney Island, New York

By UNO

The recent record heat spell brought tremendous crowds that not only invaded the beach and slept there thru-out the nights but also proved a boon to bathing house ops who, because of the many wet week-ends of the season, were far behind in their financial take. It was over 1,000,000 visitors, the largest number of the present summer, each day for the week-end (August 28-29). Other concessionaires to derive big gains on account of the equatorial temperatures were the drink, frozen custard and watermelon venders. Rides, too, felt the effects of the rush of trade in that they provided a few minutes of welcome breezes to sweltering passengers. Not so well patronized were the concessions that necessitated the least bit of physical strain.

Station WMCA will feature Coney as its *City of the Week* starting September 13 and continuing thru-out the week of the Golden Jubilee Mardi Gras fete. History of the resort and its growth as an internationally known playground will be told in a series of broadcasts emanating from a moving carousel on the Boardwalk from Steeplechase Park, Feltman's and other Island landmarks in conjunction with a feature show every night of the week. Radio tribute is being arranged by a special committee appointed by the Coney Chamber of Commerce to work with WMCA station representatives.

Bourke Plans Improvements

Kenneth Bourke, general manager of Feltman's, plans extensive ground improvements in the nature of another golf course, additions to Kiddie Park with a new boat ride on a miniature lake and gasoline propelled autos, the opening of more heretofore idle property that will take in 60 per cent of the empty buildings on the site for more concession space, three new walks in place of the one now stretching thru the midway and extending the present miniature railway from 2,000 to 4,200 feet, or three-quarters of a mile. Business for July and August, Bourke said, was far ahead of last season.

Eagle Bar, Surf and West 12th, operated by Coney Island Ventures, Inc., of which Joseph Albaba is prexy, offers for entertainers Walter Simon, pianist; Mrs. Bee Simon, drummer; Victor Benak, singer; Steve Benak, cowboy yodeler; Jack Barrett, vocalist, and Mack Kaufman, old-time ivory tickler. Manager is Louis J. Molinos and chief barkeep, Tom Berkowitz, who started drink mixing on Coney 40 years ago at Stauch's Dance Hall. . . . Another improvement on the program that George C. McCullough, Chamber of Commerce prexy, has before him to be acted upon this winter, is more and better Surf Avenue busses. Those now in service must have been dug up from the bottom of the scrap pile.

Shorts: Stanley Fritts and his Korn Kobblers are alternating features at the Atlantis on the Boardwalk. Over the bar are Sandre Chere, vocalist, with Frances Fay at the piano. . . . Harold and Ruth Kirsch, of Kirsch's eatery, recent first-time parents of Haywood Bruce, tendered a Pidgeon-Aben party to a host of friends all day August 22 at their home in Sea Gate. . . . Doc Charlie Eimer came to Eddie's 5-Star Final game three years ago when he closed up Boyer's Drug Store, a midtown Manhattan landmark for 20 years. Doc also opened Boyer's and during his regime catered to and befriended celebs in all walks of life. . . . Attorney Joseph Steinberg, prexy of the Sea Gate Association, and wife, Fannie, left on the Queen Marie for an extended European trip. . . . Irma Hansen, of Bay Ridge, Brooklyn, was selected out of 120 contestants by a committee of eight for the exalted post of Queen of the Mardi Gras. . . . Charlie Drake heads a delegation of McCullough Brothers employees in the interests of an end-of-the-season party to be held

September 20 at the Atlantic Bar and Grill. Special invited guests will be George and Frank Tilyou and Allan Kramer.

Joe Boston Recovering

Joe Boston, girlie show operator, is recovering from a head cut inflicted by two thugs in an attempted hold-up a week ago as he and his wife were emerging from a restaurant near his home on Surf Avenue. Boston, despite his severe hurts, gave battle and the men fled. An ambulance doctor sewed up the scalp wound. . . . Connie (Rusty) Lee, of Boston's show, returns to John Kane's Grand Theater in Youngstown, O., to the post of number producer for another winter term. . . . Eddie's 5-Star Final game on Surf Avenue and Stillwell is to be entirely renovated for next season. Two major improvements will be new tables and an air-cooling system. . . . Perfect Games Company (Stanley Gersh and Sam Garber) is finishing a unit of 48 tables of a new individual game called Tic-Tac-Toe for the Esposito Brothers, of Coney.

Marie Wagner was granted time off from her duties with Palace of Wonders show August 28 thru the death of her hubby, Ike, that day on Welfare Island, New York. . . . Abe Seskin and Chick Guelfi are going in for bazaar promotion on a big scale this winter. . . . Raymond Wagner is celebrating his fifth year of association with Seskin's Victory Gift Shop in Manhattan. . . . Shamus O'Brien, current heavyweight battler and champ contender, is sergeant-at-arms peace guardian on the floor of Albert Falcon's Blue Bird Casino on Surf. . . . Daisy DuVal was surprise-partied by daughter Leona (Tirza) and other Wine Bath personnel August 27, her birthday anniversary. . . . Sadie Libbie Cohen and Happy Jennie, latter a member of Rosen's Freak factory, plan doing a sister act for nitery exploitation. Sadie closed recent engagements at Rudy's Rail and Welcome Inn, two Manhattan night spots. . . . Group known as Grandpa's and Grandma's Nite Out, Inc., enjoyed a day's outing last week at Steeplechase Park. . . . Moe S. Silberman, who was honored by Coney's leading business

A. C. Gross Take Seen Headed for 10-12% Decline

ATLANTIC CITY, Sept. 4.—Altho they are not shelling out as much money as in previous years, visitors are spending longer vacations here this year, according to Mall Dodson, resort public relations director. As a result, he said, it appears likely that the resort will finish 1948 from 10 to 12 per cent behind last year.

The drop is largely attributed to the record run of bad weather between January and June. This alone resulted in a drop in business of 27 per cent for the period.

Dodson said that bank deposits indicated that the resort grossed \$511,000,000 in 1947. Vacationers are now stretching their dollars in order to remain here for two to five weeks instead of only a few days as in recent years.

All available space in Convention Hall is reported booked solid thru 1951.

Knoxville Ball Park Seen as Show Site

KNOXVILLE, Sept. 4.—A possible addition of more playing and foul territory space at the proposed new baseball park here will make it possible for the city to hold shows, rodeos, and numerous other attractions, it was pointed out this week by planners for the new set-up. Plans advocate that the present stands at Smithson Stadium be razed and replaced with a new grandstand of steel and concrete, giving the park a seating capacity of 10,000.

Additional ground gained thru the new set-up would provide the added space needed to stage attractions other than baseball games, members of city council pointed out.

men for the office of prexy of the Carnival Company, has been a respected Islander the last 40 years, 20 of which were as a zealous working member of the Chamber of Commerce.

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c/o The Billboard

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MINN. RUNNING AHEAD OF '47

Attendance Up After Slump

Grandstand figures are holding — midway spending lighter than year ago

ST. PAUL, Sept. 4.—After a mid-week attendance slump, the Minnesota State Fair this week took a sudden spurt upwards and by noon Friday (3) was slightly ahead of the 1947 turnstile reading at the same hour.

Thru Thursday (2) attendance was 458,630, just 778 behind the 1947 figure of 459,406, but by noon Friday the turnstiles had clicked 28,599 times or 1,338 more than the 27,261 for the same time last year. The composite figure put this year's total attendance up to Friday noon ahead of last year by 560.

With today, Sunday and Labor Day still to go, fair officials were hopeful the good weather would hold and total attendance would top last year's 10-day total of 902,803.

Grandstand Holds

Both afternoon and grandstand attendances were reported holding well. Friday afternoon's Thrill Day, featuring Jimmie Lynch's Death Dodgers, plus some thrill high acts, were sold out, while evening performances thru Thursday were averaging 10,000 to 12,000 nightly.

The night grandstand program featuring (See *Minnesota Runs Ahead*, page 96)

A. M. Monserud Resigns

WAUKON, Ia., Sept. 4. — A. M. Monserud, of Harpers Ferry, Ia., resigned as secretary of the Allamakee County Fair Board after serving 12 years in that post and 28 years as a member of the board. His successor will be named at the annual meeting.

127-Year Record For Lowville Fair

LOWVILLE, N. Y., Sept. 4.—According to Treasurer J. Yale Moore, the Lewis County Agricultural Fair, which closed August 21, chalked up gross receipts of over \$31,500, largest take in the fair's 127-year existence.

Attendance at this year's fair was 18,775, and grandstand shows and midway played to good business.

Essex Junction Gate Slightly Off

ESSEX JUNCTION, Vt., Sept. 4.—Attendance dipped slightly during the early part of the week as the result of showers, but indications were that the gate would be about on a par with last year by tonight's closing.

As of Wednesday (1) the attendance was off about 2,500. Most of the folks attending turned out at night and about 7,000 packed the grandstand and bleachers to see Jack Kochman's Hell Drivers perform.

George A. Hamid's *Fantasies* featured nightly in front of the grandstand has been playing to near-capacity houses. Frank Bergen's World of Mirth Shows are on the midway. Afternoon events include band concerts, vaudeville and harness racing.

Rain held down attendance at the Tuesday afternoon racing. About 2,500, 1,000 less than last year, turned out.

Attendance is expected to be boosted this afternoon by big car races promoted by Sam Nunis Speedways. Auto racing has always proven one of the best attractions here. The grandstand crowd and overflow is expected to exceed 20,000.

Badger Expo Shows 100G Profit Despite Polio, Heat

MILWAUKEE, Sept. 4.—Wisconsin Centennial Exposition, which closed its 23-day run at the State fairgrounds here Sunday (29), proved a money-winner for almost everyone concerned.

A profit of approximately \$100,000 was made by the exposition itself, Ralph Ammon, managing director, announced. Total front gate attendance was reported at 1,786,818. The event had been budgeted on the basis of a 1,500,000 gate.

The expo opened light, the first few days' business being off from expectations. However, with the first week-end, the gate soared and, during the following week, it maintained more than satisfactory proportions, with the second week-end also yielding high business.

Polio Scare Severe

A heat wave set in the third week of the expo and held thru the close of the fair. The heat cut attendance. So, too, did a polio epidemic, which hit this city hard and slashed kiddies' attendance the last week. The polio scare was so severe that one network radio show featuring kids and skedded for airing at the expo was shifted to Chicago. Ammon estimated that the fair lost between \$100,000 and \$150,000 in revenue due to the polio epidemic.

The powerful free exhibits clicked solidly with the fairgoers and their strength affected attendance at paid attractions. This was particularly true on week-day afternoons, with the grandstand being the hardest hit.

Commenting on this, Ammon pointed out in reviewing the fair, that a mistake had been made in booking week-day grandstand attractions. "I had overlooked the fact that in an event of this type, where exhibits are stressed and hold so much

appeal to patrons, that the free exhibits overpower afternoon grandstand shows."

The grandstand attractions drew well on week-ends, when auto races were featured, and it was these higher-priced speed events which held up the total take for the afternoon grandstand. The gross for the afternoon attractions, for the full 23 days, aggregated \$171,356, more than half of which was piled up on week-ends.

The night grandstand grossed \$156,576, Ammon announced.

Fast Start Puts Eastern Illinois Well Above '47

DANVILLE, Ill., Sept. 4.—The Eastern Illinois Fair, a merger of the Indiana-Illinois Fair of this city, and the Vermillion County Fair at Fairmount, Ill., enjoyed good attendance here thru Thursday (2), the third day of its five-day run.

On the midway, the Cavalcade of Amusements didn't get open until Wednesday morning (1), but piled a bigger ride and show gross in the first two days than another org did in the first three days here last year. Attendance at the fair thru Thursday night (2) was estimated at 45,000, up substantially over last year.

The agricultural and livestock side of the fair is far stronger than last year. There are some 140 draft horses, 500 head of swine and about 200 head of dairy cattle on display.

A Barnes-Carruthers revue opened a three-night stand Thursday to a nearly full 4,000-capacity grandstand. An English horse show was presented Tuesday night and a horse-pulling contest Wednesday night in front of the grandstand. Harness horse races were presented Wednesday thru Friday, with a Western horse show in Tuesday and a band concert Saturday afternoon (4).

Howard Atkin is secretary of the fair.

PNE Guns To Tie '47 Crowds

Rain Hits Gate First Five Days

But execs say event can equal 500,000 of last year with fast finish

VANCOUVER, B. C., Sept. 4.—Showers during the early stages of the Pacific National Exhibition, which opened here Friday, August 27, played havoc with attendance figures. But, with the reappearance of Old Sol Tuesday, August 31, fair execs waxed enthusiastic that the event would equal last year's 500,000 pull come closing time Monday (6).

Attendance figures thru Wednesday (1) and their comparison with the same days in 1947 are as follows:

	1948	1947
Friday	49,756	75,132
Saturday	85,653	78,885
Monday	60,000	73,234
Tuesday	50,904	92,606
Wednesday	54,558	135,000

The Jimmy Durante Show, playing thru Saturday, August 28, in the Forum, suffered little, if at all, from the inclement weather. Seating ca-

No Beer or Girlies At Charleston Fair

CHARLESTON, W. Va., Sept. 4.—West Virginia's Agricultural and Industrial Fair, which opens today at the Dunbar Fairgrounds, will be sans beer and girl shows as a result of protest against same by parents of the region.

Attractions at the fair, which runs thru Sunday (12), will be a rodeo, Joie Chitwood's Hell Drivers and Midget auto racing. Lawrence Greater Shows will be on the midway.

capacity of the Forum has been increased to 6,900 and the Durante show filled the arena four times at a matinee scale of 50 and 75 cents and an evening scale of .75, \$1.00 and \$1.25.

Eddie Jackson, Candy Candido, Bob Williams and His Pooches, the Nonchalants, Aida, and Broadbent's line of 28 girls from the Theater Under the Stars completed the well-rounded bill in the Forum.

A Miss PNE contest, with 12 contestants and won by Margaret Brain, was an added attraction.

Polack Bros.' Circus, Western Unit, (See *RAIN HITS PNE* on page 96)

R. I. State Off To Slow Start

KINGSTON, R. I., Sept. 4. — The Rhode Island State Fair was looking forward to the week-end beginning today and culminating with Labor Day to garner the bulk of its attendance after a heat wave, followed by unseasonal low temperatures, had taken its toll.

Attendance during the first days of the 10-day run averaged about 6,000 and was considerably under the potential for this heavily populated area. A different county is being honored each day in an effort to reactivate interest in the annual which was discontinued during the war and operated on only a limited scale last year.

Strong entertainment features inked by James Muldowney, president, included a horse show on the first two days, followed by a 12-act circus program in front of the grandstand thruout this week. Show talent was inked thru Al Martin, of Boston. Jimmie Lynch's Auto Thrill Show will be featured on Labor Day.

Admission was 60 cents for adults and 30 cents for children.

Perfect Weather Aids Rhinebeck's Gate

RHINEBECK, N. Y., Sept. 4. — The Dutchess County Fair which winds up a week's run here today, apparently is headed for a raft of new records. Clear skies and mild temperatures broke just right for the annual on top of the year's hottest week. Beginning with opening day, attendance has climbed steadily.

Jim Carey, of the New York Department of Agriculture and Markets, reported while visiting here that nearly all other State annuals had forged ahead. While attendance generally was up, there were indications that the grosses did not keep pace but tended to approximate those of last year which, in many instances, were records.

Low Blackmon's Diamond B Rodeo played to good crowds thruout the week as featured grandstand fare. The King Reid Shows were on the midway.

Exhibit space was at a premium, with all buildings filled. One of the largest displays of farm machinery seen here in years was on display.

Calif. Annual Buys 2 Surveys

Pays \$55,750 for opinion, improvement studies—cuts possibilities for new site

SACRAMENTO, Sept. 4.—Future development of California State Fair was assured here when an expenditure of \$55,750 for surveys was earmarked by the State public works board.

Surveys will be handled by two firms, it was announced. Raymond Loewy Associates, of New York, has been retained to make a study of present State fair, with emphasis on improvements to be made when it is built on new site. Cost of this survey will be \$50,000. Surveys of opinions of 1948 State fair will cost \$5,750. A similar study was made last year.

Both surveys were termed investments by State Finance Director James S. Dean, who said they will save their cost many times in making correct decisions later.

Rich Objects

Objection to the Loewy survey was made by Senator W. P. Rich, of Marysville.

"I can't see why we should make a survey until we know where the new fair site will be," the senator declared.

The senator was voted down by Chairman Dean and other members of the board who argued that the location has no bearing on the survey.

An expenditure of \$5,000 to be added to a \$12,000 fund for the rental of a public-address and communications system was also approved by the board. New allocation will make it possible to purchase a system for \$17,000, it was claimed.

Dean also was present at the monthly Chamber of Commerce meeting held this week when plans for new fairgrounds were outlined to members. Guest speakers included E. P. Green, fair secretary-manager; Theodore Rosequist, assistant secretary-manager, and Ralph Bell, fair public information officer.

Stress was laid on the possibility that Sacramento citizens take the fair too much for granted, forgetting the millions of dollars local firms spend in the event.

Reminds of Payroll

Murl Shreck, Chamber of Commerce vice-prexy, pointed out that, if 600,000 persons attend the 10-day fair and each spend \$10, Sacramento will be \$6,000,000 richer. He also reminded his listeners of the hundreds of employees who are on salary months before the fair is open.

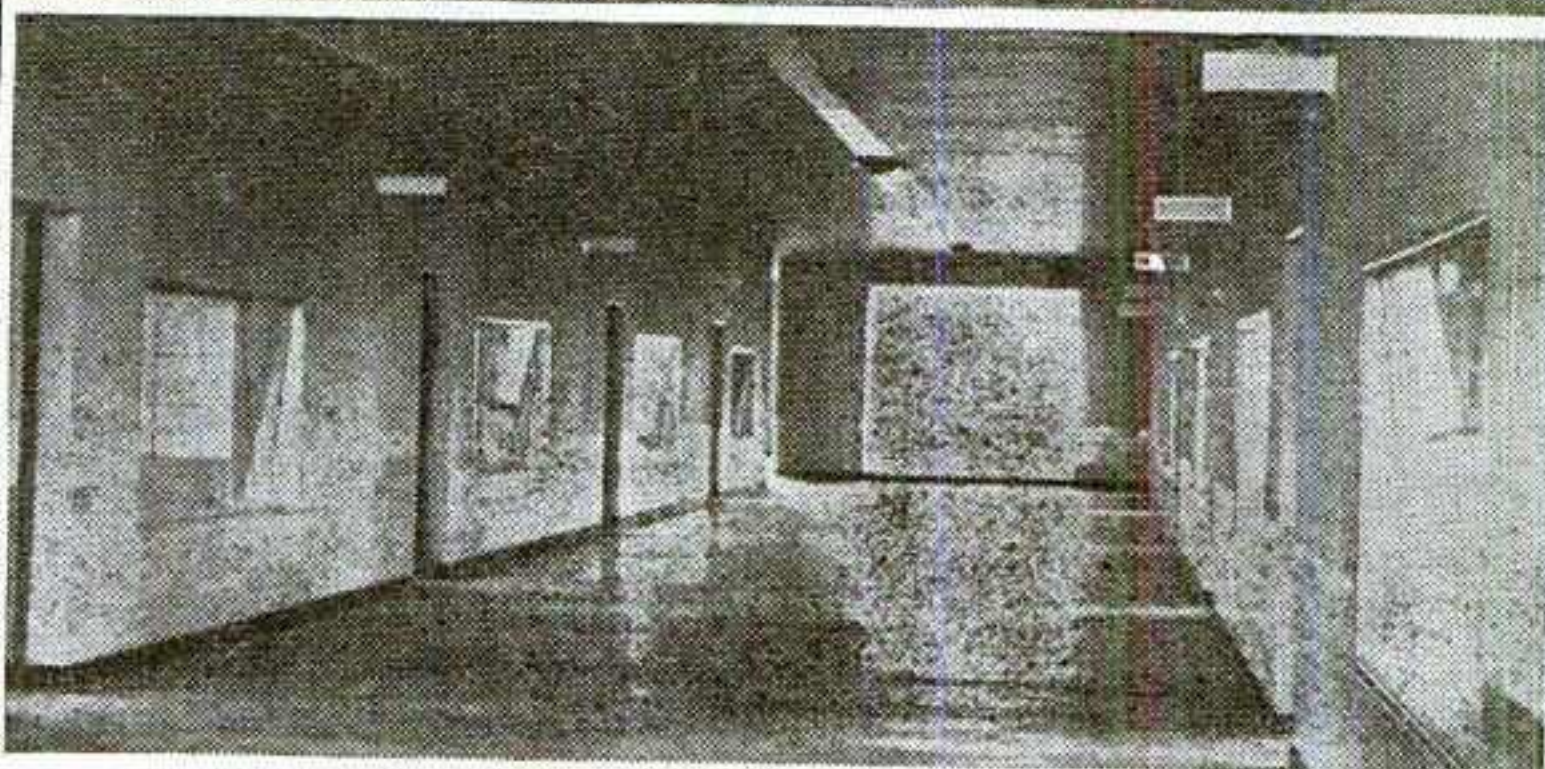
A statement to the effect that condemnation of property for the new State fair site can be started within two or three months, was made by Dean. Choice of the new site has narrowed down to six possibilities, it was revealed. While Dean did not reveal any of the tentative locations, he admitted the new site is expected to cost \$15,000,000. Location will be picked for highway access for vehicular traffic, railroad facilities, soil, water sewage and power.

Bolt Fires Stables At Beachburg, Ont.

BEACHBURG, Ont., Sept. 4.—Two of the seven horse stables on the Beachburg fairgrounds were destroyed by fire August 24 after they were struck by lightning. The loss was estimated at \$1,500.

A short time ago adjacent Cobden Fair suffered the loss by fire of three of its buildings.

Mrs. Farnet Kenny, Beachburg secretary, said that the loss was partially covered by insurance.



NEW \$240,000 RADIO CENTER BUILDING at Indiana State Fairgrounds, Indianapolis, were dedicated September 4, with a State-wide broadcast over nearly 40 Hoosier radio stations, both AM and FM. Shown above are an exterior and an interior view of the structure, which, in addition to housing 12 modern studios, includes a paddock for harness race horses on the first floor.

Marks Tumble At Aussie Royal

BRISBANE, Sept. 4.—This year's Brisbane Royal Show, August 7-14, Queensland, Australia's top fair, broke all previous records in every department. Last year total attendance was 575,076 and this was exceeded by over 50,000. When the gates opened for closing day the total attendance was only 17,500 short of the full attendance in 1947. It has been impossible to secure any definite figures of this year's take from Secretary H. W. Watson but as the gate receipts for the 1947 fair were \$144,000, it would appear the take this year would exceed \$155,000.

The growth of this fair is indicated by the fact that in 1932 the total attendance was only 255,000. Each year since the end of the war has shown a large increase in the gate. Congestion in the fairgrounds was bad in many areas and the Royal National Association (RNA) has a serious problem on its hands to overcome this condition as expansion is blocked on all sides and the only solution is to add to the height of existing fair buildings if the RNA is to retain the present fairgrounds which is conveniently situated.

Improvements Planned

President J. L. Wilson said that where advisable and feasible additional floors would be added to existing buildings but it has been the policy of the RNA to erect new buildings rather than remodel old structures. Building material restrictions and shortage of labor have frustrated the association's plans for improvements during the past year.

The RNA has purchased land fronting on Water Street but this is occupied by residences which the association has decided not to demolish until the housing shortage has been overcome. As soon as conditions warrant, this land will be incorporated.

30,000 Overflow Marshfield Opener

MARSHFIELD, Mass., Sept. 4.—Marshfield Fair chalked up a red one opening day, August 22, with a record-breaking crowd of 30,000 and every available parking space taken early in the day. For the first time in the 81 years of the fair the gates were closed to traffic early in the afternoon. Attendance continued good thruout the week.

Attractions at the fair, which closed Saturday (28), included nightly performances by the Aerial Gibsons, high thrill act; Frank Cook, wire-walker; Lewis and Oliver Sisters, tumblers; Hal Sayers, juggling-bike; Ferrari & DeCosta, musical novelty, and Torrelli's Dog and Pony Circus. James Lawton was emcee.

The Playtime Amusements (Unit No. 2) provided the midway rides and attractions. Pari-mutuel racing was held every afternoon.

Rodeo Features Annual At Jefferson Beach Park

DETROIT, Sept. 4.—Four-day South Macomb County Fair, sponsored by Veterans of Foreign Wars at Jefferson Beach Amusement Park in Saint Clair Shores closed August 29. Fair was confined to a commercial exhibit tent with local merchants represented, and a rodeo, in addition to the standard park attractions.

Rodeo was produced by Tri-State Rodeo Company, headed by Larry Steiber and Buster Todd, with the latter handling announcements and general production.

Pittsburg, Tex., Dates Set

PITTSBURG, Tex., Sept. 4.—Annual fair here will be staged September 29-October 2, it was announced this week by the Northwest Texas Fair Association. New officers are Dave Abernathy, president; Robert Reynolds, vice-president; Al Hall, secretary; and Ross Brison, treasurer.

Stockton Tops Three Records

169,295 attendance, 2006 prize list, \$882,034 mutuels all better old marks

STOCKTON, Calif., Sept. 4.—New records for attendance, betting and prizes were set here at the 27th annual San Joaquin County Fair which closed its doors Sunday, August 29. A crowd of 15,000 on the final day swelled the paid admission total to 169,295. Attendance figures for the nine-day event were as follows: Saturday (21), 20,963; Sunday, 20,887; Monday, 24,002; Tuesday, 14,520; Wednesday, 15,900; Thursday, 20,695; Friday, 14,918; Saturday, 22,409. Total in '47 was 146,000.

A new meet record of \$882,034 was established for pari-mutuel betting, up from \$814,579 last year. New one-day betting total of \$188,979 was chalked up Saturday (27).

Prizes totaling \$200,000 were distributed to agricultural and livestock entries, the races and rodeo.

Winners in the six-day rodeo were Saddle Bronk Riding, Jerry Ambler, Burbank; Jack Hara, Sonoma, second. Bareback Riding, Pete Dixon, San Jose, first; Bill Hartman, Seattle, second. Calf roping, Gene Rambo, Shandon, first; Les Connelly, Benson, Ariz., second. Steer Wrestling, Connelly, first; Carl Mendez, Visalia, second. Bull Riding, John Newcomb, San Francisco, first; Pistol Davis, Tulsa, Okla., second.

Poor condition of the new three-quarter mile racing strip, which was used for the first time this year, caused horse owners some concern. They claimed the surface was too soft.

This situation held the races down to half-mile dashes because owners were unwilling to risk their horses for the longer distances.

Feature attraction of the fair was the premiere showing of *The Horsecapades*.

Lodi Festival, Sept. 17-19, Plans Vaude, Street Dance

LODI, Calif., Sept. 4.—Directors of the Grape and Wine Festival, to be held September 17-19, have scheduled a street dance to follow the vaude show at the Grape Bowl.

Secretary-Manager Walter Knolhoff reported that work is nearing completion on the arches for the new \$100,000 festival building.

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DES MOINES SAGS IN STRETCH

Hit by Early School Start

Crowds 18,000 below '47 despite record start, but event yields 125G profit

DES MOINES, Sept. 4.—The Iowa State Fair closed here Friday (3) with an estimated attendance of 488,033, a drop of about 18,000 from last year's total of 506,111, the second largest in the history of the event.

During the first five days of the run the gate ran substantially ahead of 1947, with each day topping the corresponding day last year. However, beginning Monday, August 30, attendance fell off sharply, wiping out the early increase and sending the aggregate below the '47 level.

A day-by-day comparison of attendance both years follows:

	1947	1948
Wednesday	6,803	6,986
Thursday	8,691	9,817
Friday	64,924	79,397
Saturday	73,242	78,950
Sunday	76,350	81,509
Monday	52,187	42,655
Tuesday	66,978	48,207
Wednesday	62,428	48,294
Thursday	46,738	47,218
Friday	47,770	45,000

An edict by the State Board of Education (See DES MOINES SAGS, page 98)

Skies Overcast as Detroit Opens Sans Horse Racing

DETROIT, Sept. 4.—Skies were overcast here Friday (3) as the 10-day Michigan State Fair opened in the Coliseum. Program, unlike last year, is without horse races. A rodeo (Bob McKinley's) is in for the first seven afternoons and nights in front of the grandstand, with Lucky Lott's Hell Drivers skedded for the last three afternoon and night shows.

The Coliseum offers a show headed by Judy Canova, along with Ernie Young's No. 1 fair revue (20-gal line and a 5-gal vocal chorus, the Charm Singers), plus acts booked in by Young. The acts include Sonny Moore and his dogs, the Five Berrys, skating; Four Willies, jugglers; Dod Dodson and monkeys; Four Midnights, musical; Jack Meyand, unicycle; Two Carletons, hand balancing; Sanger, Ross and Andre, comedy dancers; Three Appollos, acrobats; Ross Wyse Jr., comedy, and the Two Kleins, comics working the aisles.

Strong Bally Set

Music is furnished by Frank Furllette's ork, with Dick Ware as emcee. Priced at 83 cents for general admission, the Coliseum attraction carries a potent bally on the outside, where Young presents a free high act to lure the folks. The Two Carle-

tons worked this the first two days, with the Kaylettas in Sunday (5), and Selden, the Stratosphere Man, coming in Monday (6) to finish out the run of the fair.

The Detroit Symphony is in for nightly free concerts at an open-air shell, with the appearance underwritten by Henry Reichold, local music patron.

On the midway, Floyd E. Gooding has 28 rides, 10 of which are kiddie devices. Midway show lineup includes six booked in by Ray Marsh Brydon. These are Sam Howard's *Aqua Follies*; Posing Show, managed by Bob Edwards; Terrell Jacobs's Wild Animal Circus; Max Gertz's Motorcycle Globe of Death, and a Side Show and Illusion Show, managed by Jack Korrie. Other midway shows are Jimmie Gooding's Monkey Speedway, T. O. Zacchini's Funhouse, Floyd Gooding's Funhouse and Huston's Snake Show.

Carrillo Greets 'Em

Leo Carrillo, flicker star, is serving as the fair's official greeter.

New improvements to the fair plant include two new commercial exhibit buildings, one 60 by 160 feet, the other 60 by 220 feet; a large refrigerated unit for the display of some exhibits, and a new milk house.

150,000 Attend Pittsburgh Bow

Free annual features athletic events, night show—KDKA programs aired

PITTSBURGH, Sept. 4.—An announced 150,000 persons jammed the opening of the 11th annual Allegheny County Free Fair here Thursday (2). Nearly half the crowd arrived late, since the 3 p.m. estimate of John L. Hernon, fair director, was 80,000. Hernon predicted that total attendance for the annual, which ends Labor Day, would reach 1,500,000.

Various athletic events and a parade featuring army personnel were presented opening day. *Hi-Lights* of 1948, a revue and fireworks, are featured nightly.

A large crowd is expected to see the Pittsburgh Pirates play the Second Army.

KDKA Active

KDKA features are playing an important part at this year's fair. *Brunch With Bill*, with Bill Hinds, Ed King, Elaine Beverley, Bernie Armstrong and a staff ork were aired from the main stage Thursday and Friday and will put on another show Monday night (6).

Thursday night, *Memory Time*, regional network show with Buzz Aston, Florence Berg, Elaine Beverley, and a chorus and ork under the direction of Al Marsico, was aired.

Last night the Bernie Armstrong show originated at the grounds. Numerous other special broadcasts are skedded.

Handling details for KDKA were Carl Ide, announcer; Lionel Poulton, producer; Ted Kenney, chief engineer, and technicians Ollie Beitel, Buck Dice and Walter Glaus.

COLUMBUS SAILS TO RECORD

390,000 Tops '46 by 38,000

New marks set on 6 of 7 days despite heat—night grandstand show clicks

COLUMBUS, O., Sept. 4.—Attendance records went by the boards at the Ohio State Fair, which closed its seven-day run here Friday night (3).

Altho final figures were unavailable, total attendance was placed at 390,000, roughly 38,000 ahead of the previous peak of 351,995 set in '46. Last year the event drew 346,229.

Thru Thursday (2), attendance was announced at 365,565. At noon Friday (3) a check of attendance to that point indicated the day's total would be about 25,000, which would put the gate over the 390,000 mark.

The weather thru the first three days of the event was hot, with the (See COLUMBUS SAILS on page 98)

Olsen & Johnson, Big Numbers Highlight Toronto Night Show

By Jim McHugh

TORONTO, Sept. 4.—Leonidoff, producer of Radio City Music Hall shows, came up with more of the same, only in bigger doses, for the night grandstand show at the Canadian National Exhibition (CNE) while operating in a similar capacity for Olsen and Johnson, zany comedians and contract holders with the William Morris Agency.

As a result the production is huge, with a 48-girl line, 36-voice glee club and 60-piece ork. It's a lot of people, to be sure, but hardly enough to tax the mammoth stage, which is 360 feet long and 150 feet deep. Nor did the first entrance of Olsen and Johnson, who arrived in a helicopter with the full company on stage, pose any special problems.

On opening night, August 27, the crowd of 15,000, which was 10,000 short of capacity, showed little preference between the beautiful production numbers and the nutty comics, who took over the stage with their assistants on two occasions to present their bedroom and barbershop scenes. Luckily, the new stand affords perfect vision from all sections and the comics, experienced now in working outdoors, got their gags across when they remembered to exaggerate all action. Unfortunately and unavoidably, mugging and any subtle body movement which might help to build comedy situations are lost in such a setting.

Top Production

The production numbers are outstanding, with the *Rhapsody in Blue*, a modern dance routine

George Gershwin music and featuring petal routines, wowing the crowd. Niraska did a clever solo, with Peter Hamilton and Louise Burns capably working the first part of the number. The routine was the same, and just as appealing outdoors, as presented in the Music Hall several weeks ago.

Notably staged was the winter scene with mountain background and ski runs which were traversed by roller skaters. Siegfried provided the climatic touch with his barrel-stave ski jump from off-stage front to land in the center of the company. Thrown in here were Helene and Howard, knockabout dance team who, despite their competence, provided the only discordant note by appearing in full dress to disrupt the otherwise outdoor sports routine. Ronalde clicked with his yodeling and whistling and fitted nicely into this number.

The finale was a slightly confused barn dance offering with the Shyrettas, cyclists, performing aptly; a painful loss of action while chorines sold male patrons on an audience participation gag, and a country store giveaway with Olsen and Johnson awarding the usual bathroom and

kitchen supplies in addition to a new car.

Hamid Acts Extra

There is little in the production to appeal to small fry, altho a bill of George A. Hamid thrill and variety acts, skedded to precede the Olsen and Johnson offering beginning last Monday (30), was expected to take care of this department.

The new layout lends itself admirably to huge productions. All equipment is of the best with the possible exception of lights, the lack of which is noticeable only in numbers like the *Rhapsody* and then only in comparison to the Music Hall where the perfect mixing of lights added additional charm and color to that particular number.

A surprisingly good opening show was played by the ork under the direction of Pembroke M. Davenport.

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Record Gate Of 349,750 For Ottawa

25,558 Over 1947

OTTAWA, Sept. 4.—New attendance marks were set on all but one day of the Central Canada Exhibition which ended here August 28 with a total of 349,750 paid, an increase of 25,558 over last year's record.

Comparative attendance figures by days:

	1948	1947
Monday	58,064	42,607
Tuesday	44,200	42,982
Wednesday	62,141	61,999
Thursday	56,341	62,296
Friday	56,577	51,855
Saturday	72,427	62,453

349,750 324,192

The drop on Thursday was attributed to the last-minute cancellation of the traditional half-holiday granted all civil service employees to enable them to attend the exhibition. Since there are more than 30,000 local government employees, fair officials felt that the attendance on that day might well have approximated Saturday's big crowd if the half-holiday had been in effect.

Crowds Out Early

Saturday's big attendance was garnered early in the day and this vastly benefited the World of Mirth Shows on the midway. Sweltering 90-degree temperatures prevailing thruout the week apparently had little or no effect on attendance altho they were credited with slowing up spending generally, with the exception of the rush for soft drinks and ice cream. Local first-aid groups reported treating 1,400 patrons for heat exhaustion during the week.

H. H. McElroy, manager, termed the exhibition the most successful in history. The demand for exhibit space was so great that improvised facilities were provided.

George A. Hamid's Grandstand Follies showed to about 9,000 Saturday night to conclude a record engagement here.

95,000 Turn Out For L. A. Rodeo

LOS ANGELES, Calif., Sept. 4.—Annual Sheriff's Rodeo, with film actress Ann Sheridan as queen, drew 95,000 at the Coliseum August 22. Roy Rogers was grand marshal.

Event winners were: Saddle Bronk Riding—Chuck Shephard, Harry Logue, Bill Ward. Bareback Bronk Riding—Gene Rambo, Carl Mendes, Lewis Fore. Brahma Bull Riding—Jimmy Eagen, Bob Maynard and Lewis Fore tied for second. Calf Roping—Buck Standifer and Sonny Paxton tied for first, Gene Rambo. Steer Bulldogging—Les Sandborne, Ralph Starkwell, Joe Mendes.

Meet was sponsored by the Sheriff's Relief Association of Los Angeles County.

South Texas Expo To Use 2,800-Acre Naval Air Base

KINGSVILLE, Tex., Sept. 4.—South Texas Fair and Exposition, attracting exhibits from a 40-county area, is scheduled here November 9-13.

The fair will be held on the 2,800-acre deactivated naval air station near the city limits. The huge hangars, concrete stripping and the theater building are expected to provide ideal accommodations.

Fair Weather Secretary, Shows Send Grandstand Biz Zooming

TORONTO, Sept. 4.—George A. Hamid, head of the New York booking agency bearing his name, said here this week that grandstand business at most of the fairs already played by his units has exceeded even last year's record takes. Good weather has prevailed and no shows have been lost. Hamid is presenting a number of acts, including the Zacchini double cannon, in front of the Canadian National Exhibition grandstand and preceding the Olsen and Johnson show.

At the recently concluded Central Canada Exhibition, Ottawa, Hamid's feature unit, Grandstand Follies, played to turnaway crowds after the preem performance which was viewed by a near-capacity audience. Overflow crowds were seated on bleachers and folding chairs on the track for a total nightly attendance of about 13,000. Top price was \$1.50.

Top Production

The Follies is a top-flight grandstand offering featuring a line of Gae Foster-trained Roxyettes (20) in five production numbers, plus variety and thrill acts. The well-drilled line, appropriately and colorfully costumed, is featured in a Scotch number, with a solo by Doris Mason, Zouave drill number, Spanish shawl number, stair routine and bell and bubble finale. In the finale the entire stage is bathed in colorful bubbles which originate behind the sets and in the wings to provide a most unusual outdoor presentation.

Acts included the Hartzells, casting act; Hoaglan's high jumping horse; the Norbertys, aerialists, imported this year from France; Florida Trio, pantomime; Parks adagio trio; The-rons, cyclists; Ben Yost Varsity Co-Eds; Narda and Madja with their doves; Coco, Steve and Eddie, comedy teeterboard; Sharkey the Seal, presented by Billy Roe, and A. Robbins, the banana man.

30 Girls on Stage

Thirty girls were used in the Spanish shawl number which featured Narda and Madja and their doves and the Ben Yost singers. Cappy Barra was master of ceremonies and music was by the Governor General's Foot Guard Band with Jack Glickman directing.

Lee Barton Evans is general manager; Glen Childers, electrician; Charles (Whitey) Stricker, carpenter; Mary Barry, Roxyette captain; Mrs. Mary R. Barry, wardrobe mistress; Mickey Blasi, drummer, and Frank Bretz, cornetist. Pete Baruda did the

Plan 4-Day '49 Run At Woodland, Calif.

WOODLAND, Calif., Sept. 4.—Plans to extend the run of the Yolo County Fair to four days in 1949 were outlined by Stuart Waite, fair manager. This year's fair closed a three-day run August 22.

A meeting of the fair board outlined steps to improve the grounds, which either will be paved or planted more heavily with grass. More buildings will be constructed before opening next summer, with the erection of a rodeo arena one of the major projects.

Fair management is also going to continue efforts to induce the State to erect the proposed Woodland National Guard Auditorium on the grounds.

Committees for the coming year are J. M. McGrew and John Rogers, livestock; Rodney Degener, entertainment and parade; Gus Haussler, horticulture; Frank McDonald and Roy Robinson, horse show and rodeo, and Oscar Graeser, concessions and carnival.

The electrical effects and bubble machines were engineered by Myer Harris.

The afternoon program included Hoaglan's entire company, plus all of the acts appearing in the night show with the addition of Plutocrat's dalmation dogs, and Dolores, wire walker.

Toronto Program

Acts presented at the exhibition here include Edwards Bros., acrobats; Kay & Kay, equilibrists; Rozales Sisters, perch; Great Astor, wire walker imported this year; the Adamsons, perch act imported this year; Helen Harvey Girls, trapeze; the Three Barretts, aerial ladders.

Also Gautier's Steeplechase; Lornes, jugglers; Juggling Jewels; Wilfred Mae Trio, hoop juggling; California Queens, aerialists; Lott and Joe Anders, unicycle juggling; Bobby Whaling & Yvette, comedy cyclists; Al Castle, comedy cyclist; Parker Bros., hand acrobatics; Gaudsmith Bros. and their French poodles; Cimses motorcycle aerialists; Hoaglan's Hippodrome, and Bruno Zacchini's double cannon.

Anaheim Annual Slated Oct. 28-30

ANAHEIM, Calif., Sept. 4.—The Orange County Fair will be held here October 28-30 in conjunction with the 25th annual Anaheim Halloween Festival, it was decided at a recent meeting of the 32d District Agricultural Association. Ernest Moeller, Anaheim Chamber of Commerce secretary, was selected secretary-treasurer, with Robert Fullenwider, a manager of the Indio Date Fair, as a consultant.

Admission prices were set at 50 cents for adults and 25 cents for children.

Ingham, Mich., Annual Draws 65,000 in 6 Days

MASON, Mich., Sept. 4.—Ingham County Fair here drew an estimated 65,000 for its six-day stand this year. Fair used a new exhibit building and an addition to the grandstand for the first time this year. Secretary Joy Davis reported a sellout of exhibitors.

W. G. Wade Shows No. 1 Unit supplied the midway. The gross was reported "about the same as last year." Jack Korrie's Side Show topped the midway attractions. The grandstand did slightly better than in 1947, with Jack Raum's Thrill Show playing opening day, and Klein's Attractions in for the rest of the week.

Anniversary Annual Set

GREENFIELD, Mass., Sept. 4.—The 100th anniversary fair will open here Sunday (12). Features will include a drum corps contest, sponsored by the Veterans of Foreign Wars.

San Fernando, Calif., Pulls 25,000; 100G Bldg. Program Set

SAN FERNANDO, Calif., Sept. 4.—Attendance figures show that 25,000 passed thru the turnstiles at the three-day 51st District Agricultural Association Fair, which closed Friday, August 28.

Success of this year's event prompted a statement from Max Schonfeld, association prexy, to the effect that \$100,000 is now available to begin construction of permanent buildings for next year's fair.

A goal of quality, not size, was emphasized by Henry C. Cole, secretary-manager of the fair association.

The Skowhegan (Me.) State Fair provided the background for the cover of the current issue of the Saturday Evening Post.

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RB GARNERS GOLD IN CALIF.

L. A. Benefit Brings 200G; San Fran Big

Turnaway at Santa Barbara

LOS ANGELES, Sept. 4.—Altho 100 years have passed since gold was found in California, Ringling Bros. and Barnum & Bailey Circus found that there are still bonanza days. Opening tonight for its first date here in seven years, the house was estimated at \$200,000 on a benefit deal sponsored by the St. John's Hospital Guild.

Sparked by bandleader Kay Kyser, the benefit performance featured, in addition to the show, the appearance of about 200 movie stars, whose acts were integrated into the program. Ducats were on an invitational basis and ranged from \$5 to \$100 per seat. So great was the crowd seeking to view the show and the movie stars, the total of whose annual salaries runs into millions, that only those with policy passes were able to get near the grounds as show time neared. All available parking space of the Pan-Pacific Auditorium and other lots were filled to capacity. Altho playing on the Pan-Pacific lot, the show is under canvas.

The money received for tonight's performance will be used to build a 100-bed addition to the St. John's Hospital in Santa Monica.

Opening in California Monday (30) at the Cow Palace in San Francisco, the show packed 13,350 people into the spacious building. With a seating capacity of 10,080, an additional 1,000 chairs were used with the remainder of the crowd buying standing room. Similar crowds greeted the show on the next three nights and the three matinees were strong. Turnaways were effected every night during the Bay City stay at the Palace, which is about a \$2 taxi haul from downtown Market Street.

Show moved in here this morning about 5 a.m. from Santa Barbara, where a turnaway marked the only evening performance.

RBBB officially opens here tomorrow as September 5 is the opening date given on all paper. Show closes after an eight-day run. Officials do not consider tonight's opening in the running time.

Like Sutter and other famed gold miners, the show isn't passing up any nuggets. Following this date, the circus moves to Long Beach for one day, then to San Diego for two. Re-tracking over the Santa Fe route to San Diego, a one-day stand is next in Santa Ana. After San Bernardino is El Centro, deep in the Imperial Valley and near the Mexican border. Arizona dates are then next in line.

Stevens Does Okay When Moon Shines

BUFFALO, S. D., Sept. 4.—Night biz has been satisfactory for Stevens Bros., but attendance has been light at the matinees because much of the population is busy harvesting the crops.

Business here was light, but the org attracted full ones for the night shows in Lemmon, S. D., and Reeder, N. D., following light matinees at both spots.

Ben Still Critical

ROCHESTER, Minn., Sept. 4.—Ben Davenport, owner of Dailey Bros., who is critically ill with typhoid fever in Colonial Hospital here, showed little change this week, doctors said. Davenport is in isolation and no visitors, outside of immediate family members, are allowed to see him. Davenport's mother and sister and R. M. Harvey, Dailey general agent, visited him this week.

Polio Scare, Heat Hit Cole In Knoxville

Two-Day Stand Only Fair

KNOXVILLE, Sept. 4.—A polio scare, plus soaring temperatures, hit Cole Bros. during a two-day stand here and business was not up to expectations. In addition, the show played the new Clinton Pike grounds, over a mile from the city limits, and transportation wasn't too good.

Opening day found the weather too hot for comfort and matinee attendance was light. Night show biz picked up but it still wasn't a full one. Weather was the same the second day and matinee biz was light. It cooled a bit in late afternoon and a full house was on hand at night.

Opening day there was little means of transportation outside of personal cars. A special city council meeting was called and representatives of the Knoxville Transit Company asked to attend. After much discussion the transit company agreed to run special busses at 15 cents per person after a 20-cent rate had brought protests. The bus schedule, however, was inadequate.

Between shows the second day, Trigger, one of the Cristiani troupe's horses, dropped dead.

At Chattanooga, the weather, like that in Knoxville, was hot. In the afternoon the temperature hit 101 and matinee attendance was light. Night show drew near capacity.

Showfolk in Final Tribute To Noble at Joplin Rites

JOPLIN, Mo., Sept. 4.—Rev. Thurman Kelly, pastor of the Baptist Church here, officiated at the funeral of Ralph Noble, superintendent of Dailey Bros., who died in Watertown, S. D., August 16. Burial was in a plot purchased by the Dailey org.

Official representatives of the Dailey org at the funeral were R. M. Harvey, general agent, and Mrs. Dorothy O'Brien. Twenty-six floral tributes covered and surrounded the casket. The largest pieces were from Ben and Eva Davenport, Dailey owners; one from employees on the show and another from the entire personnel of the show. Floral pieces also came from Rogers Bros., Seal Bros., Dales Bros. and various other friends.

Joseph Oliverio, trumpet player in the Dales Bros.' band, sounded taps at the cemetery.

Full One for Rogers Bros.

GREENSBURG, Ky., Sept. 4.—Rogers Bros. played to a full house here Wednesday night (1), after a strong matinee.

Dailey Bros. Hits Jackpot At Wenatchee

Banner Spot of Year

WENATCHEE, Wash., Sept. 4.—"This town was the banner spot of our season to date," was the way one official of Dailey Bros. described Wenatchee when the show packed up here Tuesday night, August 31, preparatory to moving to Everett, Wash.

Show drew capacity at the matinee and an overflow at night. Thursday, at Bellingham, Wash., business was good, considering the weather, but it was hardly a red one. The show ran into a storm for the matinee and it turned bitterly cold in late afternoon, cutting down the night house.

Coeur d'Alene, Idaho, proved a winner, org getting capacity at both shows. At Whitefish, Mont., show gave only one performance, that a matinee, and drew a three-quarter house. Havre, Mont., gave with a strong matinee, despite the weather, which was windy, and a full one at night.

Tenn. Gives 2 Straws to King

TULLAHOMA, Tenn., Sept. 4.—Ideal circus weather brought out an overflow crowd for King Bros. here after only a half-house, which braved hot, humid weather, caught the matinee.

Org played to a straw at Cookeville, Tenn., despite a sultry night. A strong house saw the matinee.

Vicki, one of show's elephants, was killed in a truck crash 20 miles east of Cookeville.

Columbia, Pa., Good To Mills, But Heat Hits 'Em Elsewhere

COLUMBIA, Pa., Sept. 4.—Mills Bros., playing under auspices of the Lions Club, registered a capacity crowd here, after a strong matinee.

The show came here from Phoenixville, Pa., where it played under auspices of the Chamber of Commerce.

The org ran into a heat wave at Bristol, Pa., and at Hamilton Township, N. J., and business was just fair at both spots.

Two Arkansas Towns Give Dales Pair of Full Ones

CLARKSVILLE, Ark., Sept. 4.—Arkansas towns gave with a pair of full ones for Dales Bros. this week.

The show drew a capacity at night after a light matinee, which was hit by the heat.

Another full house was on hand the previous night in Ozark, following a light matinee.

Cole Light at Tuckerton

TUCKERTON, N. J., Sept. 4.—James M. Cole's business here was light, show getting only half-houses at both matinee and night performances. Org followed Hunt Bros. in by only a few weeks.

Circus To Feature Stadium Opening At Allentown, Pa.

ALLENTOWN, Pa., Sept. 4.—A three-ring, two-stage circus, produced and directed by Kay Colleano, sister of Con Colleano, tight-wire artist, will be the feature of the gala opening of Allentown's new million-dollar stadium here September 12. Kay Colleano is the wife of James H. O'Donnell, formerly with Ringling.

The circus will be sponsored by the athletic council of the Allentown school district. Acts include Jimmy Colleano, nephew of Con, who works the tight wire, and an aerial ballet, composed of 40 local gals, trained by Kay Colleano. Rumor has it that Kay Colleano plans to take the show on the road under canvas next year, and already is busy contracting acts.

Beatty Winner At Batesville

BATESVILLE, Ark., Sept. 4.—Clyde Beatty's Circus, which has been finding the going a bit rough in the South, got a lift here when two full houses turned out. Altho Batesville is a town of only 7,000 population, show drew better than at Little Rock, a city of 100,000.

Business at Paragould, Ark., was fair, matinee being light and the night house strong. Jackson, Tenn., gave with a light matinee and a strong one at night.

A two-day stand in Memphis proved disappointing, show getting only one good day's business.

Oklahoma Proving Good for Bailey; El Reno Is Best

EL RENO, Okla., Sept. 4.—Bailey Bros.' tour of Oklahoma, which to date has proved good, hit a high spot here when the show played to a capacity night house after a fair matinee. Weather was extremely hot in the afternoon, but cooled at night.

Hot weather hurt at Enid, Okla., altho business was good. Show drew two strong ones, both of which might have been capacity had the weather been cooler. At Blackwell, Okla., it was the same as at Enid, show getting two three-quarter houses despite hot weather.

At Ponca City, the weather was better and the show drew a strong matinee and a full one at night. Org's stand in Ponca City was a home-coming for George L. Myers, equestrian director, who formerly worked for the Miller Bros., owners of the 101 Ranch Wild West, which quartered here. Pawhuska, Okla., gave show two strong houses.

Tom Packs Gets Contract For Macon Shrine Circus

MACON, Ga., Sept. 4.—The contract for the Macon Shrine Circus has been awarded to Tom Packs, St. Louis, in association with Jack Leontini and Karl Wallenda, of the Wallenda Circus.

Show will be held in the Macon Auditorium November 17-20. Past Potentate J. P. Kennington, head of the org's circus committee, inked the pact for Al Sihah Temple.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Wheat Beard, Mont.,
September 4, 1948.

Dear Editor:

Ever ready to co-operate with scientists and creators of adages, the Won, Horse and Upp Circus gave them one day to decide for posterity, which straw it was that broke the camel's back. On Friday, at Long Chaff, Mont., the test was made. With plenty of local and Statewide newspaper and radio publicity, thousands of students, philosophers, scientists and old-saw lovers slushed thru mud and rain to pack the top for the biggest matinee crowd of the season. The steady downpour was 10 per cent lighter under the top than it was outside.

Loads of straw were delivered at the lot by a feed company and neatly arranged in the big top at no expense to the office, but at a \$47.50 banner expense to the feed company, with the understanding that they hold all newsreel rights providing a cameraman should be interested.

Promptly at 3 p.m., a committee of responsible local men started the much-touted test by carefully selecting full-length straws and placing them on our 24-year old camel's back. A reliable clerk from a local bank checked the count, straw by straw, on an adding machine. One by one they stacked stalks of wet straw on

the back of our hump. At 7:30 p.m., a grand total of 24,000 straws were there, but as it was opening time for the night performance the straw-piling was held up until everyone went out to buy tickets at the wagons.

As every one present had already seen the performance, the straw piling continued where it left off. At concert hour the count was 48,000 and was again delayed until everyone had purchased an after-show ticket. The straw counting and piling continued while the seats, quarter-poles and props were being loaded. At 11 p.m., when the top was ready to be lowered the straws reached an all-time high of camel-back loading, a total of 61,542. That included 131 broken ones. Then the camel was led outside so the top could be dropped. He still was going strong without wavering. However, a sudden gust of wind blew off about one-third of the bedding, which put the load, at a rough guess, back to about 41,000, and almost threw the old adage into the manure pile or back into the hands of the adage creators. The counting and loading of straws continued until time to lead the camel to the stock car. There the counters, witnesses, adage makers and scientists boarded the car and continued with their test.

While en route, according to Bull-hook Red, the count reached 62,301 at 2 a.m., but the camel's back remained unbroken. At 3 a.m. (railroad time) at the peak count of 71,002 straws the camel wavered, whether thru fatigue or overload is yet to be decided, but its back was yet okay. At 3:01 a.m., our elephant, Crumbwell, suddenly reached over and grabbed the straw off of the camel's back leaving the age-old saw unanswered, and leaving undecided whether the straw that broke the original camel's back was wheat, oat, rice or barley. Was it wet or dry? Was it bearded or unbearded? Who made the count and was it a single or a double hump camel? Another famous proverb is, "You can't drive a camel thru the eye of a needle," which leaves us in a quandary as to whether we were hunting a canvas needle in a haystack or hunting a broken-back camel under a straw-stack.

Circus Historical Society

Society will hold its 1949 convention in Baraboo, Wis. Anyone knowing about the wreck of a show train on the Illinois Central at Centralia, Ill., during the season of 1909, is asked to communicate with Thalei Dechert, Box 5617, Chicago. The writer wishes to thank August Derleth and Herbert Schoenoff for the magazine, *Centennial History*, a story of Sauk County, Wis., featuring old-time pictures of the Ringling show and Gollmar Bros.' Circus.

Joseph Tracy, Buffalo, is the proud possessor of a composite Side Show front, 3 by 4 feet, featuring noted oddities.

New members of CHS are Sidney Baker, 7 Penkivil Street, Bond, N.S.W., Australia; Mr. and Mrs. Buel Lamar Gabbert, San Francisco, and Chief and Tilly Keys, of Seal Bros. Dad White, Fredonia, Kan., who marked his 91st birthday August 29, writes that he caught Dales Bros. when it played Independence, Kan.

Mr. and Mrs. William Lerche, Bellevue, O., visited Dailey Bros. when the show played Sandusky, O. Mr. and Mrs. Charles Kotto, Beloit, Wis., did all their circus visiting within 12 days, visiting Cole, Ringling and Beatty. Herb Fursier is back in Brantford, Ont., and will visit the Canadian National Exhibition and L. on, Ont., Fair.—BETTE LEONARD.

Filmdom Names Join RB Acts To Put Over Hospital Benefit

HOLLYWOOD, Sept. 4.—More than 200 movie actors joined with the performers of Ringling Bros. and Barnum & Bailey Circus in a benefit performance here tonight before 10,000 who put down from \$5 to \$100 per seat. Billed as the Gala Circus Premiere, event was sponsored by St. John's Hospital Guild to secure funds for a new 100-bed wing.

Staged in typical Hollywood fashion, show was 35 minutes late starting as crowds were slow moving into the big top because of autograph seekers on hand. A hook-up of eight local radio stations carried a three-hour running account of the performance.

Actor Barry Fitzgerald suffered an injured foot when, as he was riding alone in a carriage, his horse bolted and threw him to the ground. Emergency station gave first aid.

Kay Kyser, who started the ball rolling to help build the new hospital wing for the Sisters of Charity, was ringmaster along with Ronald Reagan and George Murphy. Harry James led the band and Burt Lancaster, also an ex-circus performer, brought down the house with his horizontal bar act.

Clown Alley

In clown alley were Gregory Peck, Frank Sinatra, Bing Crosby, Van Johnson and Jack Carson. Harpo Marx, Boris Karloff and Jack Norton offered a Frankenstein comedy. Preston Foster and Ed Gardner held fourth in the menagerie where they sold "injun medicine." Edgar Bergen, Keenan Wynn and Dan Dailey were barkers, as the movie colony prefers it.

Adding to the color of the show were Betty Grable, Virginia Bruce, Ann Rutherford, Ann Baxter, Mona Freeman, Diana Lynn, Audrey Trotter, Elizabeth Scott, June Havoc, Ella Raines, Virginia Mayo, Lucille Ball, Elizabeth Taylor, Anne Blythe and Margaret O'Brien.

Riding side saddle around the arena or in walk-arounds were Gloria DeHaven, Benay Venuta, Celeste Holm, Ann Miller, Maureen O'Sullivan, Esther Williams, Claudette Colbert, Barbara Stanwyck, Connie Moore and Vera-Ellen.

Nelson Eddy appeared as a Northwest Mounted Policeman and William Powell rode in a hansom cab. Gary Cooper portrayed Daniel Boone. Ray Milland was a rider.

Columnists Sheliah Graham appeared in a cage with typewriter, with

Wills, Gerlitz Tie for First In Omak, Wash., Stampede

OMAK, Wash., Sept. 4.—Arnie Wills, Loomis, Wash., and Wilf Gerlitz, Cochrane, Alta., tied for best all-around cowboy honors at 15th annual Omak Stampede here. A record-breaking 7,000 saw Sunday's (August 15) closing performances.

Wills won a first in calf roping and a second in bulldogging, while Gerlitz took seconds in bull riding and bronk riding. Sherman Mullins, Bakersfield, Calif., turned in an outstanding 4-second bulldogging performance. Joe Harry, Omak Indian, posted his ninth win in 12 years in the "suicide" race down a steep hill and across the Okanogan River.

Sinatra, Carson and Crosby bearing on the bars from the outside; Hedda Hopper was in circus costume and Louella Parsons appeared with Rosalind Russell for the drawing, which awarded a truckload of prizes to a visitor from Philadelphia.

Manchester Board Nixes Carnivals and Circuses

HARTFORD, Conn., Sept. 4.—Board of directors of suburban Manchester, Conn., has voted approval of an ordinance prohibiting the showing of carnivals and circuses there. In order to become effective the ordinance must be given a public hearing, which has been scheduled for September 21.

Action resulted from a petition signed by some 250 residents in the vicinity of the Dougherty show lot on West Side.

Wichita Notes

WICHITA, Kan., Sept. 4.—Bailey Bros. played here two days to good business. Mrs. Ernie White came on from Chattanooga to join her husband, who has the banners on the show.

Wichita's circus colony occupied the back reserves opening night. The Hodgins, bareback riders, left here and were replaced by the Riding Conleys. The Harrison Trio played the Centralia, Mo., Fair.

The writer and husband have horse shows booked at Harper and Cheney, Kan., with Fred acting as judge. The Leonards, incidentally, motored to Halstead, Kan., to catch Seal Bros., accompanied by Pa, Ernie and Jockey Moore and Ford Van Fleet. Jack Banta was nursing a foot injury and was unable to perform the day the show was caught. Shorty Lind is on the front door.—BETTE LEONARD.

Berlin, Wis., Okay for K-M

BERLIN, Wis., Sept. 4.—Near-capacity crowds were on hand for both performances of the Al G. Kelly & Miller Bros.' Circus here.

Seals Click in Rain

YUKON, Okla., Sept. 4.—Despite a pre-show rain, Seal Bros. played to a three-quarter night house here following a strong matinee.

SEAL BROS.' CIRCUS

CAN PLACE

For balance of this season and next office man who knows all forms taxation. Sleeping quarters furnished if single. Can also place Boss Canvasman and useful people all departments. A-1 Banner Man can make real money here. Long season south.

Route: Sept. 8, Greenwood, Ark.; 9, Charleston; 10, Booneville; 11, Mansfield.

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KING BROS.' CIRCUS

Hartselle, Ala., Sept. 9; Russellville, 10; Hamilton, 11; Fayette, 13; Tuscaloosa, 14.

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For Ralston, Okla., Sept. 8-10-11, Home Coming Celebration; then Waurika Pioneer Celebration. Shows—2 more Shows not conflicting. Concessions—Pop Corn, Snow, Fish Pond, Balloon Dart, Cork, Penny Pitch, Glass, Hoop-La, any store not conflicting. Ride Help and Agents, come on. All people that were with or know E. F. Underwood, contact at once. Fairs and Celebrations; then cotton in West Texas; out till Dec. 15. MRS. W. R. RUPE, Owner.

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Hunt Bros.

Francine DeRiskie was forced to rest from having teeth extracted. She was replaced by her sister, Lucy. The DeRiskies were hosts to a number of circus fans and, after refreshments were served, Harry Hunt entertained with sound movies. Ethel, daughter of Dave and Mrs. Nimmo, will leave to enter school. Show will soon receive some baby elephants. Recent visitors included Bumpy Anthony and wife, Eva (Hanna triplets); Ernest Thompson, former Sousa band clarinet player, who sat in and played the show.—NORMAN HANLEY.

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Glencoe, Minn.

Dressing Room Gossip**Bailey Bros.**

The show moved into the oil fields of Oklahoma after coming out of Kansas.

Mrs. Christie Boykin and Shirley Ann Stevens are visiting Col. Bob Stevens for several weeks. They flew in from Los Angeles. Manuel Barragan, out for a few days with a sprained wrist, is back in the act. Buddy Geiss, calliope player, entertained Mrs. Roberts and daughter, Mary Louise, at El Dorado.

Bee (Kyle) Wacker underwent an emergency operation in Wichita. She expects to rejoin soon. Pete and Lillian Sadowski purchased a Superior bus and intend to build it into three rooms. Phil and Bonnie, perch act, left at Enid, Okla., to play several weeks of fairs.

Frank Francois, org's steward and chef, served a chicken dinner at Winfield, Kan., in honor of Delores King, who celebrated her 16th birthday. Philip (Punkin Bonta) Chavez celebrated his 12th birthday at Blackwell, Okla. He received many gifts and cards. Martha Meredith fell from her swinging ladder at Pawhuska, Okla. She landed in the lap of Mrs. Emma Francois, who was seated in the reserved section. Neither was injured. Everyone now calls Martha the laplander.

The Albert Powell troupe joined at Newton, doing wire, dog act and clowning. Claire Ratley was entertained in Newton, which is his home town. Alice Henderson visited Mr. and Mrs. Harry Swank and family.

George Myers is the busiest man on the lot. He takes care of the radio publicity, tax box, candy pitch, does all of the announcing and runs the big show program.

Phil and Bonnie Bonta's perch and balancing act is going over big. The Hodgins' trampoline and riding act has left and returned to Peru, Ind. We all appreciated the photos Arthur Edward Stensvad, CFA, sent to Skinny Goe's band and the clown alley.

Mrs. Laura Anderson had a busy day visiting her friends in Emporia, Kan., and taking care of business interests. Swede and Mabel went out to the summer cabin of Doctor Cooper for dinner. As a special treat Mrs. Della Cooper worked her new high school horse, Evening Star.

Visitors: Sonny Smith, Mrs. C. A. Frank, wife of Zogi the magician, and their daughter; Charlie Dryden, Delores Brown, Ida White, wife of Ernie White, bannerman; Fred and Bette Leonard, Dr. Cooper, Mr. and Mrs. Jesse L. Moore, Moore being chairman of the Wichita Shrine Circus; Ralph, Sylvia and Mary Lou Christy from Keokuk, Ia., who are playing Kansas fairs; Jack Brady, Earl (Montana Earl) Brumbo, chef Clarence Keyes, Shorty Lynn, superintendent of Seal Bros.; Paul Van Pool, Joplin, Mo.; Mrs. Henry L. Backers, Dennison, Tex.; Ted Bowman, Tulsa; Bill Crutchfield, Faith Ryan, Pawhuska; Archie Marshall, musician; the DeKohl Troupe and the Harrisons, from Wichita, Kan.—ALBERT WHITE.

Ringling-Barnum

San Francisco gave show the windiest days of the season so far and turnaway business.

Ann Miller, Celeste Holm, Michael O'Shea and many others from Hollywood were on hand opening night. We had a night show only August 30. Track girls in the Monte Carlo aerial number didn't work at San Francisco engagement. Eddie Mader and Rito O'Connor were married the first day in San Francisco.

The midget team played the teenager team in Seattle, with the latter winning, 1 to 0. The soccer team played the Portland team to a 1-1 tie. Margie Geiger and Dolores Murphy celebrated their birthdays. Bill War-

Cole Bros.

As soon as the show closes, H. J. McFarlan, equestrian director, is thinking seriously of taking out a combined medicine and dramatic show in the Big Foot country. His first three shows will be *Over the River Charley*, *East Lynne* and *Uncle Tom's Cabin*, with Bogonghi as little Eva and Mac as Simon Legree. Mac says he wants the best talent available, including Col. Harry Thomas, announcer; Henry Kyes, band leader, and the clown band. He is having a little trouble, however, getting Earl Shipley as leader.

Birthdays were celebrated recently by Mrs. Frank Orman, Marion Partello, Betty Voise and Noyelles Burkhardt. The girls in the dressing room gave Marion a party with a cake and all the trimmings.

King Bros. passed thru Knoxville as we were coming in and a few of their folks stopped off for a short visit. Included among the King folks were Mrs. Caudillo and daughters; Arthur Stahlman, Tommie Poplin, Betty Biller and Millie Chamberty. Other visitors were Mr. and Mrs. Glen Townsend, who drove from Battle Creek, Mich., to spend two days on our show; E. N. Carter, S. Taylor, Thomasville, N. C.; M. A. Clark, High Point, N. C., and Chuck Linster, drummer, from Knoxville.

At this time of the season many of the gang wonder what happened to their season's salary. Some of the grouch bags are pretty thick, others very thin and still others just ain't there.—FREDDIE FREEMAN.

King Bros.

Rags Pugh freed three bulls from a precarious position when the truck overturned in the mountains and plunged down a 70-foot embankment. The bulls were unhurt. Rags and Cliff Schell had to jump to save their lives.

Return of the Chambertys' casting act with a new catcher, Rene, who flew in from Paris recently, and the flying of George and Max's comedy makes their act a show hit. Millie returns soon.

Tommy Poplin and his assistants, Jack Floyd and Pappy Lloyd, are doing a good lighting job. Others rating with personnel are Walter Rogers, Harvey Foster and Connie and Blackie, of the transportation department; Enoch Bradford and crew, Arthur Stahlman and butchers, and Napoleon Reed and staff.

Ray Newson and Fat Tumbers and party from Hungry Hill, N. C., visited. In addition to Pat, there were James (Doll) Taylor and Mr. and Mrs. Kirkland. Art and Dottie Parker returned from a visit to New York. Bertha Markowitz and Miss Titan spelled them on the programs.

Side Show glances: Thelma Symph, with Yolanda and Estella, giving a big bally flash. Lil and Lud Pierce still going strong with their impalement and sharp shooting acts in Side Show and concert. Bennie Abslam clicking with his flageolet. Walter Merritt and minstrels scoring with a good revue. Scott Hall and Paul still on tickets.—SYLVIA GREGORY.

ner joined the seat department.

Visitors: Mr. and Mrs. Bee Carsey, Don Dorsey, Pete Ivanow, Reggie and Tex Reppart, Dorita Konyot and father, Sam Ward, Mr. and Mrs. Bill Kay, Jack and Bertha Rennick, Mrs. Buddy Friel, Claire Faucett and uncle, Alethia Clarke and husband.

Back yard scenes: Joan Sharkey going thru her dance for Ann Miller, who took her place opening night in Los Angeles. . . . Flying acts looking different with the middle ring the opposite way of the two end ones. . . . Mac McCarthy and his wardrobe crew painting and cleaning. Bobby Nelson getting laughs with his Chiquita banana gag.—MARY JANE MILLER.

Polack Bros.' Eastern

The worst heat of the season was experienced in Huntington, W. Va. The mercury soared to 105 every day.

Bill Green never misses one of those prize giving radio shows that we've been running into of late. Twice in Huntington he wound up the winner. He sends all the prizes to his mother in Detroit.

Hanna Pallenberg, after spending several weeks in Texas, returned, and Madame Marie's sister, Ouika Ryan, went back to New York. The Polacks visited Buckeye Lake Park, O., following our wind-up in Lancaster, O., and were entertained by the Rinaldos. The Aerial Charltons caught the show in Huntington.

The Jorgen Christiansens, the Dime Wilsons, the writer, and other friends on this show extend sympathy to Lillian Compton, of the Clyde Beatty Circus, who recently lost her daughter, Myrtle. In Huntington, Marsha Lewis was stricken by the heat and was removed to the Memorial Hospital for treatment.

The biggest event of the season was the elaborate birthday party Mrs. Polack gave to celebrate her birthday and those of Gene Randow, Charlie Post, Mrs. Rose Osterick, and Benjamin Schweitzer. Floral sprays and huge baskets of flowers were crowded all over the place, and food, defying description, was stretched the length of one end of the auditorium on overloaded tables. Mrs. Christiansen supplied a roast turkey, and Mrs. Borza, the fried chicken. There were also hams, cold cuts, all kinds of salads and other delicacies. Gifts were piled high on a separate table, and the twin birthday cakes were adorned with two white elephants with little pink cupie dolls riding on their backs. The entertainment lasted well over an hour. Emsees were Jaunito Lopez, Gene Randow and Nate Lewis. Conchita and Irene Lafferty were in charge.

The show opened with an original sketch by Charlie Borza, built around a booking office and the characters that one may find within such a place. Gene Randow was the chief executive and Charlie Borza his right-hand man. Featured in this sketch were Wanda Malikova, a wild animal trainer; Elmer Santana, a Hollywood comedian; Ray Wilbert, an imported Swiss juggler; Jaunito Lopez, a pro-boxer; Karl Erikson, a strong man; Dime Wilson and Jack Klippel, two producing clowns; Rio Zavatta, a long hair trumpet player; Conchita, as the great Sarah Bernhardt, and Billy Barton, as "Butch" La Verne of burlesque.

Second on the bill were the Eriksons, wearing pink ballerina skirts and doing a glorified can-can which was the hit of the show. There was a sketch including Harry May, Chester Stanley, and the writer; some excellent terping by Irene Lafferty and Charlie Post, and Rosie Harrison, a native Hawaiian, danced the hula and sang several Hawaiian songs. Nate Lewis and Madame Marie were popular with a clever old-time burlesque bit; Charlie Borza and Gene Randow were acrobats, and Irene Lafferty and Roland Erikson all but stole the show with their screamingly funny take-off on Nita and Pepi. They had the kids' mannerisms down pat. Closing the show were the Skaterettes, a skating trio, including Helen Manley, Dorise Yates and Virginia Sorensen. They climaxed their offering by taking some of the showfolk for whirlwind spins—they even got Sam Polack into the act.

Edythe and Whitey Boyd, our organist and drummer respectively, received a vote of thanks for their splendid co-operation in the music department. Mrs. Polack made a curtain thank-you speech, and then everyone made a wild dash for the ice cream, cake and watermelon. Next the gifts were opened and everyone stood around and oh'd and ah'd as each present was unveiled.—BILLY BARTON.

Polack Bros.' Western

The 650-mile hike from Reno, Nev., to Yakima, Wash., was only the first leg of this week's move, Yakima being only a stopping off spot for many of the personnel who continued on to Seattle to visit the Big One. Participating in this busman's holiday were Harry Dann, Dennis Stevens, Dukie Anderson, Don Dorsey and his aunt Mayme Walsh; Slivers and Jo Madison, Ernie and Frieda Wiswell, Chai and Somay Huang, Otto, Vicky and Mama Berosini; Bee and Gwynn Carsey, Arthur and Dorita Konyot, Pete Ivanov, Tex and Reggie Ruppert, Mike Healey, Shotgun Egan (who never returned) and the Barneses. Many thanks to Art Concello and staff for the favors shown. (They have a pretty good show.)

Yakima, the last outdoor date of the season, found Manager Louie Stern all smiles, for nary a drop of rain was seen during the nine outdoor stands this season. The fairgrounds brought back many memories to former fair announcer, Jack Klein.

Between shows saw much last-minute outdoor workouts, the eager beavers being the Ward-Bell Flyers, Otto and Vicki Berosini, Roland Tiebor and Roland Jr., Arthur Konyot, Dwight Moore and the writer. Also taking advantage of the outdoor date were the Wiswells, Bells, Huangs, and Barneses, who threw their suppers together for a picnic with Harold Ward and Millie Keathley as guests. Nightly home movies were screened after the show for the personnel.

The writer set some sort of a record on this opera by holding down a 1-hour and 15-minute broadcast at one sitting, making a total of more than two hours of solo air time during the three-day stand in Yakima.

Mrs. Roland Tiebor and son, John, returned to Tonawanda, N. Y., for the school season, as did Charley and Johanna Webb's son, Harry, who flew back to Detroit.

Rex Ronstrom, the drumming haberdasher, has gone into the necktie business in a big way. He has complete samples of his unusual neckwear, and offering, at a reasonable price, hand painted neckties of any performer, act, or any subject. (Adv.) Nate Lewis, please note: The entire show has placed orders.

The side of Slivers and Jo Madison's trailer was demolished when struck by an oncoming auto en route to Vancouver. Joe Berosini found out the hard way that an automobile can't bluff a Canadian tram car.

Gloom was cast over the entire personnel the opening performance at the Pacific National Exhibition in Vancouver when Don Dorsey fell during the first routine of his trapeze act and fell to the wooden stage. (See story on page 51.) — HAROLD BARNES.

Dailey Bros.

Rosemary Stock strutted out in a new costume for the cloud swing. She made every stitch of it.

Coeur d'Alene, Idaho, was an ideal Sunday spot and two shows were presented to straw houses. Funny thing about this Rocky Mountain region; it gets hot during the day but extra blankets are needed at night.

The writer had the pleasure of meeting Bishop C. Schroder and his wife. Bishop Schroder owned Rex, the so-called wonder dog, who was said to be the first dog to have his act televised.

Kid Cummings is back on the front door of the Side Show after his illness. Marguerite O'Brien and Bert Rickman, who were on the sick list, have resumed their duties. Rose Westlake has taken over the mitt camp on the Side Show.

Visitors: Monte Lewis, ex-trouper and night club owner at Shelby, Mont.; Mrs. Edna O'Flaherty; Doug Pearce, brother-in-law of Melvin Hall, ring stock boss.—HAZEL KING.

Gus Sun

Duby Judy and Harry Haag and Captain Eddie and Mrs. Kunz, with their wild animal act joined.

Thanks to Ringmaster Jacobs for furnishing cold drinks every afternoon and evening. The drinks are on the house.

Mell Hall has started a class in future great unicycle riders. Mell not only teaches them to ride but also makes the wheels. Naomie Haag has given up training dogs for stilt walking. Brownie Gudath, after spilling his trailer near Brownstown, Ind., has started the long-awaited repair job and, believe it or not, it looks better now than before the wreck. Art and Marie Henry don't care what kind of music the band plays for their acrobatic act just as long as they don't play *The Old Grey Mare*.

After all these years in show business Bert and Corinne Dearo still are smart looking and classy performers. Bert's wire act and Corinne's aerial work rank with the best. The Zavattas have lost no time in training the younger generation. Rico, Germana and Secondo are up and coming performers and they go on the ladders, horses or what have you. California Mike and Montana Pete, our whip crackers and rope spinners, are father and son and what a pleasing performance they give. Their only problem is to find a small boy for the last rope trick. Gus Sun, just to prove he is still with it, spent all day in Tiffin, O., living in the dressing room, washing in a bucket, etc.—DICK LEWIS.

Stevens Bros.

The heat and dust, plus an acute shortage of water in this part of the country (Wyoming), has been our fate of late. One redeeming feature is the constant breeze that blows over the plains. That gives some relief from the heat.

This opera is really taking on the new look. A new cookhouse and all new concession tops are the latest innovations.

Shorty and Beulah Shearer joined with their newly framed Pit Show. In the big show, Beulah works web and swinging ladders and Shorty presents his high school horses. They both assist Wayne Newman in the concert. The concert, incidentally, is drawing well these days.

Violet Rooks' special paper and window cards have plenty of eye appeal. Harry Rooks has added elephant training to his list of accomplishments. He did a bang-up job while awaiting the arrival of George King from the Pacific Coast. Harry's initiation in the rubber cow business was worse than the much publicized little boy. He had to pump water for Empress, Modoc and Judy from a near-dry well that barely trickled. They were overly thirsty and hot and decided on a bath, too. So Harry just went on pumping and pumping. Another victim of the water shortage is Bob Grubb. He wishes his spotted Liberty act was a black horse troupe these days.

Mrs. Fuller is on her way to join the show and return her grandchildren, Punch and Judy Jacobs, to Robbinsdale, Minn., for school.

Johnny La Tosca is now talker and bandmaster of the sound car, while the writer does the driving. Several times, according to Johnny, he has almost swallowed the mike because of the expert driving.

Show had a packed matinee at Lemmon, S. D., and had 'em on the straw at night. A new candy stand, blue and white, and bally platform covers in the Side Show set off the midway. Russell Harrison continues to line up the banners. Frank Duncan, calliope player, joined at Lemmon. A new cookhouse top has been received. Beulah Shearer, on web; Ruth Johnson and Harry Rooks, carrying perch; Violetta, head bal-

UNDER THE MARQUEE

Ed Hiler cards that he is now general agent for Seal Bros.' Circus and that the org is heading for Texas.

Loud, yelling pushers can cope with anything except a soft answer.

Buck Lucas, with his circus acts, is playing Kansas and Nebraska fairs for the Charles Zemater office, Chicago.

George Herbert (Co-Co), clown, who was with Barnum & Bailey, recently observed his 77th birthday. He is residing in Jacksonville, Fla.

What circus business needs is a handleless sledge hammer to avoid blisters.

John Ringling North and the Big Show are featured in an article in the September issue of *Coronet* magazine.

Hagerstown, Md., has had its share of big tops this season. King Bros. was there May 10; Dailey Bros., May 13; Hunt Bros., August 21, and Mills Bros., September 4.

Andrew J. Clarke has joined Ringling Bros. and Barnum & Bailey as contracting agent. He was with the Clyde Beatty show for a time last season.

ancer, and the Dolly Jacobs elephants are getting big hands.

In spite of a badly lacerated right arm, due to a bear claw, Laura Stevens continues to be the busiest person on the lot, even tho everyone is doubling in brass these days.—DOLLY JACOBS.

L. E. (Roba) Collins closed with Mills Bros. at Paterson, N. J., as Side Show manager and returned to his home in Patterson, Mo., due to illness of his father.

In spite of inflation, any ticket seller who flashes a roll is accused of cutting cake or rehashing.

Bill Montague, publicity director of the Circus Fans' Association, infoes that member Ed H. Frye is ill at the Minneapolis Soldiers' Home at Minneapolis and would like to hear from friends.

Si Sizzler and his trick mule, Tommy Tucker, played the Buffalo Ranch Rodeo at Charleston, W. Va., August 25-29, which he says was a successful engagement. He also appeared at Albany, Ill., September 4-6.

America is a circus-loving country in which almost every town knows a way to bar shows from playing them.

Joe and Eva May Lewis, while playing at the Cincinnati Zoo the last two weeks, visited Joe and Chester Sherman at their home in Bellevue, Ky. Joe says that Patrick Kelly Jr., son of Emmett Kelly, will return to school at Peru, Ind.

Managers could take lessons in thoroughness from a group of circus women painting a new blonde in a dressing room.

Gail Thomas (Mrs. Gerry Lee), rodeo rider, is in Wayne County General Hospital, Detroit, with a fractured skull and internal injuries suffered when she was thrown and (See Under the Marquee on page 98)

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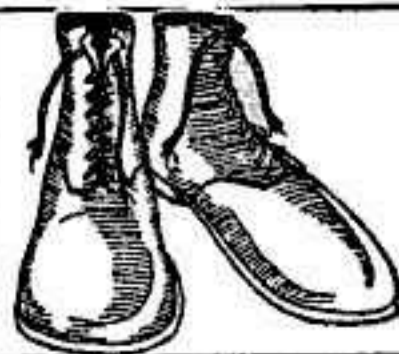
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RAS OFF 5-10% AT ST. PAUL

Rand's Show Tops Midway

Lorow Side Show is close second—jamboree, headed by Sally, nets SLA 2G

ST. PAUL, Sept. 4.—Only a sharp increase in attendance at the Minnesota State Fair over the holiday weekend will enable the Royal American Shows to match its record-smashing ride and show gross of \$283,008 (after taxes) recorded last year.

Up to Friday noon (3), the midway gross was off 5 to 10 per cent from last year to the same point, altho the fair's attendance was running slightly ahead of 1947.

Folks More Conservative

More conservative spending on the part of the patrons was evidenced, not only on the midway, but at the eateries and other concessions on the grounds.

Sally Rand's show paced the midway attractions. However, the unit was hard pressed by other back-end units. Chief among these was the Side Show, operated by the Lorow brothers, Cortes and Snookey.

The Rand gross, which generally had been expected to run in high figures, did not quite measure up to those expectations. Biggest single day's gross for the Rand unit was about \$6,100 (after taxes). Last year, Rand, then with the Hennies shows, had several days that topped \$10,000 at the Iowa State Fair.

Jamboree Nets 2G

The fan dancer turned a neat trick here this week when she put her shoulder to the wheel to put over Royal American's Jamboree for the Showmen's League of America. Staged after midnight Wednesday (1) in the Rand show top, the jamboree was headed by the featured party number in the Rand show and by a high pitch made by la Rand in behalf of the SLA, during which she raised \$1,170 from the floor. This raised the total for the SLA to \$2,000.

Entertainers Listed

Besides those from the Rand unit, others who participated in the jamboree presentation, which lasted two hours and which was crammed with entertainment and held everyone thruout, were Ray Dean, Midget Show talker, who emceed, sang and made with a recitation; a drum corps, comprised of Cortes Lorow, who played bagpipes, while Carl Sedlmayr Sr., Snookey Lorow and Dick Cooper worked at the drums.

Talent from Leon Claxton's *Harlem in Havana* also added much to the program, with the Tune-Tappers, the Tune-Topplers, the Four Notes, all from that show, participating. Other highlights included Cortes Lorow, aided by a stripper, with a hilarious ventriloquist act, and la Rand, who scored not only with her pitch but with her fan dance and a recitation.

O. Hilderbrand Critically Hurt

WALLA WALLA, Wash., Sept. 4.—O. H. (Red) Hilderbrand, former owner of Hilderbrand's United Shows, is in critical condition in St. Mary's Hospital here with a fractured skull, fractured arm and internal injuries.

He was the victim of a hit and run driver.



GEORGIA SOTHERN, featured on the James E. Strates Shows, is pictured above with Tony Allen, of WHLD, Niagara Falls, as she took over the disk jockey's chores on station's "Show Business" seg. Georgia has proved a valuable asset for the shows in garnering radio plugs, as well as plenty of newspaper copy, in nearly every town played by the Strates org.

Essex Junction, Ottawa Okay for World of Mirth

ESSEX JUNCTION, Vt., Sept. 4.—Frank Bergen's World of Mirth Shows were doing business about on a par with last year as it headed into its final showings today at the Champlain Valley Exposition. Showers early in the week kept many people home until evening, thus cutting down the midway play.

Despite the frequent heavy action experienced here shows' personnel found ample time for resting after the just concluded hectic week at the Central Canada Exhibition, Ottawa.

The shows' Ottawa gross was off about 10 per cent from last year's record \$150,000 take. Even so, that was better than Bergen's pessimistic pre-opening prediction of \$125,000.

Altho a new attendance record was set at Ottawa, week-long temperatures in the 90's slowed the participation of folks in the fun zone. Then, too, prices were cut drastically, with kids riding all units thruout the week at a top 10-cent fee while only three shows operated for the top 50-cent admission. Rain took its toll on two days.

It is probable that five cars of equipment will be moved from here to the Brockton (Mass.) Fair to make the Saturday (11) opening, since the shows can get only part of their equipment up at the next engagement, the Vermont State Fair at Rutland.

United Shows Click At San Pedro Fiesta

SAN PEDRO, Calif., Sept. 4.—Good biz was reported by Frank W. Babcock's United Shows when they played here last week (24-31) during the Fisherman's Fiesta. Event was sponsored by the St. John Joseph Society. Grosses held up so well it was decided to hold the show over for an additional week.

A daily band concert was held in conjunction with the shows and rides, which featured a variety of concessions and local booths. Sponsoring committee was headed by Nick Trani, local realtor.

Plans are under way for the show to return for the '49 fiesta.

Imperial Doubles Fargo, N. D., Take First Three Days

FARGO, N. D., Sept. 4.—Imperial Exposition Shows racked up a ride and show gross in the first three days of the Red River Valley Fair here this week that was double that for the corresponding period last year, Martin Arthur, shows' manager, announced.

Fair attendance was up 20 per cent over last year for the first three days and the folks spent freely. Imperial offered greater earning power than the Wonder Shows of America, which played the spot last year, subsequently were sold, retitled Imperial Exposition and since expanded.

A Pretzel ride (Benson's) and an Illusion Show (McGaskill's) were added to the Imperial line-up starting with the engagement here. Also added were two additional light towers, which brings the total of high towers to five.

Shows also carry a battery of a dozen small light towers.

Sopenar-SLA Post Names New Officers

CHICAGO, Sept. 4.—Bernard Mendelson has been named commander of the Al Sopenar-Showmen's League of America American Legion Post No. 1008, succeeding Lou Keller.

Other new officers are John P. Wulf and Al Sweeney, vice-commanders; Dr. J. M. Dugas, adjutant; Jack Duffield, finance officer; Walter F. Driver, secretary; John W. Hawthorne, chaplain; Sam Arenz, sergeant at arms; Max B. Brantman, historian, and Ward Williams, service officer.

Badger State Org Signs Two Minn. Celebrations

KIESTER, Minn., Sept. 4.—Badger State Shows have been awarded the midway contract for this city's annual Baseball Jamboree September 17-19.

Following this stand, org plays the Kolacky Day Celebration at Montgomery, Minn., September 26 and then swings south for Iowa and Missouri dates. Jack Vomberg, assisted by Mrs. Vomberg, manages the shows. Jay Burk is handling the advance.

Hennies Okay At Des Moines But Biz Drops

Side, Jig Shows Set Pace

DES MOINES, Sept. 4.—Hennies Bros.' Shows piled up a better than satisfactory gross at Iowa State Fair, which closed here Friday night (3), altho ride and show business was down at least 10 per cent from last year, which was a big one. Final figures are yet to be tabulated.

Contributing factors to the decline in midway business were a drop-off in the fair's attendance and the absence of the pulling power which Sally Rand, then with Hennies, demonstrated.

Fair's outside gate was off, roughly 18,000, from last year. A sharp drop in the play given kiddies' rides this week bore out the contention that the early opening of rural schools thruout the State caused the drop in the fair's attendance. The relatively low proportion of small fry on the midway was particularly noticeable. Over last week-end, when the kids were free to attend, the kiddie rides received a big play.

The Gal Show, headed by Bobbie Breen and also offering Margo, was far under the gross of Sally Rand last year, when the Rand unit paced the midway. This year the gal unit trailed other back-end attractions, such as the Side Show and Jig Show. In 1947 Rand played to 55,000 persons at \$1 per head to account for a third of the Hennies' total gross here.

The Breen show doesn't pack anywhere near the pulling power of Rand. Moreover, it is priced at 74 cents. Breen, incidentally, is contracted to play two more fairs for Hennies, Nebraska State Fair, Lincoln, and the Spencer (Ia.) Fair.

Both Midways Click Despite Rains at PNE

VANCOUVER, B. C., Sept. 4.—Midway biz at the Pacific National Exhibition here has held up amazingly well in the face of rains which slashed attendance during the first six days of the event, which opened Wednesday, August 25.

Altho attendance thru Thursday (2) was approximately 100,000 below 1947 figures, people who did show up thronged the combined midway (Ziegler Shows, Happyland and hundreds of independent concessions) and weren't the least bit hesitant about spending.

Saturday, August 28, was a red one on the midway by any standards, and Monday, Children's Day, was not far behind.

Clyde Gooding's Midget Show and his Kawaba (wild woman) are topping the Ziegler unit, which is presenting 19 rides, 12 shows and 24 concessions for the occasion.

At Happyland, the Funhouse and the Shoot the Shutes are the leaders. John Conway, Reading, Pa., recently employed as an attendant at the Snake Show on the Ziegler Shows, is recovering in a hospital here from snake bites suffered Saturday, August 28.

Ward in Aberdeen; Last Stand Before Kentucky State Fair

ABERDEEN, S. D., Sept. 4.—John R. Ward Shows opened here Wednesday night (1) to fair patronage, with the expectation of a big holiday weekend play. Event here gets in stride Friday, hitting its peak over the long week-end.

Rapid City, S. D., last week, accounted for fair business.

From here the show rails to Louisville, where it opens Sunday (12) at the Kentucky State Fair.

Bill Cowan, concession manager, this week made a quick trip to Louisville to confer with Bobby Kline, org's general agent, on matters pertaining to the coming stand in that city. En route, Cowan made a brief stopover in Chicago.

Gem City Gets Well At Manitowoc Fair

MANITOWOC, Wis., Sept. 4.—The Gem City Shows, which have been enjoying excellent business on fair dates this year, registered a red one at the annual here.

Opening Wednesday, August 25, the show, according to Bill Snyder, org's general agent, practically equaled last year's business in five days. Show played six days last season.

"Saturday (August 28) was Children's Day and it was a big one," Snyder said. "We let our rides go for 9 cents and, up to 6 p.m., we registered over 32,000 riders to set a new gross for a day's biz in Manitowoc."

Org closed here August 29, and opened Thursday (2) at Elkhorn.

According to Snyder, the Upper Peninsula Fair, Escanaba, Mich., yielded an excellent gross. The mid-way take was up 10 per cent over 1947. The 9-cent Children's Day, Friday,

C. & W. Jamboree Nets MSA \$940

PONTIAC, Mich., Sept. 4.—Jamboree staged here Friday night, August 20, by the Cetlin & Wilson Shows netted the Michigan Showmen's Association building fund about \$940.

Staged in the Raynell Girl Show top at midnight, the show included the following acts: Joe Petanie, singer; Stormy Dale, singer; Bob and Betty Carr, roller skaters; Kitty and King, dance team; Bob Williams Trio, with Eddie Sterling at the Hammond organ; Billie (Zoot) Reed, comedian, with Jack Coyle, and specialties by Joan Keeler, Dottie Lee, Mildred Lane, Erma Keating and Bonnie Clay, members of the line.

Harry Stahl, MSA president, presented Izzy Cetlin and John Wilson, show owners, with a plaque in recognition of their services to the club during recent years. Bill Carsky donated a carton of candy for the candy pitch which added \$62 to the fund.

Bernhard Robbins, MSA secretary, assisted by Belle Frayne of the office staff, helped in readying arrangements for the show.

Visitors included Mr. and Mrs. John McKee, owners of the John McKee Shows; Verna and Herb Spencer, Alice and John Frayne and Jerry Lawrence were the jamboree guests of Artie and Belle Frayne.

August 20, turned that day, normally weak, into a strong one.

The fair at Monroe, Wis., also accounted for a good gross, with rides and shows topping last year by 10 per cent. Wausau, Wis., also was up 10 per cent. Only La Crosse, Wis., was off and this was attributed in a large measure to the fact the Ringling-Barnum circus predated the fair by a few days.

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These Carbons are for 60" searchlights and are manufactured by the National Carbon Co. They are type 1, which is a high intensity, white flame.

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Orland Fair, Sept. 14 to 19; Red Bluff, Fair, Sept. 21 to 26;
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Finest County Fairs in California. Wire:
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- Count Store Razzle Combination Tables. Pair **\$50.00**
With charts and carrying case. Each pair has individual carrying case.
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- Huckley Buck Sets. Pair **\$50.00**
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- Dart Boards, SPONGE RUBBER with linen thread dividing lines. . . **\$30.00**

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After Sept. 18 for your CELEBRATION.
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6 ELECTRIC TALLY BALL TABLES
Complete and 2 crates, used 3 months. Reasonable.
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BUTCH GOFF WANTS
Cook House Help, Agents for Skillo and Count Store. Bill Bradley and "Arkie" (R. L.) Lybyer, answer. Also Agents for Scales and Age, P. C. Dealers and Hanky Pank Agents. All Fairs and Celebrations for balance of season.
c/o HEART OF TEXAS SHOWS
Duncan, Okla., this week; then as per route.

MIDWAY CONFAB

Phil Isser and I. Trebish, owners-operators of the I. T. Shows, were the subject of a feature yarn Friday (3) in *The New York World Telegram*.

Being a 40-miler has nothing to do with the speed he makes to arrive at fairs-grounds.

Billie-Lou reports a successful season as annex attraction on Glen Gibson's Side Show with the 20th Century Shows.

Johnny LaVerne and Francis Dwyer, who recently closed a successful trek of Canadian fairs, will make the Brockton and Springfield, Mass., fairs.

One of the features of booking an independent show is that the office isn't financing it.

Alex (Irish) Caplan, concessionaire with Joyland Midway Attractions, is a patient in Veterans Hospital, Dearborn, Mich.

Bernhard Robbins, Eastwood Park, Detroit, and secretary of the Michigan Showmen's Association, visited Playland United Shows at West Branch, Mich.

A fellow who moans over a week of rain is the one who adds to the dampness by weeping over his privilege in cookhouses.

Whitey Nick has joined Tony Caudell as agent on one of his two scale and age concessions on the Magic Empire Shows. Whitey reports good biz.

Pinky Pepper, annex attraction on the Side Show with L. B. Lamb Shows, recently purchased a tattooing outfit in Osage, Ia., which Bobby Fransee will operate.

Mr. and Mrs. Albert Roachman are in Gibbons Hospital, Celina, O., as the result of injuries sustained in an automobile accident at Celina August 29. They would like to hear from friends.

Only surprising thing about offering 45 per cent to fairs is that we didn't know that inflation had gone that far.

Charles S. Noell, general agent for Victory Exposition Shows, left the org in Fort Madison, Ia., to become manager and legal adjuster of Texas Exposition Shows. Mrs. Faye Noell will remain with Victory Exposition with her penny pitch.

Great LeRoy, high-wire performer, is still in Carman Hospital, Dallas, but getting along okay. His wife, who has been visiting him, has returned to her home in San Antonio. Their daughter, Ginger, has the Girl Show on the Imperial Exposition Shows.

The way to cure a midwayite, who is dissatisfied with his job, is to threaten to make him the collector of rentals for house trailers on lots.

Walter B. Fox, who recently closed with the Buffalo Shows, stopped off in Cincinnati and visited *The Billboard* offices September 1 en route to Mobile, Ala. After a few days' rest there, he will handle spots in that territory for a large motorized show.

Nina and Dorothy Alfredo have returned to boarding school after a summer vacation with their parents on Peppers All-States Shows. Alfredo's Side Show recently added a new annex attraction in Shawnee Cheyenne, bringing the total of acts to 14.

With cookhouses packed to capacities at fairs, showmen can either eat before the crowds arrive or after they're gone when the food is sold out.

Line-up for Lou Davis's Side Show with the United Exposition Shows includes C. W. Eyster, manager; Lou Davis, glass; Miss White, fire eater; Walter Gibson, whip cracker; Ed Miller, electric chair; Joe Drake, iron eye lids; Nora, seal girl, and Lou Lovette, annex.

Joseph Lehr pens that when the Matthew J. Riley Shows closed a week's stand in Philly, Mrs. Don Holt left the org for a week with her sister and brother-in-law, motoring to Pittsburgh. The Don Holts worked concessions for William Hagelman. F. W. Shlam, agent on the grocery

WANT EXPERIENCED CANDY PITCHMEN AND TICKET SELLERS

Join immediately or wire
J. Sciortino
Rutland, Vt., this week
Brockton, Mass., next week

GIRLS—GIRLS

For Girl Show and Posing Show. Also Man Talker and Ticket Seller. Want Hula, Rumba, Strip Dancer, etc. Top salary. Wire or come on. Saginaw, Mich., Fair, Sept. 11-18; then South. Wire

F. W. MILLER
Saginaw, Mich., Sept. 8 to 18.

WANT! WANT! WANT! for EAST SUMMER FAIR

SEPT. 7 TO 11, WESTMORELAND, TENN. Skillo and Count Store Agents. Will book Concessions of all kinds. No exclusive. Good proposition for P.C. Have four new Rides. Will book any show with own transportation. Will book any Flat Ride. **ONE FAIR IN TENNESSEE, THEN TO COTTON COUNTRY OF MISSISSIPPI.** Jack Halsten, Eddy Hyne, Barney Allen, Cecil Allen, will book your Concessions. Answer to: **HENRY WILLIS, Mgr.**
STANDARD AMUSE. SHOWS

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Can use a few more Legitimate Concessions, Ride Help, Shows with own outfits. What have you? Agents for office owned Concessions, Useful Help in all departments
Aurora, Mo., Sept. 8 to 11; then to Arkansas. Franklin County Fair, Ozark, Ark., Sept. 13-18; Van Buren County Fair, Gintion, Ark., Sept. 20-25; Searcy County Fair, Marshall, Ark., Sept. 27 to Oct. 2; then to the cotton until cold weather. If you want to get in the money, get with it. Chas. Doersam wants Bingo Help. Howard Vanwieren, answer. All reply to:
P. A. SCRIMAGER

KILGORE SHOWS WANT AGENTS

For Ball Games, Stock Concessions, P.C. Can book Pop Corn and Peanuts, Floss Candy, Novelties, Age, String Game, Country Store, Coca-Cola Bottles, or what have you? Can use Second Men on Rides. Free Stone County Fair, Teague, Tex., Sept. 7-11. 5 Fairs to follow.
W. E. KILGORE

HIRAM BEAL WANTS AGENTS

For Slum Stores and P. C.
Address, Care Dumont Show, Franklinton, N. C., this week.

WANT

Ride Man for Octopus and Ferris Wheel at once, top wages, and all kind legitimate Concessions for rest of season.

PAUL DRAGO
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FOR SALE

COOK HOUSE

Book on Show for balance of season. All Fair dates from now on. 1941 CHEVROLET TRUCK and VAN TRAILER. Will sell at a bargain.
D. L. HALL
c/o Wallace Bros.' Shows
Owensboro, Ky., this week; Cape Girardeau, Mo., next week.

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#5 ELI FERRIS WHEEL

Complete with Eli motor, in fine running condition.
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Webster City, Iowa, until Sept. 9; Butler, Mo., Sept. 12-18.

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- 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.
- Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity, 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.
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CAN PLACE CAPABLE BOSS CANVASMAN FOR BIG GIRL SHOW. Salary no object if you can handle help and get top up and down. WANT FOREMAN FOR ROLL-O-PLANES. CAN PLACE SOBER, RELIABLE MULE DRIVERS. MRS. WAGNER CAN PLACE CAPABLE MAN TO HANDLE POPCORN. Must be capable all round man and understand how to make Candy Apples, etc. ALSO WANT WAITERS FOR COOKHOUSE. Address:
East St. Louis, Ill., this week; Jackson, Tenn., and Nashville Fairs follow.

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Legitimate Concessions that work for stock. Pop-Corn and Bingo exclusive; all others open.

Can use any neatly-framed Shows; no Girl Shows. Reasonable rates, no extra charge for electric current. If you want space get in touch with us; good space limited.

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Cook House, Merchandise Concessions of all kinds for following Celebrations:

Barnesville, Ohio, September 13-18; Pomeroy, Ohio, September 20-25; Sabina, Ohio, September 27-October 2.

POWELSON GREATER SHOWS

McConnelsville, Ohio, this week.

Harry Lottridge Shows

NEWEST AND BEST AMUSEMENT EQUIPMENT

CAN PLACE FOR BALANCE OF SEASON

ELEVEN WEEKS OF FAIRS AND CELEBRATIONS

Concessions of all kinds. Good opening for Custard, String Game, Pitch-Till-U-Win and other Slum Stores. 2 Grind Stores (will be only 2 on lot). Pan Game, P. Pool (must also have Hanky Panks to go with them). Good proposition for Kid Rides. Grind Shows with own equipment. Address:

HARRY LOTTRIDGE, Owner; MARRY E. WILSON, Bus. Mgr., Outhbert, Ga., this week.

CENTRAL STATE SHOWS

WANT

Concessions that work for stock. Shows with own equipment. Girl Show talent. Ride Help, give you late season's work. Wire

Beloit, Kan., Fair, September 7 to 10; Pawhuska, Okla., Fair, 13 to 17.

Three more fairs to follow.

FOR SALE—BEAUTIFULLY FLASHED PHOTO OUTFIT

Now in operation on Happyland Shows. This is an 18-ft. outfit, framed with darkroom in center and cameras facing each end. Price includes 10x18 Top and Frame, Scenery, darkroom, lighting equipment, switchboxes. One camera takes 3 1/2 x 5-in. photos with 6-in. focal Wollensak F 3.5 lens. One camera takes 1 1/2 x 2 1/2-in. and 2 1/2 x 3 1/2-in. photos with 3-in. focal Wollensak F 4.5 lens. Also timer clock, trays, some paper frames and chemicals. Tint table, tint paper, chair, drapes, display case and other items necessary for operation. Can be seen in operation on Happyland Midway, Cadillac, Mich., Fair, Sept. 6 to 11; Allegan, Mich., Fair, Sept. 13 to 18.

A REAL BARGAIN AT \$500.00.

PAUL D. SPRAGUE, care Happyland Shows

WANT FOR COZAD, NEBRASKA, HAY DAYS

Sept. 14-18; Red Cloud Street Festival to follow.

Concession Agents and any Stock Concessions. Second Men on Rides. Will book Octopus, Spitfire, Roll-o-Plane or any Major Ride not conflicting. Contact per route.

J. R. LEERIGHT SHOWS

PAGE BROS.' SHOWS

Want for Centerville, Tenn., Fair, next; followed by 5 more Fairs.

Legitimate Concessions of all kinds. Especially want Jewelry, Fish Pond, Pitch To Win, Hoop-La, Penny Pitch, Hit and Miss and Milk Bottle Ball Games or any Concessions that work for stock. Paul Pittman wants Agents for P.C. and Hanky Panks. Want Girls for Girl Show. Spencer, Tenn., this week; Centerville, Tenn., next week.

P.S.: Geo. Emmerson wants one Swinger and one Count Store.

PALACE SHOWS

WANT FOR HOMINY FREE DISTRICT FAIR

Photos, one Mitt Camp, Agents for Hanky Panks and Flats, Cookhouse Manager and Help, Shows of all kinds. Wire only—Kenneth or Ruth Thompson.

Hominy, Okla., Free District Fair, Sept. 6-11; Kaffir Korn Kurnival, Moline, Kan., Sept. 13-18.

Endy Bros. Shows

GREAT YORK, PA., FAIR NEXT WEEK

Can place a few more HANKY PANKS, choice locations. Also EATING and DRINKING STANDS. Want LONG-RANGE GALLERY for balance of season. All Fairs. Have opening for any outstanding attraction worthy of this great organization. Want GLASS HOUSE. Can place RIDE HELP. GENERAL SHOW HELP, come on. Want good-looking CHORUS GIRLS for Revue. Top salary, staterooms. Also CANVASMEN for Girl Show. SECOND OPENERS, come on. Can place SPITFIRE RIDE for balance of season.

FOR SALE—HEY-DEV Perfect Condition. Can be seen in operation at York, Pa., Fair.

All answer

ENDY BROS.' SHOWS Washington, D. C., this week.

PRELL'S BROADWAY SHOWS

WANT FOR SEPT. 20 TO 25-OCT. 4 TO 9

FREE ACTS

MUST BE HIGH AND SENSATIONAL

FAIRS ★ ★ 10 MORE TO FOLLOW ★ ★ FAIRS
COVINGTON, VA., NEXT WEEK

Want Eating and Drinking Stands. Want Hillbilly Show with own outfit. Want Ride Help, semi drivers preferred. Want Help on Monkey Show. Want Acts for Minstrel Show. Want Acts for Jake Aughtman's Side Show. Want Girls for Mabel Kidder's Posing Show. Want Concessions to work for stock. All answer.

SAM E. PRELL

EBENSBURG FAIR, Ebensburg, Pa., This Week.

L.B. "JUST A GOOD CLEAN SHOW" FAIRS

CELEBRATIONS

FAIRS

WANT FOR

FAIRS—9 MORE—FAIRS

Moville, Iowa, Sept. 8-11; Carrollton, Mo., on the Streets, Sept. 15-18; Martin, Tenn., Sept. 21-25; Moulton, Ala., Sept. 27-Oct. 2; Hartselle, Ala. (Maiden Fair), Oct. 4-9; Luverne, Ala., Oct. 11-16; Marianna, Panama City and Apalachicola, Fla., to follow.

RIDES—Tilt, Spitfire, Caterpillar, or Dark Ride.
SHOWS—Minstrel Show, Monkey Show, Fat Show, or Fun House. Must have own equipment and transportation.

CONCESSIONS—Hanky Panks of all kinds.
SIDE SHOW ACTS, WIRE TWISTO McCORMICK.
RIDE HELP—THAT DRIVE. All wire:

L. B. LAMB

MOVILLE, IOWA; CAN JOIN CARROLLTON, MO.

A.M.P. SHOWS

UNIT NO. 1

CAN PLACE FOR BALANCE OF SEASON OF FAIRS AND CELEBRATIONS: Penny Arcade, Hoop-La, Ball Games, Fish Pond, Penny Pitch, Devil's Bowling Alley, String Games, Dart Stores, other Hanky Panks not conflicting. Monkey Show, Animal Show, Crime, Wild Life or others not conflicting with own equipment. Girls for Girl Shows. All replies:

A. M. PODSOBINSKI

This week, Grafton, W. Va.; next week, Rowlesburg, W. Va., Firemen's Celebration and Annual Corn Roast; then all winter's work in the South, including Florida.

WONDER CITY SHOWS

Can place HANKY PANKS of all kind, \$15.50 privilege. No flatties. Can place Agents. Eddie Watson and Mike Moore, advise. Can place Rides not conflicting with Merry-Go-Round and Ferris Wheel. Chuck Bancek, advise. Can give Rides 10 weeks in the Mississippi Delta where cotton is best. Out until December 1.

OPENING IN FLORIDA JANUARY 6, 1949

Can place Shows, with or without outfits; reasonable percentage.
Pete Milsat, if at liberty join or wire at once. Address:

JOE CARR, WONDER CITY SHOWS

BATESVILLE, MISS.

P.S.: Route to parties wishing to book. Can place COOK HOUSE catering to Show Folk.

WANTED Harvest Fair, Inc., Okaloosa County, Crestview, Florida

AUSPICES AMERICAN LEGION POST 75, OCT. 18 TO OCT. 23

Then JAY, FLA., OCT. 25 TO OCT. 30; then the BIG ONE, DE FUNIAK SPRINGS, FLA., NOV. 6 TO NOV. 13, and MILTON, FLA., NOV. 15 TO NOV. 20. If you are playing blanks, those joining now will get preference, where you will get your winter bank roll.

Want Concessions of all kind that will work for stock. Want Shows: FUN HOUSE, MINSTREL SHOW, SNAKE SHOW, SIDE SHOW, MONKEY SHOW, ILLUSION, and other Grind Shows. These are the best FAIRS IN FLORIDA. WIRE OR COME ON. This week, FREMONT, N. C.; next week, FOUNTAIN, N. C.

KEYSTONE EXPOSITION SHOWS

CARL O. BARTELS, Owner-Manager

P.S.: Due to disappointment, POP CORN, CANDY APPLES, FLOSS OPEN.

PENN PREMIER SHOWS

worlds • cleanest • midway

LAST CALL

LAST CALL

CUMBERLAND COUNTY FAIR, BRIDGETON, N. J.

CONCESSIONS—Want Show Cookhouse for balance of season that will cater to show people and will appreciate making big money. Must be clean and large enough for this show.

Can place all kinds of legitimate Concessions—Jewelry, Photo, Hanky Panks, Ball Games, Fish Pond, etc.

SHOWS—Can place any Show not conflicting with what we have.

HELP—Can place one good Coupon Agent of Razzle and Skillo Agent.

Address all inquiries to

LLOYD D. SERFASS

PENN PREMIER SHOWS, Port Royal, Pa.

CENTRAL AMUSEMENT CO.

WANTS FOR FOLLOWING FAIR DATES:

Belhaven Community Fair, Sept. 13-18; Tabor City Centennial Celebration and Fair, Sept. 20-25; Pembroke, Robinson County Fair, Sept. 27-Oct. 2; Whitakers, Firemen's Annual Fair, Oct. 4-9; Bertie County Fair, Windsor, Oct. 11-16; Scotana Neck, Firemen's Annual Fair, Oct. 18-23; all North Carolina; Loris, S. C., County Fair, Oct. 25-30; Andrews, S.C., Annual American Legion Fair, Nov. 1-6, and Big Armistice Celebration to follow.

Stock and P.C. Concessions, no Ex; come on. Penny Arcade, Cookhouse, Grab Outfits, Custard, etc. Very good deal for Motor Drome.

SHOWS—Any worth while Shows: Wild Life, Snake, Minstrel, Girl, Hillbilly, 10-In-1. We have outfits if you don't have your own.

WANT RIDE HELP—Second Man for Wheel and Caterpillar.

WANT FREE ACTS.

RIDES—Can place Kiddie Rides. Can also place Octopus, Tilt, Spitfire, Roll-a-Plane, or any Ride not conflicting. Agents for Stock and P.C., come on. All contact:

SHERMAN HUSTED, Mgr.

Murfreesboro, N. C., this week; then Belhaven, N. C., week of Sept. 13-18; then as per route.

J. & B. SHOWS

WANT FOR CHESTERFIELD, VA., COUNTY FAIR, SEPTEMBER 23, 24 AND 25

Concessions that work for stock. Can also place 1 or 2 clean Shows. Want Grab at once. Also Agents for Slum Stores.

This Week, Branchville, Md.; Week September 13-18, Hillside, Md. Then Chesterfield Fair. All replies to

J. & B. SHOWS
BRANCHVILLE, MD.

P. S.—Have for sale 24-Seat Chairplane in A-1 condition. Can be seen in operation on show.

SEYMOUR, IND., FALL FESTIVAL, Sept. 13-18

INDUSTRIAL AND HOME SHOW COMBINED WITH 4-H FAIR

Sponsored by Chamber of Commerce

HOOPESTON, ILL., NATIONAL SWEET CORN FESTIVAL, SEPT. 22-25

First since the War of one of the Nation's Outstanding Events

Can place a few more Legitimate Stock Concessions for these two spots and three more to follow. Will sell Exclusive on Novelties, Jewelry. Have opening for COOK HOUSE for Hoopston. Can stay balance of season. Can place one or two clean Shows or Fun House.

BAKER UNITED SHOWS

COLUMBUS, IND., this week.

FOR SALE—NO. 12 BIG ELI FERRIS WHEEL

White Seats, V Drive. New Factory Star and Circle Ride.

In park last five years and in perfect condition. No junk. Can be seen in operation. Write Altoona, Pa., this week.

THOMPSON BROTHERS

HOME STATE SHOWS

WANT FOR FAIRS AND CELEBRATIONS

HOOPER, NEB., PLAY DAYS, SEPT. 9-10-11; CRETE FAIR, SEPT. 15-18.

Then Falls City, Neb.; Atchison, Kan.; Little State Fair, Pawnee City, Neb.

Shows, except Minstrel, Athletic or Wild West. Legitimate Concessions.

Omaha, Neb., Until September 8th.

wheel for Hagelman, has been ill. Lehr worked in back of the spot store for Hagelman. Charles Ross is head agent for spot store.

For the benefit of beginners, it should be explained that the old saw, "Next week will be a good one," is something like a boon of contention.

George and Nellie Taylor, veteran side show folks, visited friends at the Indiana, Pa., Fair, August 31, meeting Big Bertha and Tiny Tim, whom they had not seen since 1938; Mr. and Mrs. Jake Aughtman (Sealo and Bobby); Mr. and Mrs. Rankin, Montana Jack, Jerry Block, and Mr. and Mrs. Tex King. Taylor has recovered his health and the Taylors are planning joining an indoor show about October 1. They reside at Homer City, Pa.

When the political bee starts buzzing in a knocker's ear he usually starts panning his opponent by saying that he not only allowed a carnival in town but was also one of its sponsors.

Jay C. (Toby) Mason, who had been hospitalized for several months following a long stint with the government maritime service in Savannah, Ga., is with Endy Bros.' Shows where he has been with the ticket sales department. Recently, however, he has taken over the duties of neon man and front gate manager. For the fairs, Mason is also operating a French waffle stand. His wife continues to operate their store in Savannah, Ga.

Bud Valier, manager of the Oriental Show on the W. C. Kaus Shows, has Sahara Rose and Biletza Ni-Fong on the inside and Jack Richards on the front.

Marianne Vernon, daughter of Mr. and Mrs. C. A. Vernon, owners of the United Exposition Shows, was guest of honor at a farewell party Friday, August 27, in St. Louis. Marianne, who has divided her summer vacation between Mexico and the show, enters Briar Cliff College, Briar Cliff Manor, N. Y., this month. The entire personnel of the show was present at the party, and Marianne was presented with many gifts, including a press flash camera from the hostesses Sadie Emswiler, Ginny Brown, Lois Scott, Betsy Clippard, Irene Davis and Lilas Vernon.

Zetta Alzora, wife of Karl Alzora, who is Side Show manager on the W. C. Kaus Shows, has joined the org with her musical bells for the fair season.

Roxie Harris, owner and manager of the Ohio Valley Shows, was guest of honor at birthday party given him by personnel of the org August 16 in Boswell, Ind. Harris, celebrating his 51st birthday, received many presents, and cake and ice cream were served. Mrs. Betty Rutherford, Mrs. Lucille Noelding and Mrs. Jamieson were in charge of refreshments. Others present included Mr. and Mrs. Dave Rutherford, Bill Harris, Clifford Salkeld, Mr. and Mrs. Ace Ross, Roy Wehrle, Roy Duffy, Abe Gold-

stein, Bob Littlephn, Bill Ceonley, Omil Smjill; Stella, Bill, Tillie and Willa Small; Ray Teeple, Mr. and Mrs. Joe Bonfield, Mr. and Mrs. Ed Butters, Mr. and Mrs. Ralph Baughman, Owen Brewer, Mrs. Bertha Kent, Mr. and Mrs. William Wolcott, Robert and Donald Harris, Bob Zehringer, Jerry Householder, Mack Quistion, Don Jamieson, Mr. and Mrs. Weyer, Mr. and Mrs. Dave Hurst, Mr. and Mrs. Minor and Horld Ross.

WANTED FOR ARKANSAS LIVESTOCK SHOW (STATE FAIR) Little Rock OCT. 4 to 10

Concessions—Arcade, Photo, High Striker, Fish Pond, Bowling Alley, Penny Pitch, Hoop-La, American Palmistry, Ball Games and Gadget Workers.

Clyde E. Byrd, Secy.-Mgr.
823 Pyramid Building
Little Rock, Ark.

FLATIES, SHEET WRITERS AND OTHER SMART CARNIES. WHAT ARE YOU DOING THIS WINTER!!!!

You can earn \$500 to \$1,000 a week closing deals—legit. Strong National Company will co-operate fully. You must have a car, be able to finance yourself, be willing to travel. If you think you can close big deals and can stand prosperity, I want to hear from you. Write all about yourself, experience, age, etc. Get set now to build up your B.R.

BOX 202
c/o BILLBOARD PUBLISHING CO.
155 N. Clark St. Chicago 1, Ill.

STEBLAR GREATER SHOWS WANT

For Glade Springs, Va., Sept. 6 to 11; then Damascus, Va., Merry-Go-Round balance of season.

Ferris Wheel Foreman. Concessions—Custard, Penny Pitch, Hoop-La, Pitch Till Win, Long or Short Range Gallery, Bowling Alley, Balloon Darts. Eddie (Rabbit Boy), Please said come on. Can place Monkey Show, Snake Show. Address all mail:

GLADE SPRINGS, VA.

VICTORY UNITED SHOWS WANT

Pop Corn, Candy Floss, Photo Gallery. Ride Help, top salary. Mitt Camp George and Rosie, contact Virginia.

P. M. JONES, Mgr., Ashley, N. D., Sept. 8-9-10; Moberge, S. D., Sept. 14-15-16.

CAN PLACE AT ONCE

Talkers, Ticket Sellers, Acts of all kinds. Drunks, agitators and managers, save your time.

Week Sept. 6, Bath, N. Y.; Sept. 13, Alexandria, Va.

CLAUDE BENTLEY
JAMES E. STRATES SHOWS

PLEASURELAND SHOWS

STARTING OUR SOUTHERN FAIR ROUTE

AMERICAN LEGION FAIR, SEPTEMBER 14 TO 17
DRESDEN, TENN.

Humboldt, Trenton, Brownsville, and Alamo, all in Tennessee, to follow. Six others to follow. STOCK CONCESSIONS OF ALL KINDS. ESPECIALLY WANT COOK HOUSE.
Carrier Mills, Ill., Sept. 9, 10, 11.

WANT FOR SOUTHEASTERN MISSOURI STATE FAIR

AND 7 FAIRS TO FOLLOW

Side Show Talkers, Tonie Paradise, Red Woods, George Ryan, Vince Chuck Howington. Dixie Act to feature. Dick Kobage, Dr. White, Christine, Alligator Skin Dwarf or Midgets, come on. Girl Show Talkers and Girls. Dex Stair, come on. Snake Show Talkers or Ceek or Snake Handler. All reply to:

E. E. FARROW, Mgr., Wallace Bros.' Shows
OWENSBORO, KY.

Conklin CNE Midway on Way To Winner Altho Gross Below '47; Attendance Runs Ahead

Big Patronage Offsets Per Capita Spending Drop

TORONTO, Sept. 4.—At the end of the first half of its 14-day operation, the midway at the Canadian National Exhibition (CNE) here is on its way to another big winner, altho gross will probably not exceed the record breaker of 1947. Attendance at the expo is running ahead of last year (see story in General Outdoor Department, this issue) with an all-time high easily in sight provided weather continues favorable, but the cost of bread and shoes and the other necessities of life has left the family man with less dough in his kick for pleasure.

The midway as a whole will do as well as it did last year and the showmen aren't kicking by any means. The increased patronage is offsetting the slightly decreased individual spending. J. W. (Patty) Conklin, amusement director, had hoped to gross \$500,000—topping the terrific

\$432,500 of 1947, but unless crowds pick up even more it is doubtful that he will make much more than last year's figure. At the close of operations last night—halfway point—biz totaled approximately \$220,000 despite a slightly slow start opening day, August 27, due to hot and humid weather.

Indies Go Big

Enterprises independent of the Conklin set-up—notably Bill Beasley's lavish bingo—are experiencing similar business. Midway is being helped by the terrific success of the grandstand show, playing nightly to its 22,000-plus capacity, and by the 1 a.m. closing time. Last year the new grandstand had not been completed and was dark thruout the run. For the first time in the history of the CNE attractions can operate until 1 a.m. and 12:30 on Saturday instead of the usual midnight curfew. Extra hour has helped considerably, giving the boys more time to get play from the evening grandstand crowd which hits the midway between 10:45 and 11 o'clock.

Conklin has dressed up the permanent fronts introduced last year, re-spotted shows, added lights and color to a layout that debuted in 1947 as the most lavish display of independent attractions other than at a world's fair. Many of the attractions will move at the close of the CNE to the Greater London Fair, London, Ont., for the first renewal of that event since 1939. They can see a possible \$75,000-\$100,000 gross there compared with its pre-war \$28,000 to \$35,000 range.

Line-up of attractions includes Alf Phillips' Aqua Follies, Charlie Hodges' Side Show, Flash Williams and Ed Schooley's Parisian Night, Charlie Lucas' Darkest Africa, Audrey Miller's Ice Skating Show, Conklin's Laff-in-the-Dark and Scooter, under direction of Joe Drambour; Magic Carpet, Bill Davis; Arcade, Bill Martin; Crystal Maze, Sophia Carlos, and A. Randall's miniature circus. Rides include the Hi-Ball, C-Cruise, Speedway, Meteor, Rock-o-Plane, Spitfire, two new Ferris Wheels, Moon Rocket, Hurricane, Fly-o-Plane, Octopus, Flying Scooter, Looper and Rolloplane. Kiddieland has 13 rides including the pony track.

Shows have been going for 50 cents for adults; 25 cents for children; rides, 25 and 15, and all kid rides for a dime straight or a strip of six for 50 cents.

Princeton Okay For Royal Crown

PRINCETON, Ind., Sept. 4.—Business for Royal Crown Shows at Great Gibson County Fair here, which opened August 29 and closed tonight, wound up on the right side of the ledger, with concessions especially doing well.

Shows had 15 rides and 12 shows on the midway, with the Dixiana Revue, managed by Charles Taylor, getting top money among the shows. The Vanities, managed by Patsy Cole, and Captain Ritz and his Thrill Riders tied for runner-up honors. Strangeland, side show managed by Betty Brancroft, chalked up a big gross on Children's Day, Thursday (3).

Org moves from here to Madisonville, Ky., for the Hopkins County Fair, September 6-11. Fair is being revived after a seven-year lapse.

GEORGE CLYDE SMITH SHOWS

WANT FOR THE FOLLOWING FAIRS

FIVE COUNTY FAIR
FARMVILLE, VA.
WEEK OF SEPT. 20

HENDERSON, N. C.,
COLORED FAIR
WEEK OF OCT. 11

SUFFOLK, VA.,
COLORED FAIR
WEEK OF OCT. 18

WANTED—Grab, Ball Games, Duck Pond, Fish Pond, Cigarette Shooting Gallery, Penny Pitch, Hoop-la, Watch-la; all Hanky Panks open; Penny Arcade.

WANTED—Side Show, Girl Show, Crime Show, Wild Life, Mechanical City.

WANTED—Truck and Semi Drivers, General Ride Help, Concession Agents and Ticket Seller.

Have open dates for week of Sept. 27th and Oct. 4th. Fair and celebration committees in Virginia and North Carolina, contact me.

All communications to

GEORGE CLYDE SMITH SHOWS Patton, Pa., this week

EXPOSITION at HOME SHOWS

High Class Attractions for Fairs and Celebrations

Big Mardi Gras, Edgewood Park, Shamokin, Pa., all this week

Want Cook House, Hanky Panks of all kinds, Guess Your Age, Scales, Palmistry and Photo Gallery. Want Electrician at once. Want Merry-Go-Round Foreman and Second Men who drive semis. Want Girl Show Operator. Have complete outfit. Want Shows not conflicting. This Show will positively be out all winter in Florida. Contact

ROX GATTO, Owner and Manager

Exposition at Home Shows, Edgewood Park, Shamokin, Pa., this week.

JOHN R. WARD SHOWS

WANT FOR LOUISVILLE, KY., STATE FAIR

Rides, High Ball, Sea Cruises, Spitfire, Grand Shows. Can place good Ride Men. Want Special Agent who can lay out lot. Want Bingo Caller and Help. Robinson, join with Custard.

Address, Louisville, Ky.

Silver Slipper SHOWS

WANT RIDES SHOWS CONCESSIONS FREE ACTS WANT

Agents for office-owned Concessions. Want Men and Women Agents for Ball Games, Penny Pitch, Guess-Your-Age and Weight, Popcorn, Bingo, Hoop-La, Arthur Carroll wants Agents for Swinging Ball, Ball Games and Slum Skillo and others. Also want Manager for Snake Show. Want Merry-Go-Round Foreman and other Ride Help. All replies to

WILLIAM O. HAMMONDTREE, General Manager ALBANY, KY., THIS WEEK

Centennial Celebration

Oneonta, New York, September 24 Thru 27, 1948

4 BIG DAYS

MAMMOTH PARADES. GIANT HISTORICAL PAGEANT-SPECTACLE NIGHTLY.

HOME COMING.

CARNIVAL RIGHTS, CONCESSIONS AND RIDES AVAILABLE.

ADDRESS: CENTENNIAL HEADQUARTERS, CITY HALL, ONEONTA, N. Y.

Executive Chairmen Concession Chairman Directors
Kenneth MacEwen, Harry Miles E. C. Damasche Wally Lafferty, Ken Rene

WHALEN & RILEY SHOWS

WANT WANT WANT

Hanky Panks of all kinds, Fish Pond, Balloon Darts, Long or Short Range Shooting Gallery, Bingo, Grab, Photos, Popcorn and Candy Apples or any Hanky Pank Store working for stock. Want Shows with own transportation. Will book Merry-Go-Round.

Whalen & Riley Shows, Laverne, Okla., Fair, Sept. 6-11; Taloga, Okla., Fair, Sept. 12-18; then to cotton country. No gypsies or racket here.

WANT FOR JACKSON, TENN., FAIR, SEPT. 13-18

LEGITIMATE CONCESSIONS OF ALL KINDS

Photos open and Hanky Panks of all kinds. Contact immediately:

AL WAGNER, care Cavalcade of Amusements

EAST ST. LOUIS, ILL., this week; then JACKSON, TENN., FAIR.

WANTED

Merry-Go-Round, Shows, small Grab, Floss, Novelties, Stock Outfits that work for 10¢. Pan Game Agent. Pat and Stan, answer. For Gainesville, Mo., Fair, Sept. 9-10-11; Poplar Bluff, Mo., Sept. 13 to 18; Parma Cotton Festival, Sept. 20-25, Parma, Mo.; then into cotton and balance of season. Tom Thorner, answer.

SAMMY LANE SHOWS

Sweetheart of the Ozarks
H. H. ZUGG M. E. ZUGG

GIRLS WANTED

Enlarging Revue for four of the best Girl Show Fairs in the South and Jacksonville, N. C. If you want the best pay and treatment, long season, then Florida, wire at once. Those joining now will be given preference. Wire at once.

TED BLANK

Whiteville, N. C., this week; then North Wilkesboro, N. C.

WANT TO BUY

Spidora or Snake Girl Illusion. Must be in good condition. Wire

Harry Lottridge

Harry Lottridge Shows

Cuthbert, Ga., this week

OHIO VALLEY SHOWS

Want for Remington, Indiana, Fall Festival and Street Fair, Sept. 14-18, Ball Games, Stock Concessions and Shows. Address:

ROXIE HARRIS

Laketon, Indiana, this week

FOR SALE

LATE MODEL CHEVROLET TRUCK, WITH ALL-STEEL VAN. 3 14-ft. Concession Tents and Frames, complete with velvet background and stock for 6 outfits. Skillos, Wheels, Razzes and other Games. PRICE FOR ALL \$3,500.00.

JACK BARCLAY, o/o SCHAFER SHOWS Shawnee, Okla., this week

WANTED

3 AGENTS FOR SLUM SKILLOS and 1 WHEEL AGENT. Sober Outside and General Help. 10 straight Fairs. C. J. Qualls, contact.

JACK BARCLAY

o/o SCHAFER SHOWS Shawnee, Okla., this week

2 BRAND NEW KORN KING POPCORN MACHINES FOR SALE

Latest Model 1948. 1 uncrated, other slightly used as demonstrator. Below wholesale price. Write

GUST KARRAS 124 So. 9th St. St. Joseph, Mo.



WALLACE BROS. SHOWS

"America's Most Spectacular Midway"

10 RIDES	8 SHOWS	TWIN DIESELS	NEON TOWERS	FREE ACTS
NOW BOOKING				
11 FAIRS	FOR SOUTHEAST, MO., DISTRICT FAIR			11 FAIRS
CAPE GIRARDEAU, MO., SEPT. 13-18				
ALL EATS OPEN	TENNESSEE A. & M. FAIR			WANT FUN- HOUSE
JACKSON, TENNESSEE, SEPT. 20-25				

SHOWS—Funhouse, Mechanical City, Glass House, Athletic Show, Snake, Motor Drome, Penny Arcade.

CONCESSIONS—Bowling Alley, Blower, Scales, Hi-Striker, Jewelry, Darts, Novelties, Photos, Snow, Floss, String, Shooting Gallery, All Stock and Percentage.

HELP—Foreman for Merry-Go-Round. Man for Kid Rides. Help on Spitfire and Tilt.

ALL REPLIES
E. E. FARROW, Owensboro, Ky., Sept. 6-11

TEXAS EXPOSITION SHOWS

WANT FOR A STRING OF ARKANSAS FAIRS, STARTING AT HOT SPRINGS, SEPT. 14. We hold the "Ex" on all Concessions at this Fair and several others.

WANT CONCESSIONS OF ALL KINDS: COOK HOUSE, BINGO, ETC. No Exclusives—Come on.

WANT GIRL SHOW, SIDE SHOW, OR WHAT HAVE YOU?

Whitie Noltie, come on for the opening in Hot Springs.

WILL BOOK PONY RIDE AND ANY FLAT RIDES NOT CONFLICTING.

Show will stay out until Jan. 1. Don't write; wire, call or come on.

TEXAS EXPOSITION SHOWS

A. OBADAL

Owner and Manager

201 Austin St., San Antonio, Tex.

(Phone: Lambert 20500)

CHAS. S. NOELL

Gen. Rep. & Legal Adjuster

Box 1216, Hot Springs, Ark.

(Phone: 3783)

AGENTS WANTED

FOR STRING OF NEW CONCESSIONS

OPENING BRIDGETON, N. J., SEPT. 12.

PLAYING STATE AND COUNTY FAIRS UNTIL ARMISTICE DAY

Can use 1 Wheel Agent and 2 Bowling Alley Agents. Contact me at CELORON PARK, Jamestown, N. Y., until Sept. 8. Can also use 6 men for Concession working department. Report Bridgeton, N. J., Sept. 11. (Byrnes and Margaret Dalton, come on; will place you.)

BOBBY COHN

CELORON PARK

JAMESTOWN, N. Y.

BULLOCK AMUSEMENT CO.

Learn entertainment for the whole family

WANTS

Second man on Ferris Wheel. Will book legitimate concessions. Sit Down Grab, Photo Gallery, Balloon Darts, Bowling Alley, Ball Games, Bumpers. Can use man Ball Game Agent. Long season South. Sophia, W. Va., this week; Oakhill, W. Va., week Sept. 13th, auspices police department, location center of town; week Sept. 20th Burnwell, W. Va.

T. J. Tidwell Modern Midway

WANT

WANT

WANT

Organized Girl Show; must have at least three Girls and wardrobe. Have top, front and new banners for same.

Need experienced Octopus Foreman.

Will book Wild Life or any Show not conflicting. What have you? All answer:

T. J. TIDWELL

Dalhart, Texas, Sept. 7-11; Muleshoe, Texas, Fair, Sept. 13-18

FROM THE LOTS

Pacific Coast

WALLA WALLA, Wash., Sept. 4.—Org opened here Wednesday (1), following a red one at Umatilla County Fair, Hermiston, Ore. Committee there co-operated. Open house was held nightly.

Rides reported good biz and concessionaires reporting excellent returns included: Jim Davisson, lead gallery; Ellen Barber, cigarette gallery; Walton de Pellaton, hoop-la; Mona Martin, balloon store; Mrs. Les Bernstein, confections, and Grover Wright, Al Wells and A. Barnes.

Ed Freeman's cookhouse was popular. Bulldog Jackson's Athletic Show scored.

Virgil (Sonny) Freeman arrived from the Seibrand Shows in Boise, Idaho, for a visit with his mother, Mrs. Gladys Wells. Mr. and Mrs. William Grimm joined from American United Shows with two concessions. New duck pond, owned by Mr. and Mrs. Charles Martin, is being operated by Terry Neil and Fred Zubryk. O. H. Hilderbrand, former owner of Hilderbrand United Shows, was the guest of E. Pickard.

D. E. Albertson reported a big week for his Mickey Mouse Show. Harvey Kirkbride returned from a trip to Kansas. Roy Franchina, Mr. and Mrs. Ed Barrett and Ed Trotman visited Pendleton, Ore. Mr. and Mrs. Ralph Berkshire have booked their boat ride and Toonerville Trolley.

Ellen Lansdowne's photo gallery flooded the midway with photographs. General Manager James Barber is recovering from a hand injury.—WALTON DE PELLATON.

Virginia Greater

KELLER, Va., Sept. 4.—Weather was ideal and business okay at the Eastern Shore Fair for the week ended August 28. A number of concessions joined to make the org's fair route. Daily races and a good grandstand show brought the folks out. Taylor Trout emceed the night show.

Visitors included Lieutenant Fobbs, of the Virginia State Police; Sam Stallings, Suffolk, Va., postmaster; Mr. and Mrs. L. A. Altaffer, of the Warsaw (Va.) Fair, and Joe Basile and members of his band.

Manager Rocco Masucci was host at a spaghetti and chicken dinner. Attending were Milton Mason, fair secretary; James Marshall, W. E. Cullman, P. C. Ayres, W. E. West, A. J. Byrd, P. T. Laiffard, H. W. Bodley, R. L. Sonum and George A. Hamid Jr.

Texas

JAL, N. M., Sept. 4.—John (Heavy) Loren, the boss, and the rest of the personnel are looking forward to the two-day date at the Lea County Fair, scheduled September 10-11 in Lovington, N. M.

Ken Miller, shows' mechanic and Ferris Wheel foreman, has the loud-speaker working in tiptop shape. Jimmy Rhodes, running to another spot on the grounds, collided with the Merry-Go-Round ticket box but escaped serious injuries.—DREW K. HOLLIDAY.

Page Bros.

MURFREESBORO, Tenn., Sept. 4.—Stand here was okay. Duke Lbetti joined with two concessions.

Red O'Donnell, columnist for *The Nashville Tennessean*, featured the org in his column recently. He was a visitor during stand at Madison, Tenn. Kenny Etzell joined with his Rolloplane and popcorn.

Manager W. E. Page celebrated his birthday August 25 and received many gifts, including a watch from his wife. Stanley Western is awaiting delivery of a new Cadillac.

Crafts Exposition

OAKLAND, Calif., Sept. 4.—Show arrived here August 25 in plenty of time for opening August 27 for an 11-day stand including Labor Day. First night there were approximately 5,000 people on the lot. Show was plugged by newspaper advertising, radio and loud-speaker in airplane.

Louis Rosenberg, billposter on this show last season, is back again after serving in the same capacity on the Crafts 20 Big Shows this season. Louis Cecchini and Hank Arnold put extra concessions on here; also Spot Ragland, of the Twenty Big Shows, brought over several concessions, bringing the total number of concessions for this date to 45.

Jeff Griffin visited opening night and will be back to repaint the Girl Show. Winners in this week's drawing were Murray Poland, \$25; Sally Short, \$15, and Ty Markham, \$10. The writer, by error in a previous article, said the drawings were for the Regular Associated Troupers only. The proceeds of the drawings are split between the Regular Associated Troupers and the Pacific Coast Showmen's Association, of Los Angeles.

Louis Cecchini, who has concessions on this show and holds the drawings each week, will leave with his family September 6 to join his partner, Johnny Levaggi, on the No. 1 show in San Bernardino, Calif., to prepare their concessions for the Los Angeles County Fair, Pomona, Calif., which will be held September 17-October 3. After the fair he will return to this show. In his absence Hugh Randolph and the writer will take care of the weekly club drawing.—VINCENT B. KUROPATWA.

1946 SUPER ROLL-O-PLANE

Used 2 seasons in this park. Motor is single phase. This ride was never on the road. Cars all aluminum. Operated and maintained by owner. Price, \$5,000.00. Transportation for same, 1942 G.M.C. two-ton tractor, 24-ft. semi; motor overhauled, tires in good shape, \$1,500.00. Ride can be seen in operation up to Sept. 21.

EARL C. BERGERON

Seaside Heights, N. J.

FOR SALE Long Range Lead Gallery

Mounted on 1941 1½-ton G.M.C. 3 New Remington Speedmasters. Gallery complete. \$2,000.00.

WILLIAM F. ROBERTS

Box 995, Sinclairville, New York

FOR SALE

Wurlitzer Band Organ, style 150, renewed, \$500.00; two Masco S.S., 25 W.; Turntable Top, 110-115 V.; 4 24-In. University Speakers.

JOHN A. WILSON

Lincoln Park

Chattanooga, Tenn.

WILL BOOK OR LEASE

Merry-Go-Round and Kiddie Rides not conflicting for all winter's work. No ups and downs.

POE'S KIDDIELAND

P. O. Box 4862, Warrington Branch
Pensacola, Fla.

PHOTO UNIT

Quartermatic for Direct Positive Photos. Fully equipped. Enlarger. Visualizer.

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c/o CLARIDGE HOTEL, ST. LOUIS, MO.

DYER'S GREATER SHOWS

OUR GROSS BUSINESS FAR EXCEEDS LAST YEAR. THERE MUST BE A REASON.

Want Second Man on Ell, Fourth Man on Caterpillar, Concession Agents capable of handling Concessions: Wrestlers, Boxers for Athletic Arena; Shows. What have you? No Girl Show. Acts for Side Show. OUR ROUTE: BEST IN THE STICKS ON EARTH. Birmingham, Iowa, on Streets, Sept. 9-11; Tiptonville, Tenn., American Legion Fling Ding, Sept. 13-18.

SECOND-HAND SHOW PROPERTY FOR SALE

\$39.00 Genuine African Lion Rug, mounted head.
\$25.00 Set Brass Swiss Hand Bells. Brand new.
\$30.00 German Violinello with bow. Good tone.
\$27.50 New Umbrella Tent, 9x9 feet, with poles.
\$11.50 Genuine Chinese Sword. Gold inlaid.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

FOR SALE
7 TUB TILT-A-WHIRL
 A-1 shape throughout including paint. Extra good transportation. Permanent.
 411 A St.
 South Sioux City, Neb.

SHOWMAN'S HEADQUARTERS
HILLMAN HOTEL
 BIRMINGHAM, ALABAMA
 Comfortable, Convenient, Economical
W. T. WILSON JR.
 Manager

WANTED
DROME RIDERS
 Come on if near Clinton & Wilson Shows. Don't close till late November. Wire
EARL PURTLE
 Indianapolis, Ind.

FOR SALE
AT BARGAIN PRICES
 One Walk-In Burch Popcorn Machine, 7' high, 3' wide, 5' long. Made to be used outside in all kinds of weather. Another one 2 1/2' x 2 1/4' x 5 1/4'. Both in very good condition. Two Direct Positive 8 Size Photo Cameras, with booths, complete, ready to go. One new, other used. Six Evans Electric Duck Pin Bowling Alleys, 66 feet long overall.
C. O. HUNT
 Ironton Playland, 118 N. 2d Ave., Ironton, Ohio

FOR SALE
 DERBY RACE HORSE GAME
 12-Unit on 22-ft. Aluminum Trailer. Open or close in few minutes.
 Price: \$3,000.00 for quick sale.
BUDDY STOKELD
 c/o COLEMAN BROS.' SHOWS
 Northampton, Mass., this week.

#5 ELI WHEEL
\$4,500.00
 No junk. Up and running. Owner in hospital. Contact
MRS. ROSE E. CYPHER
 413 McNair Ave. Pittsburgh 21, Pa.
 Phone: Ch. 4721

FOR SALE
 My Super Roll-o-Plane, perfect paint, perfect condition, with or without transportation. Must be seen to be appreciated.
 In operation at:
 Fountain City, Wis., Sept. 8 to 12;
 Independence, Wis., Sept. 14 to 19.
TONY KLAASEN
 c/o SKERBECK SHOWS

FOR SALE
 Mills 2 1/2 Gal. Electric Frosted Malted or Custard Freezer, used only three times, like new; now in storage. Cost \$1,600.00. Quick sale, \$800.00. Will ship.
WEBER CROUCH
 c/o Pike Amusement Shows
 Ellington, Mo., Sept. 6-11; Salem, 13-15; Ava, 16-18; or per route.

WANT TO LEASE
MERRY-GO-ROUND AND WHEEL
 For downtown Lakashen all winter, beginning Oct. 1, 1948. Write
P. O. BOX 531, Pine Bluff, Ark.

Mad Cody Fleming
 BLUE RIDGE, Ga., Sept. 4.—S... opened strong here August 30, fo... ing a good stand at Lawrenceville... The writer is handling Schilling's concessions, thus allowing... Schilling to devote his time... lot and bingo and Mrs. Schilling... handle the front gate tickets... Mrs. R. Hixon and family and Mrs. Kobus left, the latter to join another show.

Many of the personnel took time out for some swimming in Blue Ridge Lake. Shan Wilcox, owner of Shan Bros.' Shows, visited at Lawrenceville. Delia Davenport is the org's official baby sitter. Personnel includes Mrs. Dean's two sisters, Dovie and Carrie, concessions; Mrs. Anne Robertson, caterpillar tickets; Wanda Sorrow, Ferris Wheel tickets; Connie Mizelle, bumper game; Gussie Wilson, balloon game; Frankie Shelton, cigars; Daisy Floyd, glass pitch; Ruth Dean, Merry-Go-Round tickets; Pearl Pill, penny pitch; Mrs. Cole Heart, pitch-till-you-win; Frances Orr, Flying Scooter tickets; Mrs. Evelyn Howey, popcorn and candy apples; Sue Walden, Fun-house tickets; Tony Browning, snow ice, and Della Briggs, kiddie ride tickets.

The org's first fair, at Greensboro, Ga., was best ever staged there from an exhibit and attendance standpoint. But the gross was off from last year, due to the fact the gate was reduced one-third and ride prices trimmed in half. It's been about the same story at all Georgia spots this season, with the stay at Commerce okay and Jefferson holding its own with 1947.

Dutch Schilling has added a bingo stand with a royal blue top. He also has purchased Johnnie Sorrow's concession, which gives him a total of eight. Jack McCarty and Este Blount are doing a fine job of keeping the show advertised. Dad Davis, who celebrated his 68th birthday August 23, keeps the Ferris Wheel going on schedule. The Pills joined with two concessions.

Ride line-up: Johnnie Sorrow, ride foreman and Caterpillar, Fat Hixon, assistant; Este Blount, Flying Scooter; Dad Davis, Ferris Wheel; Joe Davenport, Merry-Go-Round; Pop Davenport, autos; Jimmer Mercor, train; Bill Milan, swings; Brownie Arnold, Fun-house; Clyde Howie, Big Snake.—GINGER SCHILLING.

Catlett's Greater
 KANSAS CITY, Mo., Sept. 4.—Shows played at 40th and Main streets under local merchants' auspices. No. 2 Unit played Nemaha County Fair, Wetmore, Kan. Owner William G. Catlett recently purchased a new trailer, which has been transformed into a streamlined office.

Henry M. (Pat) Patterson recently joined with four concessions. He plans to open a cafe here this winter. Sandra Sue Patterson won the grand prize in the pony event associated with the parade at the Haversville, Kan., Fair, with her midget pony, Major, and Curly McBrian's mule, Katy.

Amos Wolfe said his wife will join the shows at Horton, Kan., for the org's Southern tour.—WALTER L. WHITMER.

Bright Lights
 YORK, Pa., Sept. 4.—Show played one of its worst bloomers here altho it was sponsored by the York County labor unions with a membership reported at 11,000.

Danny Donnini closed here and Harry Schriber joined with his concessions. Schriber also will act as business manager. Paul Batwin joined with his corn game.

Raymond and Griffin joined with their one-ring circus. Sue Davis has taken over the Parisian Follies. Dixie Davis is featured. Herman Conn has the rolling stock in good shape for the show's jump to... F. Z. HYDE.

SPIKE THE LIGHT
Where You Want It!

WITH SWIVELIER'S New Portable SPIKE Unit

This versatile, all-purpose SWIVELIER spot-light holder can be used everywhere... indoors and outdoors... spike it in the ground, hang it, set it, or pin it up. For use with PAR 38 Outdoor Bulb or R 40 Indoor Bulb.

FEATURES: 1. NEOPRENE GASKET seals bulb and mechanism against moisture. Has 8-foot Outdoor Rubber Covered Cord and Cap. 2. RETRACTABLE SPIKE, turns back into base when not in use. 3. HOOD SHADE has holes in bottom to permit water to drain off. 4. INFRA-BAKED ALUMINUM FINISH.

- Orders shipped same day received.
- Overnight service within 500 miles of Chicago.
- Request our Catalog on SWIVELIER Line.

No. H 962 AN (less bulb) Each, Net (Lots of 6) **\$519**

INTERIOR OF BASE

No. 962 AN (less bulb) Each, Net (Lots of 6) **\$225**

Less than 6 prices slightly higher.

WRITE, WIRE OR PHONE
Eddie Murphy or Max Aver
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 EXCELLENCE IN ELECTRICAL PRODUCTS
ELECTRICAL SUPPLY CO.
 5801 S. Halsted St., Chicago 21

40—GENERAL SHERMAN TANKS—40

Crowd Gatherer — Good for clown, circus act. Made of rubberized fabric, canvas covered, all one unit.

8 ft. wide, 17 1/2 ft. long, 8 1/2 ft. high.

With canvas carrying case. Deflated weight, 150 lbs. Any air compressor will inflate in 3 minutes.

\$50 Each

F. O. B. Weehawken, N. J.
 New Army Surplus
KENTALL CO.
 1718 WILLOW AVE.
 WEHAWKEN, N. J.



26th ANNUAL TOUR * * * * * **JAMES E.** * * * * * 26th ANNUAL TOUR
STRATES SHOWS
 AMERICA'S BEST MIDWAY

WANT—Three experienced Electricians. Can use good Neon Man. Can place Carpenters and Show Builders at once. Need Show Artist and Letterer. Bennie Wells, wire.

NEED—Capable Rolloplane Foreman and Merry-Go-Round Help. Can always place good Ride Men at all times.

WANT—Young, experienced Chorus Girls for Georgia Sothern's "Night on Broadway" revue. Good salaries and Pullman car accommodations. Wire, don't write.

Attention — AGENTS WANTED — Attention
 For Count Store. Have long string of proven Fairs. Out till November. Good treatment, no tearing down or putting up. No Boy, No Stock, No Patch, No Pencil. 60% off Top.
ATTENTION, HEAVY
 All is forgiven; come back, have good proposition. No Jackpot. All replies, wire:
SAM "SHOESIE" ROSS
 1384 CLIFFORD AVE. Phone: Baker 6802 ROCHESTER, N. Y.

CAN PLACE FOR KENTUCKY STATE FAIR
 LOUISVILLE, KY., SEPT. 12-18
 Scale and Age Agent, also Bingo Counter Man and Relief Caller. Can place a few more Merchandise Concessions for Jackson County Apple Show, held on the Main Streets of Jackson, Ohio, Sept. 21-25. Gooding Rides and Shows booked. Ex on Palmistry open. No gypsies. Reply to:
JOHN GALLAGAN
 c/o State Fair Grounds or Hotel Detroit, Detroit, Mich., until Sept. 9; after that, c/o Kentucky State Fair Grounds, Louisville, Ky.

READING FAIR

September 12th to 18th Inclusive, Reading, Pa.

HAGERSTOWN INTERSTATE FAIR

September 20th to 25th Inclusive, Hagerstown, Md.

WILL PLACE Eating and Drinking Stands excepting Candy Apples; also legitimate Merchandising Concessions of all kinds.

CAN PLACE experienced Carnival Workmen in all departments. Can place Train Help and Mule and Cat Drivers.

All Address Now

CETLIN & WILSON SHOWS

FAIRGROUNDS, INDIANAPOLIS, IND.

VICTORY EXPOSITION SHOWS

WANT FOR GREATER OKLAHOMA FAIR, ENID, OKLA., SEPT. 13-18; PITTSBURG COUNTY FAIR, McALESTER, OKLA., SEPT. 20-25, and OKLAHOMA-TEXAS FAIR, IOWA PARK, TEX., and A STRING OF OTHER FAIRS AND CELEBRATIONS UNTIL ARMISTICE DAY.

CONCESSIONS—Frozen Custard, Novelties, Bumpers, Watch-La, Fish Pond, Long Range Gallery, Jewelry, etc., and any Stock Concessions.

SHOWS—Side Show, Mechanical Show and any worth-while Shows.

HELP—Want Foreman for Ferris Wheel, Second Men on all Rides. Must drive trucks. Good salary and treatment. Art Hansen can place Bingo Help. Clyde Davis wants Girls for Girl Revue. All reply to

ALVIN VANDIKE

c/o VICTORY EXPOSITION SHOWS, Lebanon, Mo. (Fair), this week; then per route above.

SHOWS WANTED

For NORTHEAST ARKANSAS DISTRICT FAIR

BLYTHEVILLE, ARKANSAS, SEPTEMBER 21 TO 26, INCLUSIVE

All Shows open. Will sell entire Show Midway to good, reliable operator. Address inquiries:

GOODING AMUSEMENT COMPANY

180 NORTON AVENUE

COLUMBUS, OHIO

RIDES FOR SALE

SUPER ROLLOPLANE, New 1940, AC 3 ph. 220-V. Motors. Price \$3,500.00 cash
JR. AIRPLANE SWING, Portable 20' Tower, 6 Planes, Seats 18 Adults or 24 Children, 7 1/2 H. P. AC 3 ph. 220-Volt Motor. Price \$1,200.00 cash

Prices F. O. B. Manlius, N. Y., uncrated. All in good operating condition, never on the road. Come and see them in operation during September. Reason for selling, want change of rides for 1949. Wire or write

EDWARDS FALLS AMUSEMENT CO., INC.

FRED W. SEARLE, Pres.

SUBURBAN PARK, MANLIUS, N. Y.

PHONE: MANLIUS 2-4811

BAILEY, N. C., FAIR—WEEK SEPTEMBER 13

AND 4 MORE FAIRS TO FOLLOW

WANT WANT WANT

Concessions—Must be legitimate, such as Pitch-Till-U-Win, Coca-Cola Bottle, Basket Ball, Snow Ball, Balloon Darts, Penny Arcade, Huckley Buck, Six Cats, Cane Rack, Mug Outfit, Long Range Lead Gallery, Short Range Gallery, Jewelry, Country Store, Devil's Bowling Alley, Slum Blower. Want the above Concessions for our fair midway.

BRIGHT LIGHTS EXPOSITION SHOWS

On the Show Midway. Write or Wire WADE H. PRIVETTE, Zebulon, N. C.

From the Lots

Thompson Bros.' No. 2

RENOVO, Pa., Sept. 4.—Short jump from Mill Hall, Pa., was made without incident and opening night here attracted a big crowd which spent freely. However, difficulty with the lighting set-up sent patrons home early.

Remainder of the week was slow and Saturday night's polio scare and more light trouble kept patrons away. Looper won top ride money. Joe Sivak was saved from drowning thru the efforts of a local lad.

Octopus truck was damaged en route to Conemaugh, Pa.—BUD WIEGAND.

Lee's United

BAY CITY, Mich., Sept. 4.—Shows and rides did capacity biz during three-day stand here under auspices of the St. Mary's Athletic Association. On the final day Joe Madol, owner of the Rex Bar here, paid admissions for 300 children, also providing them with eats, drinks and rides at the matinee. This marked the second appearance of the show here this season.

Heavy schedule the past couple of weeks has found the org playing two spots per week, mostly street celebrations, and biz has held up well all along the midway.—SUNSHINE LEWIS.

Johnny's United

BRAZIL, Ind., Sept. 4.—After a big week in Danville, Ind., better than last year, the unit moved in here early Sunday morning. Worthington, Ind., was a blank for rides and concessions. Mario Zacchini has joined with his Tilt-a-Whirl and three concessions, and Louis Cutler with his Octopus and four concessions. Mrs. Johnny Portemont Sr. has a new 27-foot Alma. A new semi-van has been bought for the Merry-Go-Round, which has a new blue top.—M. PORTEMONT.

Alamo Exposition

SALINA, Kan., Sept. 4.—Advance man Terry Martin's wife was hostess at a chicken dinner for Mr. and Mrs. Jack Ruback, Martha Rogers and the writer. She also staged a steak fry a couple of nights later.

Vinita, Okla., proved fair, with the rodeo helping spark a good finish. Mr. and Mrs. J. T. Hutchins visited in Vinita. Frank Jones Jr. visited Betty Jo Ulcar. Captain Allen has added several Side Show acts.

Jack Arthur has the ice cream stand. Billy Miller booked his Roll-a-Whirl.—SAMMY SAPSON.

WANT

Experienced Zoo Razzle Agent and Outside Help with car. Join on wire. Sponsored by American Legion. Larry Reece, J. P. Horbitt and all, answer. Action NOW.

T. L. DEDRICK

Gen. Del. P. O., Dalton, Ga.

Lee Amusement Company

WANTS

FOR 10 FREE STATE FAIRS—10

Big Snake Show or Dog and Pony Circus, Monkey Show, Circus Side Show. Will use only one Show at these Fairs. Rex Barnes, Lee Houston, get in touch.

LEE AMUSEMENT CO.
N. L. CRESON, Owner

Piedmont, Ala., this week; Heflin, week Sept. 13.

COMPLETE CARNIVAL FOR SALE

Consisting of 4 Major Rides and 1 Kiddie Ride, with transportation and all wire and switches and including owner's house trailer. Can be seen at Normal, Illinois, Tomato Festival, Sept. 16-18. Will give possession immediately.

KEN MURRAY

701 W. Wood St. Bloomington, Ill.
(Phone: 59030)

RIDE HELP

For Octopus and Merry-Go-Round. No drinkers. Apply

FRANK ZELAKI

ST. JOSEPH FESTIVAL

Bay City, Mich., Sept. 10-11-12

MICHAEL COLE

NEEDS AGENTS

For Huckly Buck, "Over Twelve" and Wheel, starting at Reading, Pa., Fair; then Allentown and south for the winter.

All replies to
129 E. Beech St., Hazleton, Pa.

TO COMMITTEES AND SHOW MANAGERS
Have open dates from Sept. 13 thru 25 and Oct. 4 thru 9. Can help you out on Fairs, Celebrations or fill-in, or as No. 2 Show in Kansas and Oklahoma. Let me know what you have and where. I have 3 Rides, 1 Show, 8 to 12 Concessions. Answer soon:

GIFFORD'S SHOWS, C. F. GIFFORD, Mgr.
Belle Plaine, Kan., Fair, Sept. 8-11

NOTICE

To all Carnivals and Shows. If you intend to play Maiden, Mo. this fall, see me before you book. Can book all types of legitimate Games and other Concessions. No sponsors.

F. L. WERNER

Werner's Club & Show Grounds, Maiden, Mo.

FOR SALE

Amphibian Duck, used one season. Duck was bought new, not surplus or a used one. Only 1,200 miles on it. Priced reasonable. Wire, phone, write:

NICK CERRA

Box 114, Carbondale, Pa.

don FRANKLIN shows

Want—For the Following Route of Fairs—Want

Victoria, Texas, Sept. 13 to 21, downtown; then Floresville Peanut Festival, around the Court House; followed by Fairs at La Grange, Richmond, Rosenberg, Angleton, Liberty, Wharton and others.

Will sell "ex." on Custard, Novelties, Scales, Jewelry and Arcade. Can place a few legitimate Stock Stores, Country Store, Basket Ball, etc. Want fully organized Hillbilly Show. (Have complete set-up, top, panel front, etc., for same. Percentage only.) Will book Monkey Circus, Snake Show, Ten-in-One, Mechanical, Wild Life, Fat or any Grind Show. No Girl Shows, must have own outfits. Will book Streamlined Caterpillar, Looper and Octopus, with own transportation. Can place experienced Ride Help who drive semis, Wipus for Tickets or on Concessions. Want Searchlight Operator, Night Watchman. Also Operator for office-owned Floss Candy. Now buying Rides and Show Equipment (for cash) for our #2 Show for 1949. All replies:

DON FRANKLIN, Mgr.

BRYAN, TEX., THIS WEEK

MURRAY AMUSEMENT CO.

WANTS—CONCESSIONS OF ALL KINDS—WANTS

For Illinois's Biggest Street Celebration, Sept. 16-18, Bloomington-Normal, Illinois, Tomato Festival at Normal, Ill.

PRIVILEGE, \$20.00. ALL OPEN, NO "EX." ADDRESS.

MURRAY AMUSEMENT CO., Odell, Ill., this week; then the Big One.

WHEELS

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street

New York 11, N. Y.

Southern Amusement Co.

WANTS

For Big Mexican Celebration, Sept. 16, Melvin, Tex.

Concessions—Photos, Grab, Lead Gallery, String Game, Mitt Camp. Agents for Roll Down and Swinger. Foremen for Merry-Go-Round and Ferris Wheel. Aspermont, Sept. 6-11; Robertson Co. Fair, Franklin, Sept. 28-Oct. 2; Waller Co. Fair, Hempstead, Oct. 5-9; Bl-County Colored Fair, Liberty; all Texas. Address:

A. B. VOGT, Mgr.

Harry Lottridge Shows

WANTED

Concessions of all kinds. Good opening for Custard. Can also place Side Show with own equipment. **MILO ANTHONY, WIRE**. Can also place Grind Shows. Shows address: **HARRY LOTTRIDGE**, Owner; Concessions address: **HARRY E. WILSON**, Bus. Mgr. Cuthbert, Ga., this week.

ANIMAL ODDITIES EXHIBIT

WANTS

Advance Agent with car. Lecturers, Stock Men, Grooms, Circus Mechanic, one Combination Biller. This show hasn't closed in three years. Out all winter. All replies to

FRANK KETROW

Care Hatch Show Print Nashville, Tenn.

FOR SALE

Cottillon Chair Scale, perfect condition, \$125.00. Peerless Corn Poppers, \$30.00. Floss Machine, single head, \$135.00. Have one Double Head Machine, \$150.00; with 5-foot panel outfit, complete with top lights, 27-inch par, \$200.00. Wire or write

S. E. MERONEY

General Delivery Santa Fe, New Mexico

SUNFLOWER STATE SHOWS

WANT

GIRL SHOW PEOPLE. CONCESSIONS OF ALL-KINDS, including Bingo, Grab and others. Out until November 11. Address:

Tonkawa, Okla., this week.

Frank W. Babcock UNITED SHOWS

WANT FOR

MEXICAN INDEPENDENCE DAY CELEBRATION, EL MONTE, CALIF., week of Sept. 13

and **PIONEER DAZE, MONTEBELLO, CALIF., week of Sept. 20**

CONCESSIONS (No lucky boys)

ATTRACTIONS THAT DO NOT CONFLICT

Contact

FRANK W. BABCOCK UNITED SHOWS

Chandler Hotel, 834 S. Main St., Los Angeles 14, Calif.

WATCH GARDEN STATE IN '48

McCLURE BEANSOUP HOMECOMING FAIR

One of Pennsylvania's oldest Fairs. 50,000 attendance in '47. Bigger and Better than ever. Free Gate, Free Acts, Exhibits. Sept. 15, 16, 17, 18. 4 Big Days, 4 Big Nights. **WANT**—Custard, Bingo, French Fries, Grab, Drinks, Stock Wheels, Hanky Panks, Ball Games. Some P.O. open to those with other Concessions, Age-Scales, Novelties, etc. Will place Merry-Go-Round, any Ride not conflicting. Want Arcade, Fun House, Grind Shows of all kinds. Dauphin County Fair, Gratz, to follow.

All Address: **R. H. MINER JR.**, Millersburg, Pa., this week.

FOR SALE

Parker 3-Abreast Merry-Go-Round, '46 model, aluminum horses, new Le Roi motor, outside and inside scenery and horse rods stainless steel. Price, \$6,000.00. Can be seen Avondale, Pa., through Sept. 11. Fully equipped Sound Truck, \$700.00. Taylor Frozen Custard w/ deep freeze, mounted in trailer, ready to work, \$750.00. 60-Inch G.E. Searchlight with own generator, \$800.00.

BUSTER GORDON

BOX 261, ELKTON, MARYLAND

WANTED

WANTED

WANTED

Free Act for 10 Weeks Choice Spots With Big Celebrations

SHOWS—Pit Shows, Grind Shows of any kind. Want Ten-in-One and Girl Show. Whiteville, N. C., Sept. 13-18; Bladenboro, N. C., Sept. 20-25; St. Paul, N. C., Sept. 27-Oct. 2. All Replies as Per Route.

MULLEN-CONN SHOWS

Mighty Page

MARTINSVILLE, Va., Sept. 4.—Shows were in Knoxville last week, making the jump from La Follette, Tenn. The Knoxville fair, colored, was the org's first fair this season and it turned out okay. Sam Price has gone to a hospital for a check-up. Bill Senton, formerly with the Peppers Shows and now with Ray Price, is in St. Mary Hospital, Knoxville, where he underwent an operation. Bill Thompson has added a concession, now making three. Mrs. W. A. Hendrix's mother is visiting. The writer's semi truck was almost demolished on jump from Knoxville to Martinsville. The driver hit a low underpass.—**BOB BUFFINGTON**.

Page Bros.

LAFAYETTE, Tenn., Sept. 4.—Org opened at the fair here Thursday (2) and opening crowd was big. Spending was about on a par with last year.

The Murfreesboro Fair a week ago proved a red one. Kids' day drew 11,000 persons and Saturday, the final day, there were 14,000 clocked thru the gate. Manager W. E. Page announced that he had inked the contract to furnish the midway at the Murfreesboro Fair again next year. George Emmerson has framed another concession and also purchased a truck to haul his equipment.

Following the Tennessee fairs shows will invade Mississippi for 10 weeks.

Eddie L. Wheeler

TRION, Ga., Sept. 4.—Shows played out of city limits here this week and biz was fair. Folks from the Denton Shows and Mr. and Mrs. Roy Shoemaker, of Cumberland Valley Shows, were visitors. Fairs start next week at Trenton, Ga. Captain Harrell's daughter and baby, from Birmingham, are visiting. Pat O. Monoham has added a new cookhouse.—**RUBY BANTA**.

CARAVELLA AMUSEMENTS

10 RIDES—Rolling Bigger and Better—10 SHOWS

LAST CALL BOOK NOW LAST CALL FOR ALL OUR FAIRS Limited Space

This is the fair week you have been waiting for

CUMBERLAND COUNTY FAIR

Sept. 13 to 18, Cumberland, Md.

LIMITED AMOUNT OF SPACE OPEN

ALL CONCESSIONS OPEN ALL CONCESSIONS OPEN

DAUPHIN COUNTY FAIR, SEPT. 20 TO 25, GRATZ, PA.

WILLIAMSBURG COUNTY FAIR, SEPT. 27 TO OCT. 2, KINGSTREE, S. C.

CLARENDON COUNTY FAIR, OCT. 4 TO OCT. 9, MANNING, S. C.

KERSHAW COUNTY FAIR, OCT. 11 TO OCT. 16, CAMDEN, S. C.

HORRY COUNTY FAIR, OCT. 18 TO 23, CONWAY, S. C.

ATTENTION, RIDE OWNERS We can use several more Rides for our fairs.

RIDE HELP Needed on all Rides.

SHOWS Have tops and banner lines, also P.A. sets for any show.

FOR SALE Sunshine Choo Choo, Life Show (Pickle Punk) and Fun House.

ATTENTION, BILL OWENS

We will give one week to return money received under false pretense, stapling machine and brushes.

ALL LUCKY BOYS, GET IN TOUCH WITH DALLAS DUNCAN

FRANK CARAVELLA, Owner and Manager

This Week—ARMSTRONG COUNTY FAIR, FORD CITY, PA.

Next Week—CUMBERLAND COUNTY FAIR, Sept. 13 to 18

W.S. CURL shows

"A CLEAN MODERN MIDWAY"

WANT FOR THREE BIG WEEKS—All on the Streets

These are all Annual Street Celebrations, starting with Blanchester, O., Sept. 20-25; then New Holland, O., Sept. 28-Oct. 2; Miamisburg, Oct. 6-9.

Want only legitimate Concessions—High Striker, Basket Ball, Jewelry, Candy Apples, Popcorn, Carmel Corn, Taffy Candy, Ball Games. Stock Concessions that work for stock. No Flat Stores tolerated. Will book Roll-o-Plane. Address all mail:

W. S. CURL
MARYSVILLE, OHIO

ROYAL AMERICAN SHOWS
WORLD'S LARGEST
(AND MOST BRILLIANTLY)
ILLUMINATED MIDWAY

WANT

WANT

Top Ferris Wheel Operators, Ride Help, Canvasmen, Train Help.

Address Topeka, Kansas, until September 17.

PIONEER SHOWS
—high class midway attractions

Want Legitimate Concessions of All Kinds, Shows

Committees, Fair Secretaries, have open dates. Answer, week September 6 to 12, Chambersburg, Pa.

GRACELAND GREATER SHOWS

Want for Montgomery County Fair at Mt. Ida, Ark., Sept. 13-18, and Cleveland County Fair, Rison, Ark., Sept. 22-25.

CONCESSIONS—Popcorn, Floss, Diggers, Hi-Striker, Long and Short Lead Gallery, Hoop-La, Pitch-Till-U-Win, Grind Stores. All Percentage Games open if you have one more Concession. RIDE HELP—First and Second Men on Ferris Wheel, First and Second Men on Chairplane. Top wages for sober men. SHOWS—Can use any good Show that can get money. RIDES—Can use a Kiddie Ride. All address:

GRACELAND GREATER SHOWS, Bridgeport, Ill., this week.

WANT CIRCUS ACTS AT ONCE

FOR BALANCE OF THIS SEASON AND 1949 SEASON

Especially want 8-Piece Uniformed Band, Elephant Act, High Pole Act, Trapeze Acts, Trampoline Acts, High Flying Casting Acts, Comedy Mule Act, Clowns and other good Acts. Wire at once.

Also want good Seat and Canvas Men, first-class Electrician, first-class Sign and Scenery Painter, one that can produce, and Builder.

Address

FOLK CELEBRATION SHOWS

Santa Fe, N. M., this week; or permanent address:
Box 1005, Albuquerque, N. M.

FIDLIERS United Shows

WANT FOR AMERICAN LEGION ANNUAL FESTIVAL

Alton, Ill., Sept. 15-16-17-18, and Kennett, Mo., Fair to follow
CONCESSIONS THAT WORK FOR STOCK—NO FLATS. SHOWS OF ALL KINDS WITH
OWN EQUIPMENT. Ride Help on all Rides and General Help in all departments. Address:

SAM FIDLER, Mgr.
ALTON, ILL., UNTIL SEPT. 18

JOHNNY J. DENTON SHOWS #2

Have Just Finished Another Red One in the Coal Fields

WANT WANT WANT

For Jenkins, Ky., this week; then our long list of Fairs and Fall Celebrations thru Kentucky, Virginia, Tennessee and Alabama. Out until Nov. 15.

WANT SENSATIONAL FREE ACT FOR OUR FAIRS. CONCESSIONS—Good opening for Custard, Lead Gallery, String Game, Jewelry, Cook House, Nail Store, Ball Games, Candy Apples or any Stock Concession. SHOWS—We have top, banner line and P.A. system. What have you? HELP—Want reliable Ride Help. Need Wheel Foreman, Chairplane Foreman and Second Men. This show carries seven Rides. FOR SALE—One 50 Kw. General Electric Transformer, Jacks and Towers. First \$500.00 takes it. Good proposition for Sound Truck. Bert Edwards, contact Norman Anderson—important. All replies to
J. A. SPARKS, JENKINS, KY., THIS WEEK.

WANT OPERATORS FOR FOLLOWING SHOW OUTFIT

Have one 150 ft. Side Show with banners and enough illusions and inside paraphernalia to open the show. This is a real opportunity for someone who can get acts and hold them.

Have 80 ft. Girl Show Front, built on semi with 30x50 top. Can you produce show and get girls?

Have two 20x40 Tops and Fronts for two small Grind Shows. What have you?

Have one Nudist Colony Frame-Up, complete with novel front and new blue 20x40 top. Ideal for Posing Show.

This show has one of the hottest routes of small Fairs and top Still Dates of the cotton country. We will open through October. If you want to make money and are sure you can stand prosperity, contact me.

Can always place Stock Concessions and reliable Ride Help.

GREAT SUTTON SHOWS

PORTAGEVILLE, MO., SEPT. 7-11; THEN TO MISSISSIPPI.

BIGGER... BETTER... BRIGHTER

GOLD BOND SHOWS

Want for Balance of Season for Choice Celebrations and Still Spots in Illinois.

CONCESSIONS ALL OPEN. Want small Cook House, Photos, Striker, Bowling Alley, Ball Games, Basket Ball, String Game, Coke Game, Scales, Hoop-La and Frozen Custard.

SHOWS—Grind Shows, Glass House, Motordrome, etc. Want Acts and Side Show People for Side Show.

WANT RIDE HELP FOR ALL RIDES, ALSO TRUCK DRIVERS. Wire all replies to

MICKEY STARK, Mgr.

Woodstock, Ill., Sept. 8-12; De Kalb, Ill., Sept. 14-18.

STATE FIREMEN'S CONVENTION

LAUREL, DELAWARE, SEPT. 13 TO 18.

Want Rides that do not conflict. Want Ferris Wheel. Concessions—Grab, French Fries, Pop Corn, Candy Apples, Custard, Ball Games, Bingo, Pitch-Till-Win, Hanky Pank, any legitimate Concessions. Shows—Clean Shows with own transportation. Car to be given away on grounds. Parades, Fireworks. All Eastern Shore Fire Companies to attend. All wires:

LEO REILLY, Manager, Unit #2

GOLDEN RULE SHOWS

LAUREL HOTEL, LAUREL, DELAWARE

WANTED—AGENTS—WANTED

ALL THRU IN WISCONSIN. AM PUTTING JOINTS BACK ON.

NEED SEVERAL GOOD HANKY PANK AGENTS, ALSO 1 P.C. AGENT, for Arkansas Fairs, opening Monday, Sept. 13, in Fayetteville, Ark. Close in Marshfield, Wis., Sept. 9.

JACK ROWE, care Snapp Greater Shows

Marshfield, Wis., until Sept. 9; Fayetteville, Ark., next week.

WANT FOR 5 GEORGIA FAIRS

STARTING THE LAST WEEK IN SEPTEMBER

Cookhouse that caters to show people, legitimate Concessions of all kinds. Good opening for Photos, Scales and Age, Long Range Gallery and Custard. Will book Shows that don't conflict with what we have. Want Free Act and Sound Truck with Concessions. Can use Ride Help that drives trucks. Will book Octopus and Roll-o-Plane for balance of season.

AL WALLACE, Mgr. Wallace & Murray Shows

ETOWAH, TENN., THIS WEEK

King Reid Moans Carnival Costs But Remains Secure Politically

By Jim McHugh

RHINEBECK, N. Y., Sept. 4.—King Reid, owner of the shows bearing his name, this week bemoaned the rising costs which he claimed are taking most, and in some instances all, of the profit from carnival operations.

However, the Reid Shows were doing all right here, as they reportedly have thruout the season, including several lucrative still dates, and it is unlikely that King will be acutely affected, since his organization has weathered its formative years and has shown marked improvement each season.

Just how much of King's analysis of the economic situation pertains to show business and how much of it is aimed politically is hard to ascertain, since he is a Republican and the assemblyman from his district in the Vermont State Legislature. Since he was recently indorsed by both the Republicans and the Democrats his friends are predicting that the next term will see him elected speaker of the House.

Legislative Duties

Political progress could be both good and bad. Being speaker would make it nearly impossible for him to absent himself from governmental duties for more than a few hours, and, since the session occurs during the fair meeting time, King would be able to attend the New York meeting, long a stronghold, for only a short time.

But then, there is always the governor's chair, and how much in love can a guy be with the carnival business?

Reid was fortunate this season in escaping most of the rain and mud in which most other Eastern orgs wal-

lowed. This, his secretary, Leonard Farley, says, resulted in weekly savings upward of \$700, a not inconsiderable sum.

Early season cold weather was a drawback, especially at places like Saranac Lake, N. Y., which some of the personnel claimed at the time was on the fringe of the Arctic Circle.

Fairs All Good

The shows' fairs have all been good but the costs cannot be denied and the competition for contracts is keen. Bids for some dates at the New York meeting last year ran considerably higher than the conservative element would approve. Even if they failed to unseat the incumbent show they frequently resulted in higher premiums which have to be overcome.

The Reid org is among the more fortunate with its help. Farley attributes it all to King, as keen in personnel as he is in politics, in reporting the absence of only three men from the troupe which started out in the spring. Stable personnel makes for general show excellence and it is reflected in the Reid organization.

Reid has only three weeks of fairs left and will, in keeping with custom, wind up with the earliest.

Harry Agne's bingo was doing a land-office business while Bibs Malange and Ed Bernard were faced with meager business on a back mid-way.

COLE BROS.' SHOWS

Want for Maysville, N. C., September 11-18, two Saturdays, and many others in the Tobacco Country; All Stock Stores \$15.00. A few P. C. open with other Concessions. Curly Nelson, Chuck Lavigne, Tex Harbin and Whitey Darbey, come on. All who worked for me before come on. Mitt Camps open. Pete Williams, contact JAMES W. COLE, Mgr.; FRED COLE, Asst. Mgr.

Cook Co. Fair Pans Out So-So For Jones Show

CHICAGO, Sept. 4.—General predictions prior to the August 27 opening of the 11-day Cook County Fair, a maiden event here at Soldier Field, were that it would either be a big one or a bloomer for the Johnny J. Jones Exposition. Thru Friday (3), the eighth day, it proved neither.

Ride and show play was fair thru the first eight days. The front end, operating in keeping with the edicts of the Chicago powers that be, also did fair business. Unless the holiday week-end play either soars or toboggans, the engagement should end Monday night (6) as satisfactory. No more, no less.

Show personnel this week had occasion to rejoice and to be sad. They rejoiced at the marriage of Ralph Lockett, general agent with the show, and they were saddened when Honey Lee Walker, girl show talker, suffered a relapse and was forced to re-enter St. Luke's Hospital here for treatment of a wrist bite given her by Cheeter, the Side Show chimp.

The girl show talker suffered the bite at the shows' press party here Thursday, Aug. 26. She was rushed to the hospital then and remained hospitalized for six days.

The Spitfire is topping the ride play here. Bertha (Gyp) McDaniels's Rocky Road to Dublin, dark ride, has been getting an unusually strong play. Carl Lauther's Side Show is pacing the shows.

Visitors to the Jones Midway included Clif Chambers, co-owner of the Ritenclif Cafeteria, Tampa, a long time intimate of outdoor show people. Chambers came here from St. Paul, where he had renewed friendships with personnel on the Royal American Shows.

GIRL SHOW TALKER

WANTED

Join immediately.

Wire

J. SCIORTINO

World of Mirth Shows

Rutland, Vt.

TWO 28 FT.

CAB OVER ENGINE BUSES

Suitable for House Car or Concession Coaches. Are in operation every day. Strong body, good tires. \$1200 each.

CEDAR LAKE BUS SERVICE

R.R. #1, Cedar Lake, Ind.

Cumberland Valley Shows

NEED NOW

A sober, reliable Wheel, Merry-Go-Round and Chairplane Man.

Cookeville, Tenn., Fair, this week.

WANTED FREE ACT

For Marlboro County Agriculture Fair, Bennettsville, S. C., week Oct. 4. Prefer Cannon Act. John Marks Shows on Midway.

MURRAY JACKSON

Bennettsville, S. C.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

FAIR - - - FAIR

HAMPTON, VIRGINIA, SEAFOOD STIVAL

BIGGEST THING IN THE SOUTH

WEEK SEPTEMBER 13-18

PARADES, FLOATS — 150,000 PEOPLE EXPECTED

Everything open. Want Minstrel Show People and Musicians. Also want Girl Show Manager with two or more Cookhouse. Larry Ostrow, come on in.

Warsaw, Va., this week; followed by Hampton, Va.

Bob Milligan no longer with show.



All mail and wires to
WM. C. "BILL" MURRAY

DENTON SHOWS

CAN PLACE

CAN PLACE

Eight more big Fairs to go: CULLMAN, ALA., this week; followed by SCOTTSBORO, ALA., FAIR; then ATHENS, ALA.; JASPER, ALA.; TROY, ALA.; ALBERTVILLE, ALA.; CEDARTOWN, GA.; GAINESVILLE, GA.; all bona fide Fairs.

CONCESSIONS: Good opening for Photo Gallery, Ice Cream, Jewelry, High Striker, Balloon Darts and all other Concessions.

RIDES: Can place Foreman for Twin Wheels. Wires

JOHNNY DENTON

CULLMAN, ALA., this week

WANTED FOR MISSISSIPPI'S BEST FAIRS FROM SEPTEMBER 1 TO DECEMBER 1

Want to book Rides—Octopus, Roll-o-Plane and Dark Ride. Shows—Good proposition for Motor Drome, Ten-in-One, Mechanical City and Illusions. Book legitimate Concessions, Scales and Age (Jackson, answer) and any other 10-Cent Stock Store. Cook House Help needed. Oetsoni, Miss., this week; then as per route.

J. A. GENTSCH SHOWS

BUFF HOTTE SHOWS

WANT WANT

CONCESSIONS THAT WORK FOR STOCK. SHOWS OF ALL KINDS WITH OWN OUTFITS. Have choice Cookhouse and Grab locations at Donaldsonville, La. (South Louisiana State Fair), week of Sept. 27th; also first right hand locations at Franklinton, La., Fair for Cookhouse, week of Oct. 11th. Several others for Cookhouse and Grab also open. (Mitt Camp, Novelties, Bingo and Diggers all sold.) CAN ALWAYS USE RELIABLE, SOBER RIDE MEN THAT CAN DRIVE SEMIS. Address:

BUFF HOTTE, Mgr.
SALEM, ILL., THIS WEEK; THEN SOUTH.

ROGERS GREATER SHOWS

WANT

Ferris Wheel Foreman and Ride Help on all Rides. Want Girl Show and Girl Show People. Man to take charge of Snake Show. Have new outfit complete. Want Agents for Coke Bottles.
MARION, ILL., this week; COVINGTON, TENN., next week.

SUNSET AMUSEMENT CO.

WANTS CONCESSIONS

FOR CENTRAL IOWA FAIR AT MARSHALLTOWN, SEPT. 13 TO 17.

Contact Number 2 Unit at Lone Tree, Iowa, Celebration, this week.

Have for sale for cash, 1938 Tilt, \$4,500.00. Can be seen in operation at Marshalltown; Hutchinson, Minn., Fair; Clarinda, Iowa, Inda Clar Days.

Can use Ride Help that drive. Contact Number 2 Unit at Lone Tree, Iowa.

Earl Tauber can place Slum Store Agents and Percentage Dealers; contact Lone Tree, Iowa.

PALMETTO EXPOSITION SHOWS

WANT WANT WANT

Spartanburg, S. C. (Gas Bottom), week of Sept. 6-11; Conaroo, S. C., Sept. 13-18; Graycourt, S. C., Sept. 20-25, in the heart of cotton; then south for all winter's work.

RIDES, SHOWS and CONCESSIONS. RIDES—Can place Ferris Wheel, Merry-Go-Round, Tilt. SHOWS—Can place Minstrel, Girl, Geek and Animal. CONCESSIONS—Can place Mitt Camp, Grab, Ball Games, Glass Pitch, Duck Pond, Hoop-La, Pitch Tilt You Win, Watch-La, Swinger, Slum Skillo, Nail Game. Want Agents for P.C. and Grind. Ritchie Keefer wants Agents for Skillo and Baszle. Also Grind Store Agents. Bill Reid wants Agents for Six Cat and Dart, Balloon Dart and Penny Pitch. All mail and wires to

MILTON N. McNEACE, Spartanburg, S. C.; then per route.

J. M. McINTYRE SHOWS

WANT FOR BETHWARE COMMUNITY FAIR, KINGS MOUNTAIN, N. C., SEPT. 16-17-18

Stock Stores, Cork Gallery, Lead Gallery, Fish Pond, Hi Striker, Guess Age and Weight, Ball Game, Novelties, Photo, Grind Stores. No P.C. or Palmistry. Wires:

This week, Charlotte, N. C.; next week, Kings Mountain, N. C. Space limited.

WOLFE amusement co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

ALL THIS WEEK — CORNELIA, GA.

LAST STILL DATE OF THE SEASON — THEN ALL FAIRS TO NOVEMBER

LOOK THEM OVER—THE BEST IN THE COTTON COUNTRY

SEPT. 13-18—COMMERCE, GA., FAIR
SEPT. 20-25—MADISON, GA., FAIR
SEPT. 27-OCT. 2—LEXINGTON, GA., FAIR
OCT. 4-9—LAVONIA, GA., FAIR
OCT. 11-16—McCORMICK, S. C., FAIR
OCT. 18-23—GREENVILLE, S. C. Colored Fair
2 MORE TO FOLLOW

ALSO BEST ARMISTICE DAY CELEBRATION IN SOUTH CAROLINA

P.S.: Cotton is good and pickers getting \$3.00 a hundred.

Wire for Space Today NOW

—WANT—

CONCESSIONS

Long and Short Range Lead Galleries, sell X; Custard, X; Novelties, X; Bowling Alley, Diggers, Rotarios, French Fries, High Striker, Pitch-Tilt-You-Win, Hoop-La, Glass Pitch, String Game, Balloon Darts. No X unless so stated at Fairs. Will place clean Mitt Camps.

Grind Store Agents, Roll Down and Skillo Agents. 2 Lady Ball Game (Bottle) Agents. Must be good.

SHOWS

Good proposition for Wild Life, Snake, Monkey, Fun House, Girl or Posing Show. Have complete Girl Show outfit. Want Girls and Manager.

BEN WOLFE, Manager

CORNELIA, GA., this week; then per route.

P.S.: All reservations for space must be made by Friday. Cut this ad out for future reference.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT WOODBURY, TENN., CANNON COUNTY FAIR, week of September 13, followed by DECATURVILLE, TENN., DECATUR COUNTY FAIR, week of September 20, and into Georgia to Armistice Day.

Can place Stock and Slum Concessions of all kinds. Jewelry open on exclusive basis. Can place any Show with own equipment and transportation. For a long, prosperous tour South, contact us before it is too late.

C. C. Groscurth, Gen. Mgr.

BLUE GRASS SHOWS

Hartford, Ky., Fair all this week, then Woodbury, Tenn.

ORANGE STATE SHOWS & TED LEWIS SHOWS COMBINED WANT FOR THE FOLLOWING FAIRS

and all winter in Florida.

FEATURING HUGO ZACCHINI AND HIS CANNON ACT

Week of Sept. 20, Wake Forrest, N. C., American Legion Fair; week of Sept. 27, Benson, N. C., Fair; week of Oct. 4, Savannah, Ga., Shrine Fair, with two weeks to follow in Jacksonville, Fla.

RIDES—Tilt, Octopus, Ridee-O, Pony Rides.

SHOWS—With own outfits: Side Show, Monkely Show, Fun House, Wild Life Show and Snake Show.

CONCESSIONS—Book any kind of Legitimate Concession. Independent Cook House and Bingo. Opening for one or two more Wheels who will work according to orders.

RIDE HELP—Foreman for Ferris Wheel and Second Man, Chairplane Foreman. Use Ride Help who can drive Semi.

LEO BISTANY AND TED LEWIS

AMERICAN HOTEL, ALLENTOWN, PA.

UTAH EXPOSITION SHOWS

WANT

FOR FAIRS AND CELEBRATIONS FROM NOW UNTIL NOVEMBER 1.

First and Second Men for all Rides. Blackie Jackson, Ride Superintendent. Top salaries paid to those willing and capable.

Chas. Thompson can place Hanky Pank Agents. Can book a few non-conflicting Concessions.

Want Long and Short Range Galleries.

Will book one or two Grind Shows.

H. L. SEIFER, Mgr.

ALAMOGORDO, NEW MEXICO, FAIR, SEPT. 8-12.

Groves Shows

AMERICA'S CLEANEST MIDWAY

LAFAYETTE, LA., SEPT. 6

Can use legitimate Stock Concessions of all kind. Photos Custard, Hi-Striker, Aluminum Wheel, Groceries, Scales, Age. Booking now for Fairs, starting at Jonesboro, La., September 27-October 2; Marksville, La., October 4-10; Ruston, La., October 12-16; Tallulah, La., October 18-22; Sulphur, La., October 28-30. Want Foreman for Smith & Smith Chairplane. Can place Second Men on Merry-Go-Round, Ferris Wheel. Slim Tomlin wants Second Men on Caterpillar. All replies

ED GROVES, as per route

McBRIDE BROS.' SHOWS

WANT QUICK

Shows—Five or Ten-in-One, Illusion, Minstrel, Wild Life, Motordrome or any Shows of merit. Rides—Can place Rolloplane with transportation. Ride Help—Ferris Wheel, Merry-Go-Round, Chairplane, Ridee-O. Concessions—Snow, Floss, Photos and legitimate Stock Concessions. Mickey Meeker wants Agents. Joe "Cocky" Rolling, come on. Wire or phone

WOODY McBRIDE, Mgr., or BILLY BURTON, Gen. Rep.

Bradshaw, West Virginia

BARNEY TASSELL UNIT SHOWS

WANT

Balloon Darts, Long Range Shooting Gallery, Ball Games, Cat Rack, Hoop-La, High Striker, Jewelry, Photos, French Fries, Custard or any other legitimate Concession. Can place Shows of all kinds with merit. This show carries six Major Rides and sensational Free Act and no gate admission. Can place Foreman for #2 Ferris Wheel and Merry-Go-Round, also Man to up and down five Concessions with no inside guts.

WEEK SEPT. 13, ORANGE, VA., RIGHT IN TOWN
BACK OF POST OFFICE

Then all Tobacco Festivals, including the bank-roll spot of the year, Brookneal, Va. Wire or Write: This Week, Gloucester, Virginia.

DICK DILLION WANTS

For Enlarged Mechanical Working World

Semi Drivers, Talkers and one Mechanic. Henry Sullivan or Jim Coughlin, if loose, come on. Rutland, Vermont, this week; Boston, Massachusetts, following week; then World of Mirth Shows route for season. Apply

GEORGE L. NELSON

WANT MANAGER AND RIDERS FOR MOTORDROME

Have neatest, best-equipped Drome on road.

JOHNNY T. TINSLEY SHOWS

Hapeville, Georgia, this week.

MODEL SHOWS, INC.

Booking for Audubon, Iowa, Fair and six weeks of Southern Fairs and Celebrations, including Bentonville and Russellville, Ark.

RIDES—Rolloplane, Tilt, Spitfire, Flyoplans or Caterpillar. CONCESSIONS—Photos, Ice Cream, Juice or any Stock Concession. SHOWS—Wild Life, Ten-in-One, Fun House and Mirror Maze. Want Drome Riders. All address:

JOHN L. ROBINSON, MODEL SHOWS, INC.

Creston, Iowa, this week; Audubon next; then Russellville, Ark.

COOKPORT, PA., FAIR

September 14-18—Day and Nite

Space available for all kinds of legitimate Games, Scales, Age, Frozen Custard and Shows. This fair has been enlarged and is presenting a bigger program than in former years.

M. A. BEAM

Write or Wire

Windber, Pa.

CLUB ACTIVITIES

National Showmen's Association

154 Broadway, New York

NEW YORK, Sept. 4.—Max Hoffman, of the building committee, has a number of choice Times Square spots for the new clubhouse under consideration. Fund-raising activity is increasing, with substantial contributions received from Mrs. Bess Hamid, P. P. Buck, Art Lewis, Morris Batalsky, Louis Rosshandler, Frank Capell, Stanley Wathon and Frank Rappaport. Leon Nowitzky lettered from Norfolk expressing his desire to aid in the fund campaign, which has all the earmarks of success.

Executive Secretary Walter K. Sibley paid a visit to the Oscar C. Buck Shows at Malone, N. Y., and was received by P. P. Buck, who advised that he had run a jamboree in conjunction with George A. Hamid, with his attractions, at Elmira, and netted between \$700 and \$800 for the NSA fund. On the lot met Harry Schwartz, Larry Marcaccio, Charles Zucker and various members of the ladies' auxiliary. Buck is planning to put on a jamboree for the club at the Danbury Fair in conjunction with Ross Manning—the two shows playing that date.

On to the Central Canada Exhibition at Ottawa, where the midway was occupied by the World of Mirth Shows. Received by Vice-President Frank Bergen, Bucky Allen and Dada King. Also saw H. William Jones, Frank Schlizzi, Maurice Spitzkove, Lew Lange, Jules Lasures, Robert S. Knapik, Ralph Goldstone and Jeff Harris, who were all actively engaged.

Next stop the Canadian National Exhibition at Toronto, as the guest of J. W. (Patty) Conklin, who despite the fact that he was very busy with his many attractions, gave the writer plenty of attention, as did Neal Webb, Conklin's private secretary. Visited with Joe Drambour, Ray Marsh Bryden, Mrs. Don Carlos, George A. Hamid and numerous other members of the NSA. Conklin and Drambour are preparing to send in some applications for memberships.

Office secretary Mrs. Weinberg has returned from her vacation, most of which was spent with her husband, Nate, who is convalescing from an illness at Mount McGregor, N. Y.

The mother of counselor Max Hoffmann has died.

Recent visitors to the clubrooms were Matty Brown, James Peterson, Julius Roth, Morris Glass, Frank Rappaport, A. J. Merrill, Edward Elkins, Rudy Dressler, Emanuel Silver, Ben Herman, Harry Weinraub, Louis Rosshandler, Joie Josephs, Arthur Campfield, Morris Black, Fred Murray, David Ricci, Harry Horner, David Solomon, Barney Walker, Frank Meyer, Albert Halpin, George Regan, Morris Glass, Sam Rothstein and D. D. Simmons.

These membership applications were accepted by the eligibility committee, headed by Jack Lichter: John H. Marks, Marks Shows; Sven A. Petterson (Capt. Peterson); James M. Stover, secretary, Jack Perry Shows; Neal E. Fitzpatrick, Harry Jacobs, Henry Fox and Abe Kraisman.

Mail is being held for Nick Lecardo, H. W. Parker, George H. Washburn, William Stroud, Homer L. Wood, Arthur Wichart, Dave White, L. D. King, Edward Nacht, Henry Silvers, Jack Goldie, Bill White, Sam Berk, Frank Rappaport, Charles Davenport, Danny Schnair, Francis W. Murphy, Jack Hornfeld, Joe Dubin, Edward McKeon, Edward Turbin, Jackie Owen and Joe Green. It will be forwarded upon receipt of permanent address.

Letters were received from Louis Scherer, Howard Kashman, Eli N. Lagasse, Charles Wertheimer, Isaac Stern, Michael A. Prudent, Capt. Albert Spiller, Morris Levi, George A. Hamid Jr., Willie Wilno, Allan Mc-

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Sept. 4. — First fall meeting is scheduled October 6. Membership applications on file include W. D. McGimpsey, Lawrence Stone, Chester Taylor, James R. Young, W. A. Mooneyhan, Arthur R. Toepfer, Childs A. Small, L. Garland Boseley, Fred W. Scifres, Charles E. Brobyrk, Marion E. Johnson and Edward Moyer. These are credited to Sam Gordon, W. Clain, Jack Hawthorne, Vince McCabe, Walter F. Driver, the Johnny J. Jones Exposition, Joe Fontana, Jack Duffield and Harry B. Julius.

Secretary Joe Streibich has been much in evidence at the Jones shows playing the Cook County Fair in Chicago. He also visited the Royal American Shows in St. Paul and brought home the news that the RAS raised \$2,000 in a jamboree for the league. (See story in Carnival Section.)

Callers at the rooms included James Rose, Chester Taylor, Peazy Hoffman, Earl Galpin, Tommy Tompkins, Howard Lughner, Harry F. Logan, Bob Sugar, Max Cohen, Sam Wolff, William Meyers, Silent O'Brien, Charles H. Hall, Oliver Barnes, Mel Harris, Jack Hawthorne and Max Brantman.

Contrary to previous notices, Edward A. Brems, who passed away a few weeks ago, is survived by a sister, Mrs. Godin, East Detroit, and an aunt, Mrs. Losand, Chicago. Mrs. Godin accompanied the body to East Detroit for burial. Brems had been a business associate of James Moeller for 19 years.

Dixie Malanga is confined to his home with a throat infection. Others on the sick list are Rudy Singer, Irving Malitz, W. C. Deneke and Tom Vollmer.

Ladies' Auxiliary

A special board of governor's meeting was held August 12 in the Sherman Hotel. In the absence of Mrs. Sam Gluskin, president, Mrs. Margaret Filograsso, first vice-president, presided. Other officers present were Mrs. Margaret Hock, first vice-president pro-tem; Mrs. Henry T. Belden, second vice-president pro-tem, and Mrs. Robert H. Miller, secretary. Invocation was by Mrs. Ralph Glick, chaplain.

Mrs. Mildred Collins, Alice Collins, Kathleen Gawle and Bernice Jackson were elected to membership.

Billie Wasserman is ill. Messages of cheer will be appreciated. Her address is 511 Melrose Street, Chicago.

Mrs. Ralph Glick is on the road for a few weeks. Carmelita Horan, treasurer, is vacationing in Astoria, L. I., N. Y.

All members will be notified of the amendments by Elsie Miller, secretary. If you do not have your present address on file with the secretary, please forward it at once. Address is 4215 W. Fifth Avenue, Chicago 24, Ill.

The first regular fall meeting will be held October 7 at the Sherman Hotel. Please attend.

Combs, Joseph Schwartz, F. McKim Smith and Arthur Ludwig.

Banquet tickets are available and reservations will be accepted if accompanied by a deposit. Banquet will be held Thanksgiving Eve, November 24, at the Hotel Commodore. Year-book ads are coming in in good shape.

The first meeting of the fall season will be held Wednesday, October 13, and will be very important, as the nominating committee will be selected. Meetings thereafter will be held on the second and fourth Wednesday of each month. Dues are due.—WALTER K. SIBLEY.

Pacific Coast Showmen's Association

1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Sept. 4.—Regular semi-monthly session was held August 30 with C. E. (Candy) Moore, vice-president, presiding. Also on the rostrum were Treasurer Al Weber, Secretary Al Flint and Chaplain Jack Hughes.

Henry Meyerhoff, of Crescent Shows, lettered that floods put the shows out of business and broke up the route, with a resultant loss of the season. He hopes to be back on the road next year. Meyerhoff will go to the Mayo Clinic, Rochester, Minn., for a check-up this fall and plans to visit Los Angeles on his way home.

Beginning Monday (13) meetings will be held every week.

Voted to membership were: Benjamin A. Brooks, Bernard Menard, Joseph O. Moss, Samuel M. Goldstein, Larry A. Kirkbridge, Mars Hulme, Emil J. Nelson, John M. Fitzen, William E. Vannerson, Leon J. Freethy, Lewis W. Brooks, E. M. Butler, Edward McCue and K. S. Pederson. Twelve of the new members are from the Douglas Shows, one from Zeigler Shows and one from Crescent Shows, British Columbia.

Secretary Al Flint reported visiting California, West Coast, Douglas, Zeigler, Browning and Pacific United shows. On his trip he brought back 14 new members and pledges for 15.

Seen at the meeting were J. Ed Brown; Bob Downie, of Downie Tent & Awning Company, and Lou Johnson and Slim Wells, of Imperial Exposition Shows. Wells is en route to Chicago. George Laverman came in from Chicago on a combined biz and pleasure trip.

Red Hilderbrand is in St. Mary's Hospital, Walla Walla, Wash., following an auto accident.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Sept. 4. — Jamboree held for the club recently in Pontiac, Mich., by Cetlin & Wilson Shows netted \$940.

Art Grzann, candy concessionaire at Jefferson Beach and retiring commander of the Joey Moss-MSA American Legion post, visited the club. Sam Malin's wife and baby returned from St. Louis.

Mr. and Mrs. Art Frayne recently visited the following shows and personnel on behalf of the club:

Mr. and Mrs. John McKee, McKee Shows, Wayne, Mich.; Jack and Bessie Gallagher, at Tashmoor Park, while the Playland Shows were playing there. (Jack Greeley is managing the park under Don Zimmer, the new owner); John and Jo Quinn, owners of the World of Pleasure Shows, at the Midland Fair, and Charles and Annabelle Lee, owners of Lee United Shows, at Bay City, Mich. They also renewed acquaintances with Tommy and Sherry Paddles, Gil and Peggy Cohen, John and Frances Moran, Fats Norton and Harry Taylor.

Maisie Pence, wife of the Eastwood Park concessionaire Herb, has been taking medical treatments in Toledo. Chan Hartwell, George Walters and Henry Wagner are on the sick list. Jack and Florence Wolke are receiving congratulations on the birth of twin sons.

Jake Kotzen and Charles Kaiton are back from the State American Legion convention at Grand Rapids, Mich., where they were delegates of the Joey Moss-MSA Post.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Sept. 4.—Past President Edna O'Shea Stenson is enjoying visits with her sister, Evelyn Blakely, who is with the Johnny J. Jones Exposition, which is playing the Cook County Fair at Soldier Field. Mr. and Mrs. Jack Hawthorne, concessionaires on Cole Bros., recently were guests of Mr. and Mrs. Joe Streibich at the latter's summer home on Lake Delavan.

Frank J. Lee, advance man for Cole Bros., and his wife, were guests of Past President Jeannette Wall at her summer home, also on Lake Delavan. Other Lake Delavan visitors have included Esther Bernet, Mr. and Mrs. Lou Keller, Mr. and Mrs. Ed Sopenar and Josephine Haywood.

Mr. and Mrs. Ernie Lawrence visited the Cavalcade of Amusements in Hammond, Ind., as did Bill Carsky, Edith Sullivan and Rev. La Voy. Dorothy Bates, who authored *The Bandit*, a comedy drama of the Mexican border, directed the play when it was presented by the Carda Players for the Chicago Academy of Radio and Dramatic Arts.

Mr. and Mrs. Ray Seymour are vacationing in Glenn, Mich.

Members were sorry to hear of the death of Bessie Lamonde, in St. Joseph's Hospital. The club extends deepest sympathy to Katherine Portenza and daughter, Antoinette Rohr, on the death of Patsy Portenza, their husband and father, respectively.

Alice Hill is busy with her concessions at Riverview Park here. Billie Lou Foreman also is there.—LILLIAN LAWRENCE.

Show Folks of America

San Francisco

SAN FRANCISCO, Sept. 4.—August 23 meeting was called to order by President Whitey Monette, who invited Glenn Artz and Nate Cohn to the rostrum.

Correspondence was read from Joseph and Irma Gallian, Dan J. Meggs, O. H. Mattley, Frank Rose, Irwin Foster, Harry and Helen Dilbeck and Mabel Lorraine. Jack Kellert was elected to membership. Newlyweds Mr. and Mrs. Thomas (Fuzzy) Hughes were presented by Fred Weidmann. Mrs. Hughes was given a bouquet of roses.

Mrs. Slocum reported that Mrs. Lillian Coles still is ill at her home. Dr. Mannheim informed that Billie Hodges is still ill and confined to her home.

Present after lengthy absences were Mr. and Mrs. T. Maxwell, Dave and Estelle Rosenthal, Glenn and Helen Artz, Donna Dial, Jack Pillow, Frances Scott and Lillian Danner.

Adam McBride reported that 30 letters mailed to members have been returned because of wrong addresses. Mrs. Doris Monette and Mrs. Teddy Levitt will head the committee for the November 15 bazaar. Mrs. Anne Maxwell held the lucky ticket in the Pot of Gold drawing and received \$13. Remainder went to the refreshment fund.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 4.—K. H. Garman, owner of the Sunset Amusement Company, and Vince McCabe, concessionaire on the show, were in the city recently on a business trip, coming in from Minnesota.

Frank Ryan, operator of the concessions at Winwood Beach, reports the spot has had big business this season and that his concessions will be back at this spot again next year.

The clubrooms will reopen and weekly meetings started early in October. A large number of new members have been added to the club roster.

The American Royal, Kansas City cele, will be held October 16-23. A number of HASC members will be employed at the exhibition.

FOLK'S CELEBRATION SHOWS

Want at once for New Mexico State Fair, Sept. 19 to 27 inclusive, Albuquerque, New Mexico; Eastern New Mexico State Fair, Sept. 29-Oct. 3, Roswell, New Mexico; Celebration at Hobbs, New Mexico, Oct. 5-10; fairs and celebrations to follow until middle of November.

CONCESSIONS—Want Penny Arcade, Scales, Guess Your Age, Novelties, legitimate Wheels and Grind Concessions, American Palmistry.

SHOWS—CAN PLACE FIRST-CLASS TEN-IN-ONE, Fun House, Miniature City, Glass House, Motordrome, Wild Life. Others wire or write.

RIDES—Will book or buy Caterpillar, Looper, Dodgem and High-Ball.

Wire or write

FOLK CELEBRATION SHOWS

Santa Fe, New Mexico, this week; or permanent address.

BOX 1005, Albuquerque, New Mexico.



WANT
Legitimate Concessions, Independent Shows, capable experienced Ride Help. Twin-County Fair, Northampton, Pa., now; Pocumoke City, Md., next week.
All replies to
MORRIS HANNUM
Northampton, Pa.



WANT FOR FREDERICKSBURG, VA., OLD DOMINION CELEBRATION, SEPT. 13-18
This is positively the BIG one. First one in town this year, then south. Can place Concessions of all kinds. Want Bingo for balance of season. Must be up to standard of show. Good opening for Popcorn, Candy Apples, Candy Floss and Frozen Custard. All P.C. open. Have a few choice Concessions open. Want Ride Help—Ferris Wheel Foreman, Octopus Foreman, Chairplane Foreman, Second Men on all Rides and Semi Drivers. Top salary and long season. All wires to **FRANK HARRISON, Owner & Mgr.; MACK HOUSE, Bus. Mgr.** Luray, Virginia, this week, and then as per route.



CAN PLACE FOR SUFFOLK, VA. (WHITE FAIR), SEPT. 13-18
MONTGOMERY COUNTY FAIR, TROY, N. C., FOLLOWING, SEPT. 20-25
Side Show Acts for office-owned Show, also Annex Attractions. Concessions of all kinds. Everything open. Want Grind Shows with own equipment. Address:
SAM GOLDSTEIN
WAVERLY, VA., THIS WEEK.

MINEOLA FAIR

SEPTEMBER 14 TO 18 INCLUSIVE

WANTED
Legitimate Concessions only. Speedy Babbs, contact at once.

I. T. SHOWS, INC.

PHIL ISSER, Gen. Mgr.

1539 E. 29th Street Cloverdale 8-1061 Brooklyn, N. Y.

JAMES M. RAFTERY SHOWS

WANT FOR GREAT WILKES COUNTY FAIR, NORTH WILKESBORO, N. C., SEPT. 13-18

Can place any legitimate Concessions, also American Mitt Camp. Want Side Show Acts, Talkers and Grinders. Want Ride Help; semi drivers, come on. Can place Minstrel Show People. Address:

JAMES M. RAFTERY SHOWS, Whiteville, N. C., this week.

WANT FOREMEN
for
OCTOPUS CHAIRPLANE
CATERPILLAR
Top wages. Wire or come on.
C. DUNCAN JR.
to Johnny J. Denton Shows
Dulman, Ala., Sept. 6-11
Jimmy Wallace, answer.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Admiration: Hydro, Okla.
Alamo Expo.: Coffeyville, Kan.
Alfieri Am. Co.: Farmington, N. M.; Springer 16-19.
American Beauty: Cuba, Mo.
American Eagle: (Fair) Sebastopol, Miss.
American Midway: (Fair) Frederick, Okla.; (Fair) Anadarko 13-18.
American United: Grandview, Wash.
A.M.P., No. 1: Grafton, W. Va.; Rowlesburg 13-18.
Baker's United: Columbus, Ind.; Seymour 13-18.
Beam's Attrs.: New Paris, Pa.; (Fair) Cookport 13-18.
Bee's Old Reliable: (Fair) Waverly, Tenn.; Horse Cave, Ky., 13-18.
Bernard & Barry: Windsor, Ont., Can.; Welland 14-18.
Big Four Am. Co.: (Fair) St. Charles, Mo.
Big State Am. Co.: Rockdale, Tex.; Taylor 13-18.
Blue Grass: (Fair) Hartford, Ky.; (Fair) Woodbury, Tenn., 13-18.
Borderland: Eagle Lake, Tex.; Gonzales 13-18.
Borup's United: Itta Bena, Miss.
Bright Lights Expo.: (Fair) Rocky Mount, Va.; (Fair) Bailey, N. C., 13-18.
Brownie Am.: West Mineral, Kan., 7-10; Bristow, Okla., 14-18.
Buck, O. C.: (Fair) Dunkirk, N. Y.
Buffalo: Elkland, Pa.
Bullock Am. Co.: Sophia, W. Va.; Oak Hill 13-18.
Burke, Harry: Rayne, La., 7-19.
B. & V.: (Fair) Fonda, N. Y., 6-8.
California: Gridley, Calif.
Capell Bros.: Okmulgee, Okla.
Capital City: (Fair) Central City, Ky.
Caravella Am.: (Fair) Ford City, Pa.; (Fair) Cumberland, Md., 13-18.
Casey, E. J., No. 1: Norwood, Man., Can., 13-18.
Casey, E. J., No. 2: (Fair) Newington, Ont., Can., 7-8; Perth 9-11; (Fair) Tweed 14-15; (Fair) Metcalf 17-18.
Cattlett Greater: Horton, Kan.; Merriam 14-18.
Cavalcade of Amusements: East St. Louis, Ill.; Jackson, Tenn., 13-18.
Central Am. Co.: Murfreesboro, N. C.; Belhaven 13-18.
Central States: (Fair) Beloit, Kan., 7-10; (Fair) Pawhuska, Okla., 13-16.
Cetlin & Wilson: (State Fair) Indianapolis, Ind., 6-10; (Fair) Reading, Pa., 13-18.
Cherokee Am. Co.: Washington, Kan.
Coleman Bros.: Northampton, Mass.
Coleman's State Side: Smiths Grove, Ky.
Collins, Wm. T.: (Fair) Sibley, Ia., 9-11; (Fair) Bird Island, Minn., 13-15.
Community Fairs: San Gabriel, Calif.
Conklin: (Fair) Quebec City, Que., Can., 6-12; (Fair) Renfrew, Ont., 14-17.
County Fair: (Fair) Missouri Valley, Ia.; (Fair) Scribner, Neb., 15-17.
Crafts Expo.: San Leandro, Calif.
Crafts 20 Big: San Bernardino, Calif.
Craig, Harry: (Fair) Duncan, Okla.; (Fair) Stillwater 13-18.
Crystal Expo.: Clintwood, Va.
Cumberland Valley: (Fair) Cookeville, Tenn.; (Fair) McMinnville 13-18.
Curl, W. B.: Newport, Ky.; (Fair) Marysville, O., 13-18.
De Luxe: Holyoke, Mass.; Wethersfield, Conn., 13-25.
Denton, Johnny J.: Cullman, Ala.; Scottsboro 13-18.
Denton, Johnny J., No. 2: Jenkins, Ky.
Dick's Greater: (Fair) Leighton, Pa.
Dobson's United: Ellsworth, Wis., 7-10; Durand 11-12.
Douglas Greater: Salem, Ore.
Drago Am.: Walton, Ind.
Dudley, D. S.: Henrietta, Tex.
Dumont: (Fair) Franklinton, N. C.; (Fair) Dunn 13-18.
Dyer's Greater: Birmingham, Ia., 9-11; Tip-tonville, Tenn., 13-18.
Eddie's Expo.: Etna, Pa.
Ellott, L. W., Am.: Edmore, Mich.
Endy Bros.: Washington, D. C.; York, Pa., 13-18.
Exposition at Home: Shamokin, Pa.
Ferris Rides: Middleport, N. Y.
Fleming, Mad Cody: (Fair) Ellijay, Ga.; (Fair) Jasper 13-18.
Florida Am. Co.: Linton, Ind.; Celina, Tenn., 15-20.
Folk's Celebration: (Fair) Santa Fe, N. M., 8-12.

Francis, John: Mt. Horeb, Wis., 7-10.
Franklin, Don: Bryan, Tex.; Victoria 13-21.
Frear's United: Caldwell, Kan.; 9-11.
Funland: Adrian, Mo.
Ganote Greater: Fayette, Mo.
Garden State: Millersburg, Pa.
Gem City: Beaver Dam, Wis.; Pine Bluff, Ark., 18-25.
Gentsch, J. A.: Belzoni, Miss.
Georgia Am. Co.: Homerville, Ga.
Gifford's: (Fair) Belle Plaine, Kan., 8-11.
Gold Bond: Woodstock, Ill., 8-12; DeKalb 14-18.
Golden Gate: Trenton, Ky.
Golden Rule: (St. Vincents Hospital Lot) Philadelphia, Pa., 9-25.
Golden West: (Fair) Anderson, Calif., 7-12; (Fair) Oriand 14-19.
Gooding American Expo. & Gooding Am. Co., No. 4: (State Fair) Detroit, Mich., 6-12.
Gooding Am. Co., No. 1: (Fair) Dayton, O., 6-10.
Gooding Am. Co., No. 2: (Fair) Van Wert, O.
Gooding Am. Co., No. 3: (Fair) Canton, O.
Gooding Am. Co., No. 5: (Fair) Hart, Mich., 8-11.
Gooding Greater: (Fair) Fremont, O., 6-10.
Gooding Park Attrs.: (Street Fair) Columbiana, O., 8-11.
Graceland Greater: Bridgeport, Ill.; Mt. Ida, Ark., 13-18.
Granite State: Contocook, N. H., 6-8.
Grant's Am.: Home, Pa.
Great Sutton: Portageville, Mo.
Great Western: Charleston, Mo.
Greater Rainbow: Waco, Neb., 7-8; Monroe 10-11; (Fair) Clay Center 14-17; Utica 18-19.
Greater United: (Fair) Mt. Pleasant, Tex.; (Fair) Corsicana 13-18.
Groves Greater: Lafayette, La., 6-19.
Hale's: Olathe, Kan., 9-11.
Hames, Bill: Gainesville, Tex.
Hannum, Morris: (Fair) Northampton, Pa.; Pocomoke City, Md., 13-18.
Happy Attrs.: (Fair) Bellefontaine, O.; (Fair) Wooster 13-18.
Happyland: (Fair) Cadillac, Mich., 6-10; (Fair) Allegan 13-18.
Harris United: Fort Smith, Ark.; Monticello 13-18.
Harrison Greater: Luray, Va.; Fredericksburg 13-18.
Haywood: Elkhart, Kan.
Hehl, L. J.: Jamestown, Tenn.
H. & H.: Independence, Va.
Holiday Am.: Sylvester, Tex.
Home State: Omaha, Neb., 6-9; Hooper 10-11.
Hottle, Buff: Salem, Ill.
Howard Bros.: (Fair) Marietta, O., 6-8; (Fair) St. Clairsville 9-10; (Fair) Upper Sandusky 13-18.
Howard Bros. Attrs.: (Fair) St. Clairsville, O., 9-11.
Howard Bros. Rides: (Fair) Findlay, O., 8-10.
Imperial Expo.: (State Fair) Huron, S. D.; (Fair) Corinth, Miss., 14-18.
International: Junction City, Kan.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Jayhawk Am. Co.: Hermitage, Mo.
J. & B.: Branchville, Md.
Johnny's United: Loogootee, Ind., 8-11; Shoals 13-18.
Jolly: Falls Church, Va.
Jones Greater: (Fair) Moundsville, W. Va.
Jones, Johnny J., Expo.: Hendersonville, N. C., 10-18.
Joyland Midway: Imlay City, Mich., 13-18.
Kaus, W. C.: Erwin, Tenn.; (Fair) Fayetteville 13-18.
Keystone Expo.: Fremont, N. C.; Fountain 13-18.
Kilgore: Teague, Tex.
Kirkwood, Joseph J.: Elizabeth City, N. C.
Lagasse Am. Co.: (Fair) Northampton, Mass.
Lamb, L. B.: Merville, Ia.; Carrollton, Mo., 15-18.
Lane, Sammy: (Fair) Gainesville, Mo.; Poplar Bluff 13-18.
Lawrence Greater: (Fair) Charleston, W. Va.; (Fair) Salisbury, N. C., 14-18.
Lee Am. Co.: Piedmont, Ala.; Hefflin 13-18.
Leeright, J. B.: (Fair) Bridgeport, Neb., 6-8; (Fair) Lewellen, 9-11; Cozad 14-18.
Lewis, Ted: Allentown, Pa.
Lone Star: Rochester, Ind.
Lottridge, Harry: Cuthbert, Ga.; Colquitt 13-18.
Magic City: (Fair) Wakita, Okla., 14-18.
Magic Empire: (Fair) Franklin, Tenn.; (Fair) Macon, Miss., 13-18.
Maine Am.: (Fair) Guilford, Me., 10-11.
Majestic Greater, No. 1: (Fair) Waverly, Va.; (Fair) Suffolk 13-18.
Manning, Ross: Brookfield, N. Y.
Marks, John H.: (Fair) Lynchburg, Va.
McBride Bros.: Bradshaw, W. Va.
McCall, Jim: Irwinton, Ga.; (Fair) Austell, 13-18.
McIntyre, J. M.: Charlotte, N. C.; Kings Mountain 13-18.
McKee, John: Paris, Ill.
Meeker's: Lewiston, Idaho.
Merry Midway: Armstrong, Ill.; Oran, Mo., 13-18.
Midway of Mirth: Hornersville, Mo.
Midwest: (Fair) Jerome, Idaho.
Midwestern Expo.: (Fair) Manes, Mo.; (Fair) Morrilton, Ark., 13-18.
Mighty Hoosier State: (Fair) Bremen, Ind.; (Fair) Akron 14-18.
Model: Creston, Ia.
Model Shows of Canada: Granby, Que., Can.
Moore's Modern: (Fair) Oblong, Ill., 5-10; (Fair) Shawneetown 12-17.
Mournd City, No. 1: Columbia, Mo., 7.
Mullen-Conn: Whiteville, N. C., 13-18.
Murray Am. Co.: Odell, Ill.; Bloomington 16-18.
Nessler's: Nokomis, Ill.; Libbourn, Mo., 13-18.
New Dixie: Battleboro, N. C.; (Fair) Walstonburg 13-18.
Nolan, Larry: (Fair) Eads, Colo., 9-11.
Ohio Valley: Laketon, Ind.
Olson Greater: Mayville, N. D., 13-18; Hope 16-18.

Orange Blossom: Carrollton, Ky.
Orange State: Allentown, Pa.
Pacific Coast: Milton, Ore.; (Fair) Burns 14-19.
Page Bros., No. 1: (Fair) Spencer, Tenn.; (Fair) Centerville 13-18.
Page Bros., No. 2: (Fair) Petersburg, Tenn.
Page, J. J.: (Fair) Jasper, Tenn.
Palace: Hominy, Okla.; Moline, Kan., 13-18.
Palmetto Expo.: Spartanburg, S. C.; Conestee 13-18.
Parada: Hume, Mo., 8-9.
Paul's Am. Co.: Aurora, Mo.; Ozark, Ark., 13-18.
Peerless Celebration Am.: Terra Alta, W. Va.
Penn Am. Co.: West Fairview, Pa.
Penn Premier: (Fair) Fort Royal, Pa.; (Fair) Bridgeton, N. J., 13-18.
Peppers All-State: Columbus, Miss.
Perry, Jack J.: (Fair) Leaksville, N. C.; (Fair) Elkin 13-18.
Pike Am.: Ellington, Mo.; Salem 13-15; Ava 16-18.
Pioneer: Chambersburg, Pa., 6-12.
Playland United: (Fair) East Jordan, Mich.; (Fair) Harrison 13-18.
Playtime: Cape Girardeau, Mo.
Playtime Am.: (Fair) Lewiston, Me.
Pleasureland Carrier Mills, Ill., 9-11; Dresden, Tenn., 14-17.
Powelson Greater: McConnellsville, O.; Barnesville 13-18.
Prell's Broadway: (Fair) Ebensburg, Pa.; (Fair) Covington, Va., 13-18.
Queen City: Peebles, O.; Obetz, Columbus 13-18.
Rafferty, James M.: (Fair) Whiteville, N. C.; (Fair) North Wilkesboro 13-18.
Raines Am.: Murfreesboro, Ark.; (Fair) Mena 13-18.
Reid, King: (Fair) Schaghticoke, N. Y., 6-9; (Fair) Morris 13-18.
Rogers Greater: (Fair) Marion, Ill., 5-10; (Fair) Covington, Tenn., 13-18.
Rosen, H. B.: Hickman, Ky.
Royal American: (Fair) Topeka, Kan.
Royal Crown: (Fair) Madisonville, Ky.
Royal Expo.: Sylvania, Ga.
Rupe's Midway for Fun: Ralston, Okla.
Schafer: Shawnee, Okla.; (Fair) Ardmore 13-18.
Shan Bros.: (Fair) Pennington Gap, Va.
Siebrand Bros.: Rupert, Idaho.
Silver Slipper: Albany, Ky.
Silver States, No. 1: Sylvan Grove, Kan.
Silver States, No. 2: Rockport, Mo.
Skerbeck: Fountain City, Wis., 8-12; Independence 14-19.
Smith Am. Co.: Greenville, Tex.; Clarksville 13-18.
Smith, Casey: (Fair) Snyder, Okla.
Smith, George Clyde: Patton, Pa.; Cumberland, Md., 13-18.
Snapp Greater: Marshfield, Wis.; Fayetteville, Ark., 13-18.
Southern Am. Co.: Aspermont, Tex.
Southern States: Madison, Fla., 11-18.
Southern Valley: (Fair) Arkadelphia, Ark.
Snyder, M. A.: (Fair) Dodge City, Kan.; (Fair) Beaver, Okla., 13-18.
Standard Am.: Westmoreland, Tenn., 7-11.
Star Am. Co.: Rector, Ark.
Starlight Am.: (Fair) Bridgeport, Tex.; (Fair) Cleburne 13-18.
Stebler Greater: Glade Springs, Va.; Damascus 13-18.
Stephens, C. A.: New Castle, Va.
Strates, James E.: (Fair) Bath, N. Y.; Alexandria, Va., 13-18.
Stumbo, Fred R.: (Fair) Greenfield, Mo.; (Fair) Neosho 15-18.
Sunflower State: Tonkawa, Okla.
Sunset Am. Co.: (Fair) Lone Tree, Ia., 9-10; (Fair) Marshalltown 14-17.
Tassell, Barney: Gloucester, Va.; Orange 13-18.
Tatham Bros.: Melvin, Ill.
Texas: Lovington, N. M.
Thomas Am.: Medaryville, Ind.
Thomas Joyland: Gary, Ind.; Goshen, 13-18.
Thompson Bros., No. 1: (Fair) Laurelton, Pa.
Thompson Bros., No. 2: Altoona, Pa.
Tidwell, T. J.: Dalhart, Tex.; (Fair) Muleshoe 13-18.
Tinsley, Johnny J.: Hapeville, Ga.
Tivoli Expo.: Webster City, Ia., 6-9; Butler, Mo., 13-18.
Tri-City Rides: Dixon, Ia.
20th Century: Clay Center, Kan.
Twin City: (Fair) Unionville, Mo.; Moulton, Ia., 13-18.
United Expo.: Bloomfield, Mo.
United States: Summerville, W. Va.
Utah Expo.: (Fair) Alamogordo, N. M.
Veterans United: Palmer, Ia., 7-10.
Victory Expo.: (Fair) Lebanon, Mo., Enid, Okla., 13-18.
Victory United: Ashley, N. D., 8-10; Moberly, S. D., 14-18.
Virginia Greater: Warsaw, Va.; Hampton 13-18.
Wade, W. G., No. 1: (Fair) Alpena, Mich.; (Fair) Petoskey 14-18.
Wade, W. G., No. 2: (Fair) Fowlerville, Mich.; (Fair) Coldwater 14-18.
Wallace Bros. of Canada: (Fair) Quebec City, Que., Can.; (Fair) Renfrew, Ont., 13-18.
Wallace Bros.: Owensboro, Ky.; Cape Girardeau, Mo., 13-18.
Wallace & Murray: Etowah, Tenn.
Ward, John R.: (State Fair) Louisville, Ky., 12-18.
W. E. Attrs.: Dell, Ark.
West Coast: Redwood City, Calif., 9-11; (Fair) San Jose 13-19.
Whalen & Riley: (Fair) Laverne, Okla.; (Fair) Taloga 13-18.
Wheeler, Eddie L.: Trenton, Ga.
Williams Am. Co.: (Fair) Bland, Va.
Wilson Famous: (Fair) Sandwich, Ill.; Morton 15-18.
Wolf Greater: (Fair) Cambridge, Minn., 8-11; (Fair) Springfield 13-14; (Fair) Willmar 15-18.
Wolfe Am. Co.: Cornelia, Ga.; Commerce 13-18.
Wonder City: Batesville, Miss.
World of Mirth: Rutland, Vt.; Brockton, Mass., 13-18.
World of Pleasure: (Fair) Wauseon, O., 6-10; (Fair) Auburn, Ind., 14-18.
World of Today: Bethany, Mo.
Young's Am. Co.: Matherville, Ill.; Monmouth 15-18.

Dates of the Upper Marlboro, Md., Fair have been changed from October 11-16 to October 17-24.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Norman, Okla., 8; Ada 9; Ardmore 10; Durant 11; Denison, Tex., 13; Sherman 14; McKinney 15.
Barton's Society: (Fair) Bucyrus, O., 8-9.
Beatty, Clyde: Camden, Ark., 7; El Dorado 8; Bastrop, La., 9; Monroe 10; Jackson, Miss., 11.
Cole Bros.: Texarkana, Ark., 7; Longview, Tex., 8; Greenville 9; Denison 10; Wichita Falls 11; Amarillo 13; Clovis, N. M., 14; Lubbock, Tex., 15; Sweetwater 16; Midland 17; Big Spring 18.
Cole, James M.: Williamston, N. J., 7; Hamonton 8; Egg Harbor 9; Penns Grove 10; Florence 11.
Dales Bros.: Forrest City, Ark., 7; Somerville, Tenn., 8; Selmar 9; Sheffield, Ala., 10; Decatur 11.
Gainesville Community: Dallas, Tex., 8-10.
Gould, Jay: Monroe City, Mo., 7-8; Bowling Green 9-11; Huntsville 13-14; Troy 15-18.
Hunt Bros.: Snow Hill, Md., 9.
Jones, Al, Rodeo Circus: (Fair) Charleston, W. Va., 6-11.
Kelly, Al G., & Miller Bros.: Dyersville, Ia., 7; Independence 8; Waverly 9; Hampton 10; Clarion 11.
King Bros.: Guntersville, Ala., 7; Cullman 8; Hartselle 9; Russellville 10; Hamilton 11; Fayette 13.
Mills Bros.: Chambersburg, Pa., 7; Frederick, Md., 8; Winchester, Va., 9; Front Royal 10; Manassas 11; Fredericksburg 13; Washington, D. C., 14; Richmond, Va., 15; Newport News 16; Hopewell 17; Norfolk 18.
Polack Bros. (Eastern): (Stadium) Lexington, Ky., 7-11; Corbin 13-15; (Auditorium) Albany, Ga., 18-20.
Polack Bros. (Western): (Ice Arena) Seattle, Wash., 10-19.
Ringling Bros. and Barnum & Bailey: Los Angeles, Calif., 6-12; Long Beach 13; San Diego 14-15; Santa Ana 16; San Bernardino 17; El Centro 18.
Rogers Bros.: Burkesville, Ky., 7; Albany 8; Monticello 9; Somerset 10; Whitley City 11; Oneida, Tenn., 13.
Seal Bros.: Spiro, Okla., 7; Greenwood, Ark., 8; Charleston 9; Booneville 10; Mansfield 11.
Stevens Bros.: Crook, Colo., 7; Haxton 8; Yuma 9; Idalia 10; Stratton 11; Cope 12; Akron 13; Brush 14; New Raymer 15; Windsor 16.
Pan-American Animal Exhibit: Russellville, Ky., 8-9; Elkton 10-12.
Raum's Cavalcade of Stars: Fowlerville, Mich., 6-11.
Skating Vanities of 1949 (Expo. Provinciale) Quebec City, Que., Can., 6-12; (The Forum) Montreal 15-19.
Slout Show: Nashville, Ill., 6-11; Mascoutah 13-18.
Sycos Bros. Show: Palmer Springs, Va., 6-11.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Pan-American Animal Exhibit: Russellville, Ky., 8-9; Elkton 10-12.
Raum's Cavalcade of Stars: Fowlerville, Mich., 6-11.
Skating Vanities of 1949 (Expo. Provinciale) Quebec City, Que., Can., 6-12; (The Forum) Montreal 15-19.
Slout Show: Nashville, Ill., 6-11; Mascoutah 13-18.
Sycos Bros. Show: Palmer Springs, Va., 6-11.

Grab Op Stabbed; Police Hold Wife

SANDUSKY, O., Sept. 4.—Mrs. Margaret May Benton, 25, Pleasant Hill, N. C., was bound over to the Huron County Grand Jury August 27 by Mayor Ray Snook, of near-by Willard, on a charge of manslaughter in the death of her husband, Louis, 44, of Hollidaysburg, Pa. Benton operated a grab stand on Pleasureland shows, which closed their run there August 28, as per schedule.
Mrs. Benton is said to have signed a confession that she had "stabbed her husband with a butcher knife, in self-defense during a family argument."
Coroner J. D. Bradish, however, indicated he did not believe the stab wound deep enough to cause death. During the investigation and interrogation of Mrs. Benton by Mayor Snook and Sheriff Harry Broome, it was brought out that a drinking party had been held in the Bentons' trailer several hours prior to Benton's death.

Gresham Annual Chalks Profit; Attendance Down

GRESHAM, Ore., Sept. 4.—Annual Multnomah County Fair closed August 29 after a profitable week's run despite a drop in attendance. A. H. Lea, secretary-manager, reports. Lea estimates the gate totals were down about 5,000 from the 139,117 all-time high set last year.
Last day's attendance was 2,000 lower than the closing day in 1947. However, Lea said that the week's business on a per capita basis will exceed that of last year and will more than balance the lower gate receipts.

WANTED

Colored Actors and Musicians for Platform Med Show, all instruments; Comedians, Teams. Must be sober and reliable. Wire; no time to write. Ticket anywhere, but no money. Very best salaries and get it every night if you want it. Wire

DR. G. W. EDWARDS
Lumberton, N. C.

WANT ACTS

For Tent Stage Show. Dogs, Monkeys, Singers, Dancers, Teams, Cowboy and Hillbilly Acts, Magicians, Blackface. Play Georgia and Florida. State winter salary.
WM. KETROW, Valdosta, Ga.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 4.—The visitation program continues with visits to Jones Concessions at Sea Breeze, N. Y., Ferris Rides at Holley, N. Y., and the James E. Strates Shows at Niagara Falls, N. Y. A total of 77 visitations have been made to date.

Standings in the personnel membership: James E. Strates, 250; Cavalcade of Amusements, 156; O. C. Buck, 100; Penn Premier, 81, and B & C Exposition, 73.

The bill in the New Jersey legislature to legalize bingo was killed in the House of Assembly August 27.

A research service advises of the availability of a new type of coupling device for joining lengths of electric cable; also that there is available a chart for analysing the properties of some 450 varieties of stainless steel. The War Assets Administration announces a sale of hardware, tires, tubes, and other products.

Attention is called to the new Federal Reserve Board Regulation "W" which requires buyers of automobiles to pay at least one-third down, with the balance to be paid within 15 months, if the amount is less than \$1,000, or within 18 months if in excess of that amount.



OSCAR C. BUCK, owner of the shows bearing his name, is pictured above with his year-old son, Oscar Jr., who is breaking into the business early. Consensus of shows' personnel is that the youngster is top man on the midway.

Health Officer Nixes Kids Attendance at 2 Carnivals

COLUMBIA, S. C., Sept. 4.—State Health Officer Ben F. Wyman has ordered two carnivals playing Dillon County, S. C., not to permit children under 16 on the grounds.

Order was issued following a complaint from Mayor Rod Carmichael, of Dillon. Carmichael said both carnivals had come from North Carolina, which is suffering its worst polio epidemic on record. Carmichael asked that both shows be closed, but Wyman ruled such action unfair in view of the fact that movie and lake resort operations were allowed to continue in the area.

Schuylkill County Event Closes Seven-Day Run

MAHANAY CITY, Pa., Sept. 4.—Schuylkill County's Agricultural and Miners' Fair, the first held in the county since before the war, closed a seven-day run at the Township Stadium Sunday (29) night. Grandstand shows, motorcycle races and Joie Chitwood's Hell Drivers were the attractions.

Chitwood's stunt drivers wound up the fair with two performances Sunday (29). Majestic Greater Shows were on the midway.

Storm Damages Perry Org At Newport News Stand

NEWPORT NEWS, Va., Sept. 4.—J. J. Perry Shows suffered considerable damage when they were hit by a flash windstorm and heavy rain during their local stand August 19. Merry-Go-Round top and two stands, the property of Perry, were damaged.

A concession belonging to H. J. Broeffie was destroyed. Shows lost the night, but better weather the rest of the stand sent them away a winner.

Lockett Joins Benedicts

CHICAGO, Sept. 4.—Ralph Lockett, general agent of the Johnny J. Jones Exposition, and Marjorie Laehr, of this city, were married Thursday (2) in Evangelical Lutheran Church, East Chicago, Ind. The bride is a member of the office staff of the Cook County Fair here. She had held a similar position with the Milwaukee Mid-Summer Festival.

WANTED—WANTED

Slum Skills and Count Store Agents. Boxie Brooks, Slick Bickett and others who have worked for me, answer.

CHARLIE BAILEY

Heart of Texas Shows
Duncan, Okla., Fair

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Mail Order, Kan.
September 4, 1948.

Dear Editor:

The bosses heard so much favorable talk about maiden fairs that they ordered General Agent Lem Trucklow to sign one. Knowing that such events are not always headed by showmen, Lem placed an ad in the *Backwoods Maize-Fed Weekly* which read: "Managers of maiden fairs get in touch with the Ballyhoo Bros.' Circulating Exposition of Virginity. We have the week of August 23 open." The ad brought a quick reply from the manager of the Gingham Community Fall Gathering, which he swore was maiden, unbleached, unhennaed, ungirdled and unfermented, which, in our language, is known as unwagonized. The idea of playing a maiden fair held a lot of appeal to the bosses, whose shows had never made a maiden, so they instructed Trucklow to sign the date for 10 annual appearances, which prove that the boss's intentions were honorable by wooing and marrying the fair.

However, the fair board requested that we not advertise the show as a midway, but as a collection of entries, which were to come under listings as per their premium book. Board also agreed to pay premiums to those that were entered. A feed company was offering a trophy to the winning chicken pen, so we listed our Woman Show, billed as "5 under 50," as a chicken exhibit. According to the book, an entry consisted of five females (hens or pullets) of any variety. It also was agreed that the care and feed would be furnished free. They won the trophy thru the

use of pads, pins, three-way-stretches, switches and beauty forms without taking courses in upholstering.

The girl with a horse's mane was entered in the Percheron exhibit. Again quoting the premium book: "Ownership by exhibitor is not required, but strongly recommended. Bedding and hay will be furnished free." That threw her off of short feed onto hard feed, with her manager making book on her ownership. The judge threw her a ribbon for being wide-hipped and free of spavin.

We wanted to enter the Hawaiian Show dancers as homemaking exhibits, but the rule read: "Each exhibit shall be the product of one farm club member during the current project year, which started October 1, 1947." We had to enter them as canned pineapples, and they lived up to the rule. Furthermore, the rule read: "Must be canned before full maturity," which to any reader is lush and clear. At closing-time Saturday the fair secretary pushed his way thru 23 sticks in front of a fun booth to greet the agent with: "Here is 50 cents and a blue ribbon. Your stand won first prize for having the most people around it all week."

If that isn't maiden we never played one. Our shows are capable of maidening with the maideners. We've taken the nets from under the high acts and placed them on our Posing Show gals.

Jackie Dale and Bud Wheeler have returned home to Cleveland after spending a week in New York City. They will join James Chavanne's Side Show on the World of Today Shows for remainder of the season.

WANTED—AGENTS—WANTED

FOR OUR SOUTHERN TOUR

Following Concessions: Glass Pitch, Scales and Age, Ball Games, Buckets, Ham and Bacon Wheel, Grocery Wheel (only wheels on show), Bowling Alley with crew. Following people contact me by wire immediately: Jack Shelley, Whitie Harper and Jimmie George. Address:

DWIGHT J. BAZINET, Concession Manager GEM CITY SHOWS

Beaver Dam, Wisc., this week; Pine Bluff, Ark., Sept. 18-25.

CONCESSIONS WANTED

Sept. 28th to Oct. 3d Inclusive — Six Days and Nights
WAYNE DALE (FORT WAYNE), IND., FIREMEN'S FALL FESTIVAL

PARADES—CONTESTS—FREE ACTS

Want Big Lunch, Bingo, Diggers, Hanky Panks and Catering Concessions. World of Pleasure Rides booked.

W. C. HERSH

343 W. 4TH STREET

PH. 970-J

AUBURN, INDIANA

COLEMAN'S STATE SIDE SHOWS

WANT FOR SMITHS GROVE, KY., UPTOWN, FIREMEN'S CELEBRATION, SEPTEMBER 6-11

Concessions not conflicting. Can use small Cookhouse, String Game, Hoop-La, Lead Gallery, Penny Pitch and Snow Ball. Also any small Grind Show. No grift, no gypsies. Free gate. Also can use some Ride Help and Concession Agents. Address:

SMITHS GROVE, KY., THIS WEEK.

FOR SALE

THE ALFIER AMUSEMENT COMPANY

Price \$40,000 cash

Consisting of four Rides, eight Trucks, 30 Kw. Diesel Light Plant, eight Concessions, lots of stock. Everything in good condition, up and running. Come and see it. Route: Farmington, N. Mex., Fair, Sept. 9-12; Springer, N. Mex., Fair, Sept. 16-19; Taos, N. Mex., San Jeronimo Fiesta, Sept. 25-30; Espanola, N. Mex., Oct. 3-10; Deming, N. Mex., Fair, Oct. 13-17; Tombstone, Ariz., Heildorado Celebration, Oct. 19-24; Safford, Ariz., Fair, Oct. 27-31. Buyer must fill these dates.

M. A. SRADER SHOWS

Want People for Girl Show, have complete outfit. Jockey Jones can use Count Store Agents. Will book Ball Games, Guess Your Age. Want Agent for a flashy new Penny Pitch. Good opening for Cook House or Sit Down Grab. Dodge City, Kansas, Fair, week of Sept. 6th; Beaver, Okla., Fair, week of Sept. 13th; Guymon, Okla., Fair, week of Sept. 20th.

M. A. SRADER SHOWS

WANTED WHEEL AGENTS

Starting Reading (Pa.) Fair, September 12, and continuing thru South.

GEORGE GOLDEN
Abraham Lincoln Hotel,
Reading, Pa.

FLORIDA AMUSEMENT CO. WANTS

Slum Concessions only, Shows not conflicting. Celina, Tenn., Sept. 15th thru 20th; National Regatta, fifty thousand people, Linton, Ind., this week.

HOWARD INGRAM, Mgr.

United Exposition Shows WANT

Cook House for balance of season, which includes 9 Fairs and Celebrations. Address
Bloomfield, Missouri, this week.

CARNIVAL WANTED

FOR BIG FALL FESTIVAL CELEBRATION

Hamilton, Ill., Sept. 24-25.

Contact: E. E. LEROY, Hamilton, Ill.

FOR SALE COMPLETE CARNIVAL

Merry-Go-Round, Ferris Wheel, Octopus, Kiddie Auto Ride, 8 Concessions, 7 Trucks, 1 Tractor and Trailer to haul Octopus, 3 Living Trailers, with very good route for next season in Wisconsin. Address: BOX OH-117, The Billboard, 155 N. Clark St., Chicago 1, Ill.

BARGAIN

Phillips Comet Electric Train — 3 coaches and engine. Rides adults and children. Train in perfect shape. Cost \$2,500.00. Lost lease on property. Real buy at \$800.00. Now operating. Address:

TURNER SCOTT

166 S. Ocean Ave. Daytona Beach, Fla.

WANTED

Medium size Carnival, any time in September, 1948, to be sponsored by "Blackman Sportsmen," at cor. Blackman St. and By-Pass 309, Wilkes-Barre, Pa. Contact:

"BONES" MISLEVITS

New Management Sets Plans For Utica's Roller Drome; College Skate Classes Set

William Hughes, Robert Wing Direct Operation

UTICA, N. Y., Sept. 4.—Long-range plans plus a change in the management set-up have been completed as Utica Roller Drome, Inc., makes ready for launching its 12th annual fall skating season. The business, including good will, stock and fixtures, has been sold to William Hughes and Robert Wing, with Archie Wing, former owner, leasing the building to the new corporation, it was pointed out here. At a meeting of the stockholders recently, Hughes was elected president of the new firm, with Wing being named treasurer. An extensive newspaper and radio advertising campaign has been set up for the new season. A large number of school and church parties have been booked and the Protestant churches of Utica and vicinity have booked a regular schedule of parties to carry them thru to next June.

These parties were so large last season that it is planned to split them into two sections, city and county churches, the new management explained. Under the new plan, each section would skate on different nights, with all church parties being private affairs.

Arrangements also have been about consummated to include roller skating on the curriculum of one of the city's colleges. Classes will have free use of the rink for their afternoon sessions, the management said. Each class will consist of college men and women who are studying to become physical education instructors. This program, the officers said, would mean that these instructors would obtain positions in schools over the country to carry the roller skating sport with them wherever they go.

Hughes, a former manager of the Consumers' Commercial Corporation, is in charge of the rink's sales promotion activities. Wing, son of the former owner of the rink, will have charge of the purchasing department and management of the rink. Because of ill health, Archie Wing has purchased a home in Clearwater, Fla., where he will winter.

Watkins Tour East On Vacation Jaunt

MEDFORD, Mass., Sept. 4.—William Watkins, of Dance Tone Record Company, here, with his wife, and Phil Reed, Dance Tone organist, have been vacationing on Long Island, N. Y.

The Watkins also toured New Jersey, Pennsylvania and New York and spent a few days at Archie Wing's Fourth Lake Lodge in the Adirondack Mountains. Wing is the former owner-operator of the Utica Roller Drome, Inc.

New Roll-A-Rink Set For Dec. 1 Bow in Dubuque

DUBUQUE, Ia., Sept. 4.—Construction of a permanent year-around roller rink to be known as the Roll-A-Rink will get under way here immediately and be ready for operation by December 1, it was announced this week by the Dubuque and Chicago interests backing the project.

George W. Helling, who has had three years' experience in the operation of other rinks, will serve as manager. Officers of the new firm, to be known as Dubuque Skating Center, Inc., include David S. Jacobson, president; William J. Mueller, vice-president; Dr. Max Kadesky, secretary; Helling, treasurer, and Charles Lubin, Chicago, director.

The one story, 70 by 160-foot building will be of concrete construction, with glass brick windows. Officials said it will be the only permanent rollery in the city and they believe it to be among the most modern in the Middle West.

new floor will consist of 13,000 square feet of choice Canadian maple.

Spot also will be repainted and redecorated before it reopens. Victor L. Deuback, business manager, said that curbs will be erected on the large concrete parking area to facilitate easier and less congested parking.

Lewis Builds New Spot on Rainbow Gardens Property

MOUNT MORRIS, Mich., Sept. 4.—M. S. Lewis, rink operator here, is constructing a new rink on the site of his former Rainbow Gardens Rink at Crystal, Mich., which was destroyed by fire about four years ago.

Lewis says the new building will be a 100 by 106-foot affair of cinder block and steel construction, with a skating surface measuring 80 by 160 feet. Lewis will sell the spot to Clifford Shoen upon its completion, which is expected to be some time in October.

Schoen has operated a rink near here in recent years.

Deubacks Renovate Layout in Dallas; Floor Constructed

DALLAS, Sept. 4.—Deuback Skating Rink, owned and operated here by John Ed Deuback, closed August 30 for renovation work which includes the installation of a new skating rink floor. Under the plans the

Hatcher's Rollercoade Biz Up; Skater Gripes Aid Operation

WILKES-BARRE, Pa., Sept. 4.—Extensive plans are in the making for the fall skate season at Roy Hatcher's Rollercoade here. Hatcher, who operated the Rollercoade for the past year and had the same rink in operation for eight previous years under the Lew Roy Skating Palace tag, said that this year's business shows indications of topping all previous operations. His best prior year, he said, was in 1946, which set an all-time record for his rink. Business last year was fair, he said.

Hatcher's Rollercoade is in operation 365 days a year. In addition, he stages 126 matinees annually. Hatcher said that a good portion of the success of the rink has accrued from the

efforts put into its operation. Always willing to lend an ear to the gripes of his customers, he revealed that he has come up with some good ideas for his particular operation from these get-togethers and these he has placed in effect with success.

Hatcher solved his hot weather problems by air conditioning his building, which permits him to operate on a regular schedule thru the summer. For eight years Hatcher used canned music, with the only organ in the sector some 20 miles distant. After listening to the skaters' gripes Hatcher installed an electronic organ, a move he says he has never regretted.

Hatcher says he has traveled 10,000 miles in the past six years in search of new ideas, and those put into practice have more than paid off. Included in them were the electric program board, crystal ball, shoe skate rentals and all electric signboards.

Hatcher's organist is blind Ralph Ball, of Scranton, Pa., with the former brailling up the metronome and also Ball's timer clock. Hatcher has set up an intricate, but easily understandable program for his skaters, which he believes is the backbone of any success he has had with his establishment.

La Fayette Spot In Dress-Up For Winter Opening

LA FAYETTE, Ind., Sept. 4.—Remodeling and redecorating work is under way on the former Maple Point Roller Rink, which was purchased last winter by James Hoggatt and renamed the Aca Y Alla. Hoggatt announced this week that he is planning either a Mexican or Spanish motif for the spot, only rink in the city.

New heating facilities and cooling, lighting and rest room arrangements have been completed. Hoggatt said that business for the spot last winter was satisfactory considering the condition of the rink. Summer business, Hoggatt revealed, wasn't too big, but enough to take care of the nut.

Hoggatt recently returned here from a visit to several rinks in Los Angeles.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

FOR SALE
PORTABLE RINK

50 by 122, Maple floor, all No. 1; Push Pole, chain sides, Rogers fireproofed tent, 225 pr. Chicago clamp skates, 10-case pop cooler, 40-watt amplifier, microphone, 6 speakers, record changer, record case, approximately 75 records. This equipment new May '48. Now in operation doing good business. Other interests, reason for selling. Also '46 model 16-ft. factory built House Trailer. For details, see or write:

DON WHITE
P. O. Box 566 Worthington, Minn.

FOR SALE

The best and most beautiful Skating Rink. A real big money maker. Size 40 by 100, beautiful special made heavy canvas tent, all first-grade hard maple floor in sections, all new Chicago skates and a complete new equipped rink. All just 8 weeks old. Come and see the crowds and rink if you want the best and a big money maker.

Price, \$8,500.00.

GOLD BROTHERS
900 Magnolia St. Beaumont, Texas

FOR SALE
Portable Skating Rink

Floor size, 40x100, and tent; 200 pair of Chicago skates, P. A. systems with 4 speakers and a microphone, electric pop corn popper and one pop box and everything that goes to make a complete rink. A bargain at \$5,000.00. Call 8055, Muncie, Ind., or write or come and see for yourself.

Miles Riding Academy and Roller Rink
R. R. #7, MUNCIE, IND.

Rink Manager At Liberty

15 years' experience in Portable and Permanent Rinks. Can teach dance and trick skating. References furnished. Write, phone or wire:

CECIL ROSE
2753 Allen Av., St. Louis, Mo. Phone LAcleda 0025.

FOR SALE

150 pair Chicago Clamp Skates, assorted sizes, all A-1, some new, \$2.75 pair.

D. R. MCKINDRIE
226 Mercer St. BUTLER, PA.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write
PERRY B. GILES, Pres. Muskegon, Mich.
Curvecrest, Inc. Originator and Sole Distributor.

FOR SALE

50x120 complete Portable Rink; Campbell tent, used 5 1/2 months; 33/32 Maple flooring, new skates. Can be seen on location in Kankakee, Ill. A-1 condition. Also building, 60x134, located at Cantor, Ill. Home in connection. Will sell with or without equipment. Good business. Good reason for selling.

GEO. R. KING
P. O. Box 133 Kankakee, Ill.

RIEDELL ★

The Accepted Leader in
SKATING SHOES

Riedell Sportshoe Co. Berkeley 3, Calif.

WE BUY AND SELL
New and Used Rink Roller Skates

Advise Make, Size, Condition and Quantity. Also Best Price.

JOHNNY JONES JR.
51 Chatham St. PITTSBURGH, PA.

WHY "CHICAGO" SKATES



They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

Manufacturers of All Kinds of Roller Skates

Radio Plays Big Part at Ind'polis

(Continued from page 56)

program and drew a good crowd. Joie Chitwood's Hell Drivers are scheduled to appear tonight. Meanwhile, the Hoosier Round-Up is to be presented in the Coliseum.

Tex Ritter, singer of movie, radio and recording fame, heads the Round-Up talent. Others on the bill are the Westernaires, cowboy combo; Cliff Ayres, tenor; Skeets Cross, song and patter; Ten Co-Eds, dancers; Sam Cowling and Aunt Fanny, of the Breakfast Club network show; Walter Jackson and ork, of this city, and a barbershop quartet.

The Round-Up was slated to be aired over a network consisting of practically all Indiana stations, unlike last year, when the show was sold to two sponsors for broadcasting over a specially knit Indiana network, to each station to do its own individual selling job. Most stations, however, were to carry the Coliseum show on a sustaining basis.

Jack Wilson and Izzy Cetlin, co-owners of the Cetlin & Wilson Shows, on the midway, reported today's ride and show business holding up well with last year's take for the same day. A drop was experienced Friday (3), due to the fair's dip in attendance.

The C-W aggregation unfolded one new ride here, a Rock-o-Plane, manufactured by Eyerly Aircraft Company, Salem, Ore., and owned by Bill Hartzman, the C-W treasurer. Also in the C-W line-up here is a Whirlabout, new ride manufactured by Tillman & Johnson, Miami, and placed on the show in recent weeks to give it a thoro testing. Both rides today received good patronage.

Included among visitors on the midway today was J. C. McCaffery, general agent of the Hennies Bros.' Shows, co-owner of the Imperial Exposition, and booking rep for the Cavalcade of Amusements.

Midway

(from page 50)
first since 1941 when discontinued for duration

of the war. New grandstand structure has amazed veteran showmen from coast-to-coast with its size, beauty and efficiency. And production on the stage is a story in itself. (For review of Laffacades of 1948 see the Fair Section.) Capacity is 22,000 and stand has been sold out nightly following a debut house of approximately 13,000. Elwood A. Hughes, CNE general manager, announced yesterday that reserved seats are sold out for balance of the run and all week lines have sweated out the date sale from midafternoon on. Show played to approximately 145,000 the first seven nights, so Hughes is expecting a total of around 300,000 people by the close. The nut is terrific.

Afternoon grandstand show features George A. Hamid's high and flash acts, and Jack Kochman's Hell Drivers. Attendance got off lightly due chiefly to the heat first two days, but is now averaging 11,000 a day which isn't hay at 50 cents a crack. Today and Labor Day are expected to pull close to capacity.

Exhibits New Mark

According to Hughes, agricultural and industrial exhibit space is also at an all-time high and free entertainment features, always profuse here, are on a par with other years. The Welsh Guards Band is popular in the concert bowl, and RAF and RCAF jet and conventional fighter demonstrations close the afternoon grandstand show daily, but can be seen from all parts of the grounds. Waterfront has its usual amateur and professional aquatic events.

Gene Krupa played to nearly 5,000 Friday and Saturday nights in the Coliseum at a buck a throw and Tommy Dorsey did about the same Tuesday and Wednesday. Coliseum is dark until Monday (7) when horse show starts for final week's run.

Partial list of visitors noted on grounds first week, some on business but most just to observe, included Charles Beard, Herb Schmeck, Jack Eyerley, Fred Pearce, George Schmidt, Harry J. Blatt, A. B. McSwigan, Fred and Carl Henniger, Bill de L'horbe, Phil Hall, Jerry Mitchell, Rex D. Billings, Jack and Irving Rosenthal, Paul Hudepohl, Bill Wendler and Sid Jessup.

DORSEY AT READING

(Continued from page 50)

noon attractions include Jack Kochman and His Hell Drivers, grand circuit horse racing and American Automobile Association (AAA) sanctioned big car races promoted by Sam Nunis Speedways.

Air Force Band

Night entertainment will include concerts on the first two days by the U. S. Air Force band, under the direction of Major George S. Howard; George A. Hamid's *Fantasies*, Miss Reading Fair beauty contest finals and nightly fireworks.

For the first time in history fair officials will give children in adjacent counties an opportunity to visit the fair at reduced admission rates. Youngsters from various counties will be catered to daily Monday thru Friday. This should prove of special benefit to the Cetlin & Wilson Shows on the midway.

(from page 48)

and stage. McKennon estimated the loss at \$10,000.

McKennon made arrangements to play the school auditorium and despite hot weather show played to a crowded house that night. Current plans call for the show to continue playing auditoriums or airdrome tops for several weeks at least.

Gayland Watson and Ray Mathis sustained burns on their hands while helping carry out equipment, while Bill Tucker suffered a severe leg injury in the fire, which followed on the heels of a stand in Lubbock, Tex., which was off an estimated 50 per cent from last year's business. Lubbock engagement was presented on a new lot, which may have had something to do with the business decrease.

Jerry Sizemore was hostess at a party for her husband, Dude, on the stage after the show August 25. Pete McDuffee, of the Stardust Ranch Boys, was beaming over the birth of a daughter in Mobile, Ala., August 24. Ginger Holmes handles the piano with the ork. Don Phillips closed in Amarillo, while Gil Moody left this week to enter college.

Jean and Ray Mathis are recent additions to the cast. While in Borger, Tex., heavy storms hit the show at opening time on three consecutive nights, but it didn't hamper business. Members of the American Legion Post there held a party for members of the show in Legion Hall.

LISTEN TO THIS

(Continued from page 12)

tions and classic literary works. Lucas does a more than adequate announcing and narrating job with a low, smooth voice that fits the unhurried, relaxing tempo of the program.

Music on the show is in keeping with over-all tone, Rex Maupin's orchestra doing a competent job on such numbers as *Shades of Blue*, Maupin's own composition, and standards. Honeydreamers' work, *A Tree in the Meadow* and *Love Walked In* was okay, if nothing to catapult them to network fame. Fem vocalist, Ellen White, scored with an easy flowing style, adding to the general restful effect of the program.

- Cy Wagner.

WESTERN VARIETIES

(Continued from page 12)

Santa Monica have reason to find enjoyment in the tele pick-up of the Cooley sessions, there's plenty of pleasure in store for viewers along the video party line.

Cooley, who serves as emcee-soloist-batoneer, keeps seg moving at a top pace from start to fadeout and proves himself well-suited to the sight-sound medium. Furthermore, Western entertainment as a whole lends itself well to video, thanks to ornate costumes and a generally uninhibited manner of performance.

Cooley augments usual offerings with Elton Britt (RCA Victor's sagebrush singer), the Mercer Brothers, and thrush Ginny Jackson. Double image effect—a device particularly favored by KTLA—was utilized to good advantage during the Britt vocals. Initial shots showed him singing. Camera then moved for a close-up of his self-strummed accompanying guitar. Paired with the tune's climax, images of both cameras are combined for an effective montage shot, guitar and head shot.

Another example of on-the-toes control-booth manipulations is the generous use of audience shots. These are brought in during applause, laughter or other forms of audience reaction. This tends to give the living room looker a feeling of participation in the activities.

Lee Zhito.

invite more than 100 and operators to meet and organize some weeks ago was a suit filed here in July against the North 29 Drive-In Theater on the Charlotte-Concord highway in the Federal District Court by Park-In Theaters, Camden, N. J., which claims it holds patent rights to a parking ramp device which was being used by the defendant. While the move for organized protection was being discussed by the drive-in folks of the Carolinas, visitors in Charlotte included V. C. Smith, Camden, N. J., vice-president of the Park-In Theaters, who was here in the interest of the suit being filed by his company against North 29.

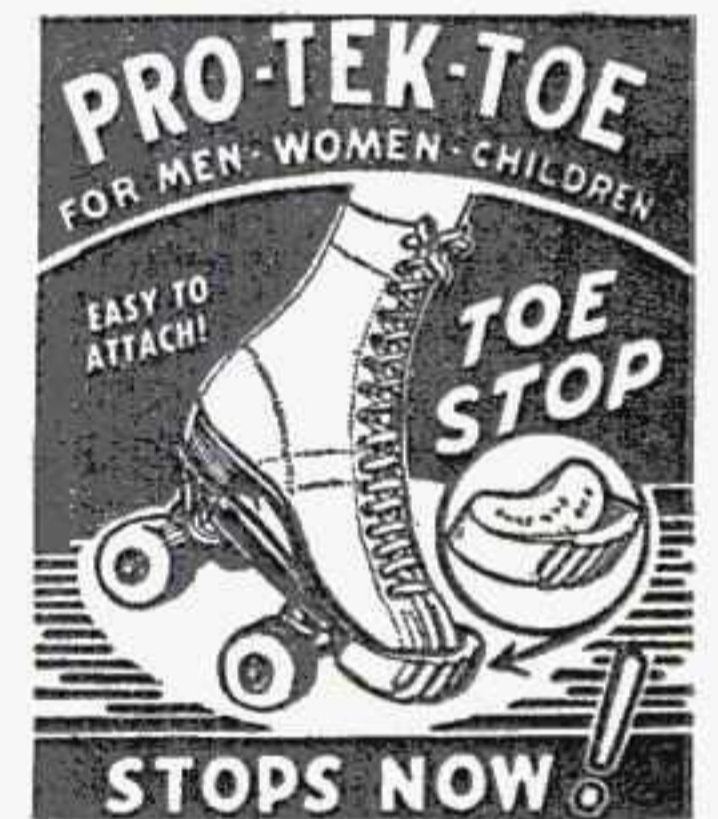
Board of directors of the new association includes Fred Sessoms, Winston-Salem; Jack Biggart, Lancaster; SeaBee Hayworth, Pink Hill; Ben Allen, Charlotte; Howard Nally, Fayetteville; Ben Pless, Bob Rogers, Cheraw, S. C., and J. Francis White, Charlotte.

REP RIPPLES

(Continued from page 48)

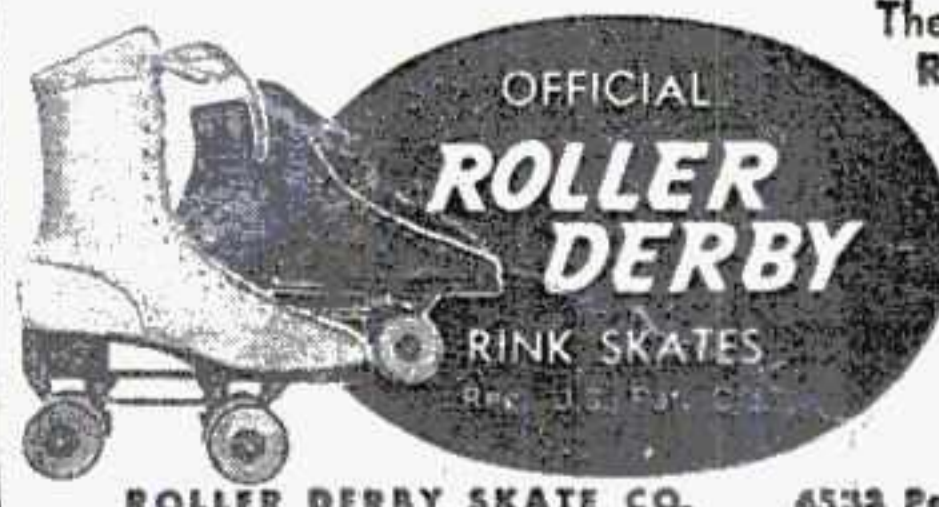
playing to fair business in Wyoming. Twombly says that he had planned to add short-cast bills but things have been only fair, so he'll wait until cooler weather sets in. He's still showing pix and animals in halls. While passing thru Laramie, Wyo., recently Twombly ran into F. K. Clifford, of Cliff's Show, who reported business only fair. Twombly said Clifford's list of films is something worth seeing and that the Clifford car and trailer look bright and smart. Twombly also met Earl Randell at Laramie. Randell, says Twombly, has been working south from Oregon and will move toward Kansas and Texas. He does magic and works halls and schools. Twombly says the jumps in Wyoming are long but that the people are generous and like flesh shows. . . . W. Grizeley, of Milton, Mass., says he'd like to read some notes here anent the cast of the Frankie Carpenter rep show of 1908 and the Ethel Tucker org of the same period. . . . Henry L. Shaw writes from China Grove, N. C., that he has his 16mm. pix and small animals in that sector where business has been away off. He has been playing halls and plans to make the long jump to Pennsylvania soon.

A NEW GROUP known as Daniel's Players will work around Pittsburgh this winter. . . . Casco Players have closed their seven-week tour of Maine to business which was off from other years. Group will remain intact to work sponsored dates out of Manchester, N. H. . . . J. B. Cheney, owner of Cheney's Novelty Show, writes from Starkweather, N. D., that he has been playing that sector to only fair business for the past six months and that he has cut his line-up to himself and wife for hall dates. His 16mm. pix have proved a great help and he and wife have given several special afternoon shows for kids to some extra biz. At Glen Ullin, N. D., the Cheney's visited with Al Booth, who had a neat pic show plus a good magic routine working to good results. Cheney says that Booth is still looking for a steady location to tuck in for the winter. The Cheney's will move southward soon playing dates en route. . . . Greeley Players are a new group, which will play around Portland, Ore., this winter. . . . D. D. Talpey's Ramblers have been working Summerville, Mo., to business that is nothing to crow about, Talpey says. He adds that he's got what he believes to be the best library of films he's ever had and that he's been playing two and three-day stands. He still



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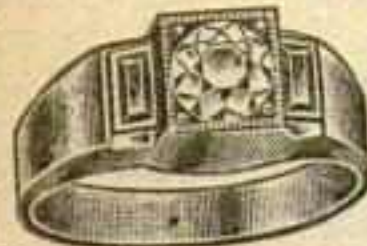
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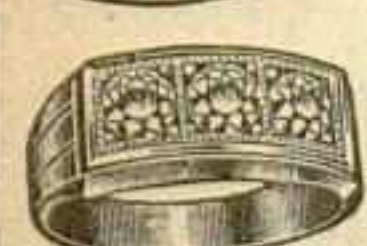
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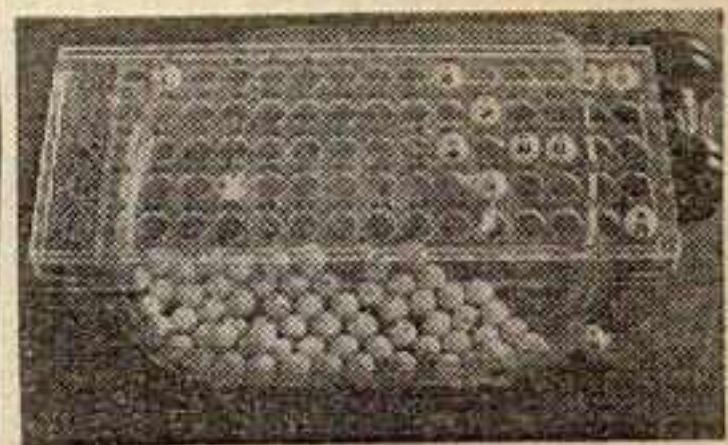
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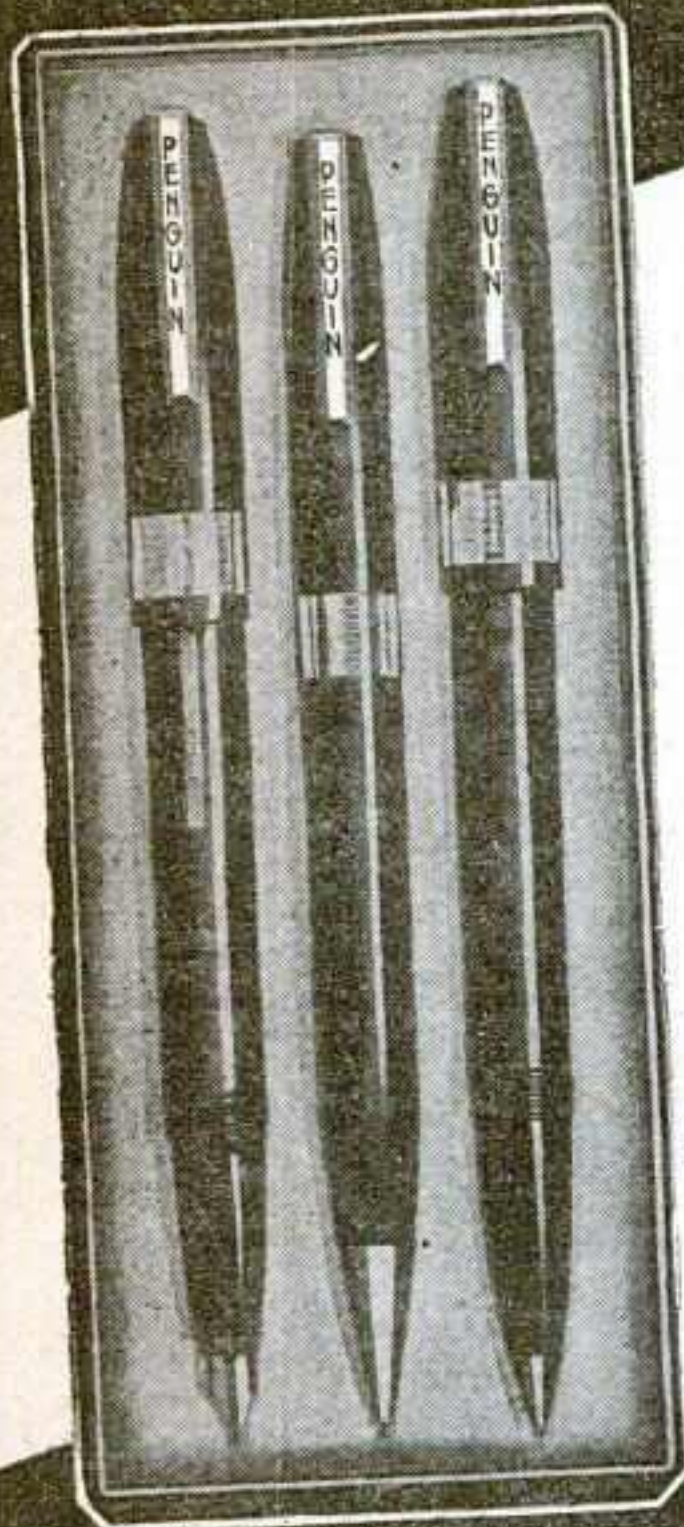
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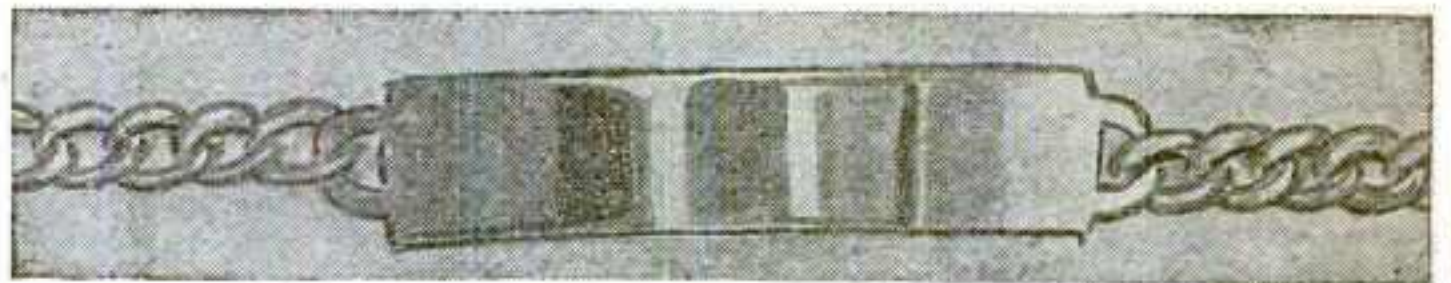
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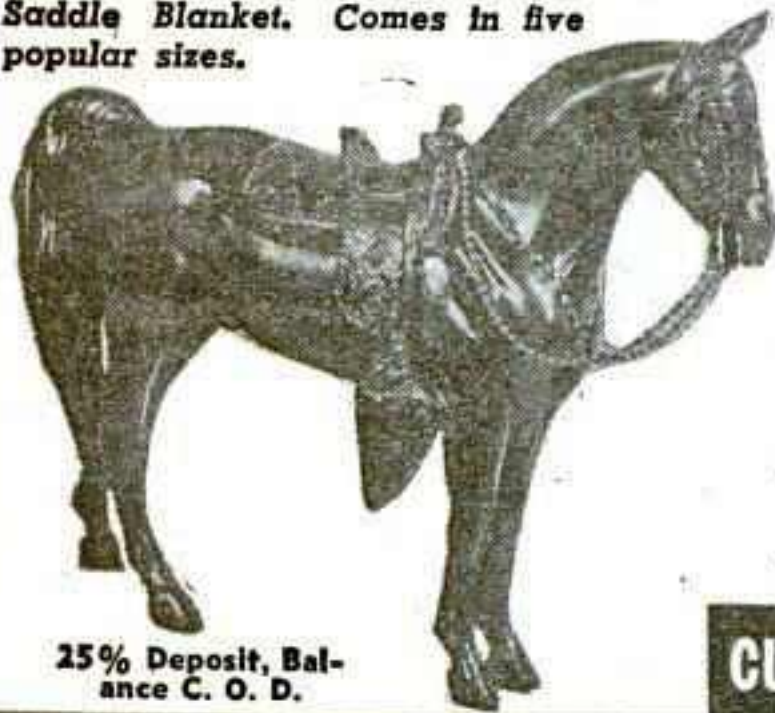
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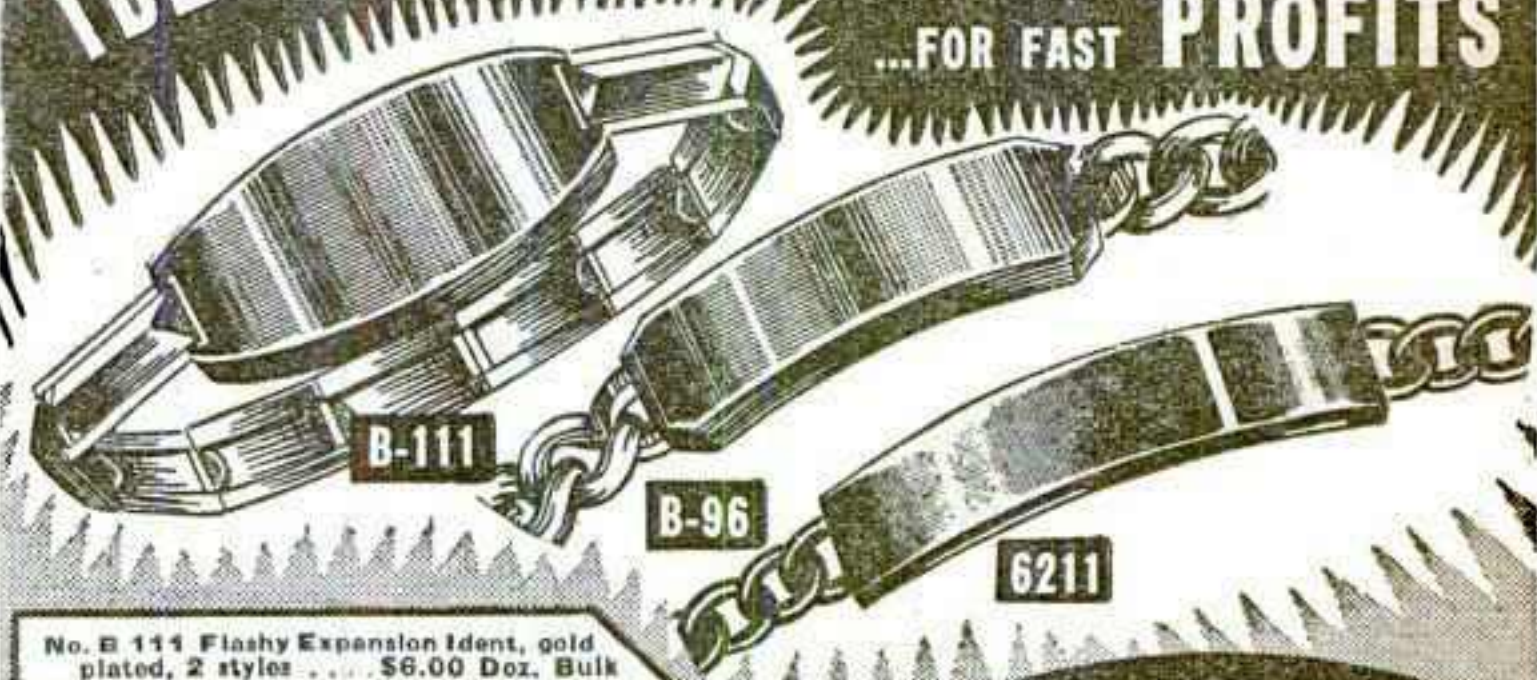
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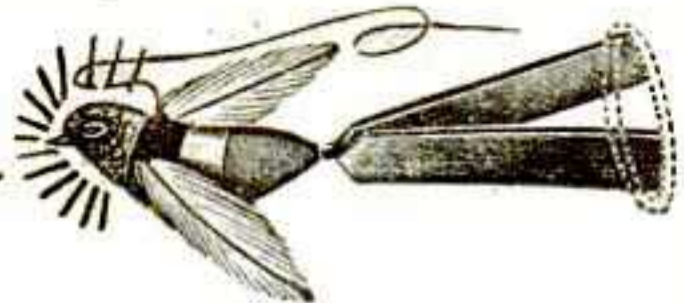


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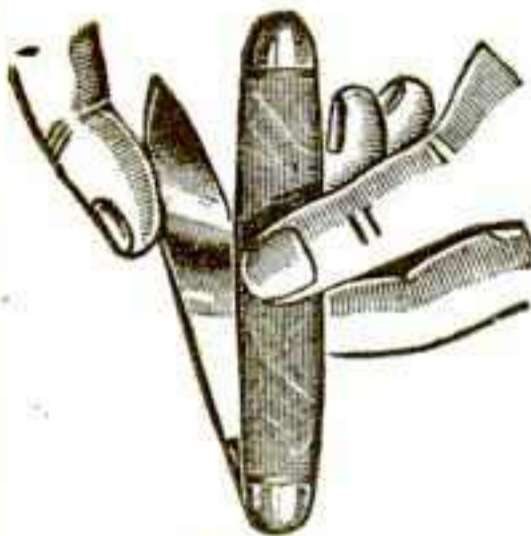
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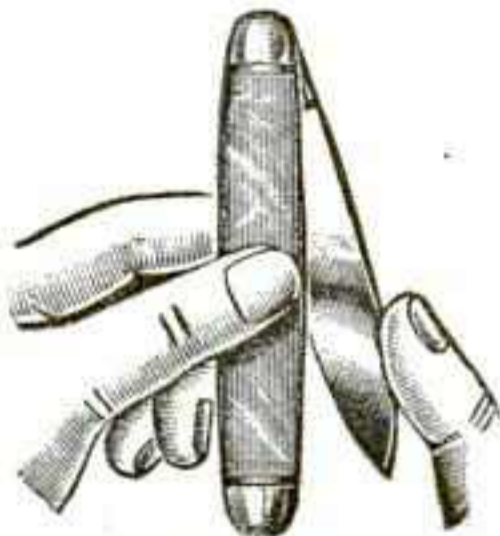


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Trick Knife. Can be opened only when blade is held upward and pressed forward by finger. To close turn knife blade down and press with finger. Single blade mirror polished in celluloid handles with full nickel type bolsters. Size of knife closed about 3 1/8 inches. One dozen in a box.

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 99 of this issue.

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ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with leis, \$7.50; Straw Hula Skirts, \$2.50; Spangle-trimmed Strip Panel and Bra Sets, \$6.50; Rhinestone G-Strings, \$6.50; Bras, \$1.50; Chorus or Strip Pants, \$1.10. C. Guyette, 348 W. 45th St., New York 19. Tel. Circle 6-4137.

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(Continued on page 90)

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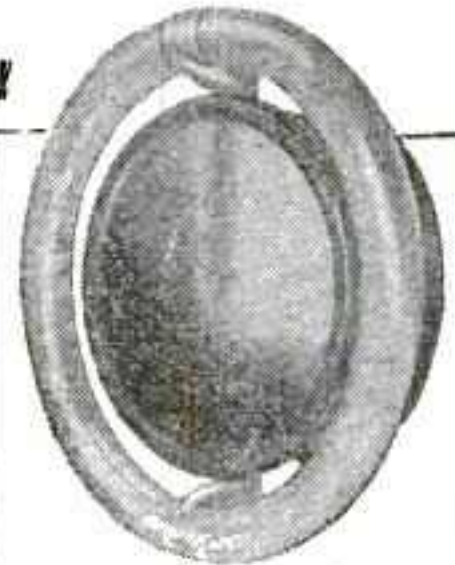
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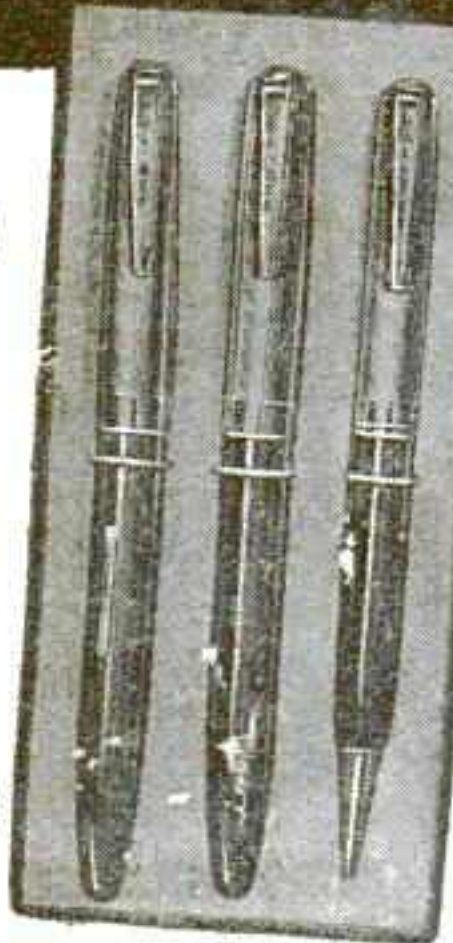
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BIG MONEY—QUICKLY AND EASILY, TAKING orders for complete line Personalized Initialed Buckets, Belts, Cap Badges; 2,000 emblems. Fast repeats. Write today. Hook-Fast Co., Box 480-BB, Roanoke, Va. np-se25

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WANTED—BUILDING TO RENT FOR ROLLER rink business. Write Joseph Freitas, 252 E. Main St., Amsterdam, N. Y.

(Continued on page 92)

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Adjustable, used in Horizontal or Vertical Position.

Doz. \$2.20
Gro. \$24.00

25% deposit with order, bal. C. O. D.

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Foot-proof, safety trigger device. Convenient "Tommy Gun" type grip. Rust proofed. (Barrel & Stock.) Requires no oiling or cleaning.

Maximum accuracy. Minimum recoil. Government Tested: NEVER BEFORE a shotgun at this price!

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Territories open

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BULOVA
MAN'S WATCH WITH DAZZLING RHINESTONE DIAL
ONLY \$18.50
15 Jewels
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Very impressive replica of a high priced diamond watch. So smart and so easy to sell!
● 10K. r. e. p. case
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GUARANTEED!
Reconditioned like new
WHOLESALE ONLY
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25% with order, balance C. O. D.
Sample order... \$1.00 extra

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60¢ Ea.
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OUTSTANDING LINE
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A Terrific Demonstration Item!

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Gent's 3-Stone Rings, largeruby colored center stone and 2 large white side stones in 12kt. gold filled extra heavy mounting. Outstanding value. No. 1922. Doz. ...\$24.00

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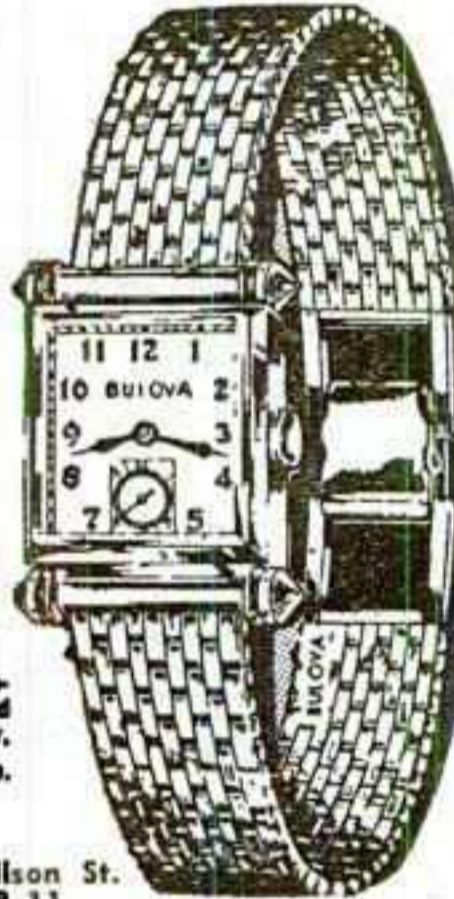
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7-JEWEL Round Case. Priced at only \$9.50

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No. 66



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10% Discount in Gross Lots

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"FAST SELLING POCKET NOVELTIES"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50.
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Half Cash With All C. O. D. Orders. Certified Check or Money Order. No SAMPLES.

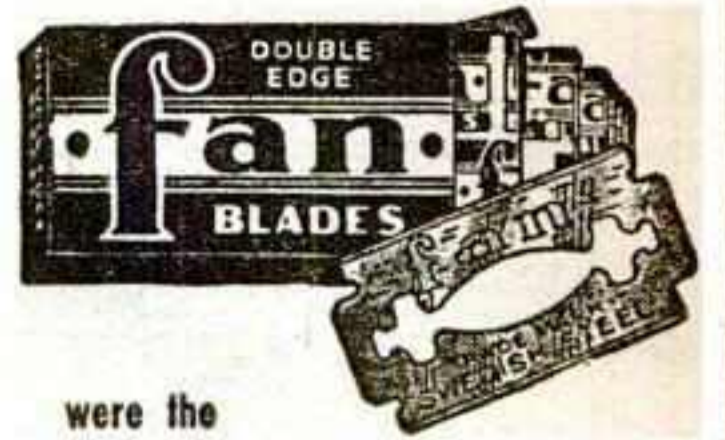
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For the BEST in RINGS



\$15.00 doz.

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#189. 1/30-14K G. F. P. 1 carat brilliant open back stone. Engraved Gypsy ring.

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\$15.75 doz.

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#195. Heavy mtg. One carat brilliant stone. Fine seller.

Send for illustrated catalog showing almost 100 styles for men, women, boys and girls. Order immediately. 10% Discount for promptness.

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SELL NEW RHINESTONE MACHINE BUILD STEADY REPEAT BUSINESS FROM SALE OF RHINESTONES!!

AUTOMATIC RHINESTONE MACHINE attaches rhinestones to dresses, scarfs, blouses, etc. Makes it possible for women to transform low cost items into glamorous accessories. Rhinestone setter comes complete with quantity of rhinestones. Unbelievably fast seller at \$1.95. Additional steady profit from sale of rhinestones to purchasers of machines. We are appointing distributors now. Write for details. **Kapner Distributing Co., Dept. B-1, 2248 Second Ave., New York 29, N. Y.**

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Build good-paying business of your own. Call on dealers of all kinds: show nationally advertised Aspirin, Cosmetics, Razor Blades, 200 other necessities. Big 5¢ and 10¢ retail packages. Free book gives facts.

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Forms Close Thursday for the Following Week's Issue

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HILLBILLY BANDS, SINGERS, FOR RECORDS from U. S., Canada, Hawaii, Mexico. Write for information. Box 1842, Oakland, Calif.

LEAD ALTO FOR COMMERCIAL BAND— Nipper bus. Salary. Others write. Orchestra leader. 2103 N. 18 St., Omaha, Neb.

MALE EX-ACROBAT—TO TAKE CARE OF paralyzed former acrobat. State age, height, weight, refs. B. R. Bruce, Box C-129, Billboard, Cincinnati 22, O.

MIDGET WANTED—MALE, PREFERABLY young, show experience not required. Photo appreciated. Ed. Hamman, 641 McDougal St., Astoria, O.

MUSICIANS—ALL INSTRUMENTS; 12 DANCE orchestras, work steady, give full particulars. VSA, 848 Insurance Bldg., Omaha, Neb. cc30

NEGRO DISK JOCKEY FOR METROPOLITAN station in Midwest. College background desired. Must know music. Earnings in excess of \$5,000. Box C-121, The Billboard, Cincinnati 22, O.

TWO GIRLS—I AM BEING TATTOOED, SNAKE design on all but face. Want girls about 20 to work with me. Must be tattooed with similar design. Will pay for all work. Send photos showing tattoo, if any. Delmarie Milford, Billboard, Cincinnati 22, Ohio.

WANTED—REPLACEMENTS FOR MIDWEST territory band. Elmer Hall, 321 S. Cleburn, Grand Island, Neb. se25

WANTED—BAND DIRECTOR, PREFERABLY one with clarinet major capable of teaching all band instruments for youth band. Must be sober and interested in an excellent future. Write Leonard School of Music, Box 702, Charleston, S. C.

YOUNG WOMAN—TO DIRECT FAMOUS THE- atrical production. All expenses paid plus high earnings. Write Personnel, 3419 Broadway, Kansas City, Mo. se18

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Forms Close Thursday for the Following Week's Issue

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MANAGER—25, RADIOS, RECORDS AND AP- pliance business, desires position as manager-salesman in New York. Knows classics. Walter Snyder, 4739 Tacony St., Philadelphia 37, Pa. se11

BANDS AND ORCHESTRAS

ATTENTION, NIGHT CLUB OPERATORS AND agents: At liberty after two years on location here: Bennie Martin's Quartet, 4 people, playing piano, Solovox, vibes, guitar, violin, sax bass fiddle, drums and two vocalists. All instruments new, 3 uniform changes. Modern music, play requests, large library. References. Permanent address: Bennie Martin, P. O. Box 122, Ponca City, Okla.

ATTRACTIVE ALL-GIRL BAND—PIANO, tenor sax, trumpet and bass. Sweet, swing and Latin. Dance music, vocals and entertaining. Available October 1. For smart clubs, cocktail lounges and resorts. Will travel. Mgr. R. W. Seikel, 2616 Marvin Ave., Cleveland 9, O. Phone Florida 7618. se18

AVAILABLE AFTER SEPT. 28—WESTERN Variety Show for tour. Theaters and auditoriums. Reliable Agent wanted. Length of engagement and distance no handicap. Own transportation. All theater equipment. California act. Write Dick Wells, Box 1611, Reading, Pa. se18

COLORED BAND FOR NIGHT CLUBS, COCK- tail lounges, taverns, etc. 8 or 4 men entertaining and singing. Jump Jackson, 4719 S. Dearborn, Chicago, Ill. se18

CIRCUS AND CARNIVAL

PINKEY AND MABEL BARNES WESTERN Novelty and Trained Horse Acts open after September 16. Two people, 2 horses, 5 acts. Flashy wardrobes, beautiful horses. Two acts for nine clubs. Now with Williams & Lee Attractions. Write Pinkey Barnes, Sibley, Iowa.

PRODUCING COMIC—FOR UNIT HILLBILLY tent, plenty material, wire. Eddy Dyer, c/o Mermaid Show, Fair Grounds, Rhinebeck, N. Y.

MAGICIANS

LA-MAR—MAGICIAN, MENTALIST, ILLU- sions, Spooks, Lady assistant. Two-hour show. Auditoriums, theaters, entertainments. Booker wanted. La-Mar the Magician Cambridge, O. se11

YOUNG MARRIED COUPLE DESIRE STEADY position with magician. Magic ambition. All offers considered. Mel Brown, Rte. 9, Boise, Idaho.

MISCELLANEOUS

A NEW IDEA IN FUN—I LIVE DANGER- ously, do anything, anywhere. Albacker, 2015 E. 31st St., Lorain, O.

DONKEY BALL GAMES, DERBIES—ORGAN- izations, fairs, celebrations, ball clubs, cities, write, wire for open dates. Marjorie Hobson, Mount Pleasant, Iowa.

HARRY MCGHEE, FEMALE IMPERSONATOR— "A night or a year." 354 Fifth St., S.E., Puyallup, Wash. se18

MUSICIANS

AT LIBERTY—TUBA PLAYER, UNION, EX- perience circus trouper. Write or wire Paul C. Brake, 418 S. 9th St., Laramie, Wyo. Am using upright bass. se11

AT LIBERTY—FIDDLE MAN, PLAY COM- mercial, hot, Western, any style. Cut or no notice. Prefer location. Musician, Box C-122, Billboard, Cincinnati 22.

AT LIBERTY—FIVE OR SIX-PIECE ORCHES- tra, very commercial with fine vocalists and entertainment, band will sell. Cappy Leonard, Mazomanie, Wis. se18

AVAILABLE IMMEDIATELY—A-1 COLORED organ stylist desires position in A-1 theater, lounge, bar or night club. Just finished second successful engagement at large downtown theater in New York City. Member Local 802, N.Y.C. Doesn't own organ, doesn't vocal, experienced in all electronic organs and pipe organs. Plays special arrangements of pop, standards, classics, swing and bebop. Go anywhere but South. Reginald Smith, 105-14 32nd Ave., Corona, Queens, L. I., N. Y. Phone Illinois 7-3218. se11

A-1 VIOLINIST—COMMERCIAL, SECTION, front man. Fake, read, Local 802. Photo. Can join by arrangement, otherwise available after Labor Day. Anthony J. Franklin, care P. O. Box 507, Shreveport, La. se11

BASS MAN—YOUNG, SOBER, RELIABLE, white, read or fake, good tone and experienced. Will travel anywhere. Will work big band or combo. Write Nat Tyler, 3 Woodlawn Court, Wheeling, W. Va. se11

DRUMMER—AVAILABLE IMMEDIATELY, read well, play shows, all rhythms. Age 23, member Local 10. Draft exempt. Location only. Dick Glerum, 704 S. Maple Ave., Oak Park, Ill. Telephone Village 2355. se11

DRUMMER—AGE 19, UNION, SINGLE, ONE year music conservatory, read or fake, jazz or commercial, will travel. Chauncey Elscasser Jr., 914 W. 12th St., Marion, Ind.

HAMMOND ORGANIST—AVAILABLE WITH or without own organ for fine restaurant, hotel, etc. No "dives." Big repertoire except boogie and heavy classics. Prefer Chicago or suburb. Best offer. Write Reber, 2041 N. Keeler, Chicago 39.

FIDDLE PLAYER—WESTERN SWING, VO- cals and emcee. Have 14-passenger bus. 211 N. Askew, Kansas City, Mo. Benton 1063.

HAMMOND ORGANIST—MALE, WHITE, SIN- gle, forty, good appearance. Just completed hotel engagement, New Jersey. Desire position, your organ, cocktail, hotel or restaurant. All-round musician, concert, and good modern tempo. A-1 reference. C/o Box C-118, Billboard, Cincinnati 22, O.

HAMMOND ORGANIST WITH ORGAN—MALE, experienced all lines, go anywhere. Available October 1. Organist, 1215 W. Third Ave., Flint 4, Mich.

HAMMOND SOLO ORGANIST—NEW ORGAN, three tone cabinets, Solovox thru organ. Available your terms any permanent location. Years of experience hotels, clubs, radio. Male, white, sober. Send photo recordings. Organist, Box C-123, Billboard, Cincinnati 22, O.

LEAD TROMBONE—NAME EXPERIENCE, Local 47. Vocals, arrange, prefer location. State minimum salary. Contact Jim Whitwood, Eldora, Iowa. se11

PIANO MAN—DESIRES WORK WITH COM- mercial combo or band. Prefer location, but will travel. Contact Piano Man, 112 Sunrise Dr., Syracuse, N. Y.

SMALL ORCHESTRA—GO ANYWHERE IN world. 4 men, sweet, commercial, entertaining. Information: "Jens" Jensen, Shelbyville, Mich. se11

TENOR AND CLARINET—AVAILABLE AFTER the 11th. Wire or write Eddie Kish, 621 W. Division, Grand Island, Neb.

THIRD ALTO SAXOPHONE AND CLARINET— No jazz. Double tenor. Bob Reid, c/o Gen. Del., Devils Lake, Manitowish Beach, Mich.

TROMBONE—ANY STYLE, BIG BAND, COMBO. Take off, semi-name experience. Don't drink. George Royce, 724 Chestnut St., Columbia, Pa. se18

TROMBONE, DOUBLE TENOR, CLARINET— Prefer commercial, experienced, locations only, age 27, married, union, sober, clean. Wire Ed. Bolick, N. Lake Rd., Ironwood, Mich. Ph. 2949-J.

TROMBONIST—AGE 21, LONG EXPERIENCE, desires connection with good jazz band only, union. L. J. D., Trombonist, 805 Oakland Rd., Roanoke 12, Va. Dial 2-1148.

TRUMPET, DOUBLE TROMBONE—READ, fake on both. Prefer to work with band in need of male vocalist. Also double ballad vocals. Cut or no notice. Jimmy Belk, 613 14th St., Pascagoula, Miss.

PARKS AND FAIRS

AERIAL WILLARDS—AERIAL BARS AND bounding net. Have some open time for fall and winter. Write, wire or phone W. G. Bittling, Beatrice, Neb. se11

AERIAL ACT—BREATH-TAKING, CROWD- thrilling high-pole act. Features many death-defying feats that assure success for any grandstand show or free attraction. Fair secretaries and committeemen, wire or write, several late weeks open. Box C-119, c/o The Billboard, 2160 Patterson St., Cincinnati 22, O. ocl6

BALLOON ASCENSIONS—PARACHUTE JUMP- ing. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. se18

RINK'S CIRCUS ATTRACTIONS—SLACK WIRE Act, Comedy Clown, Juggling, Novelty Trapeze and Comedy Acrobatic. Four acts. R. I. Cudaky, Wis. se11

FAIR MANAGERS: CONTACT BOB TOMLIN- son, professional versatile entertainer. Juggles clubs, ball. Twirls seven ropes simultaneously. Ventriloquism, Punch-Judy. Plays electrified accordion. Illustrated circular available. 162 N. State, Chicago, Ill. Telephone: Dearborn 6262.

OUTSTANDING PLATFORM TRAPEZE ACT— Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

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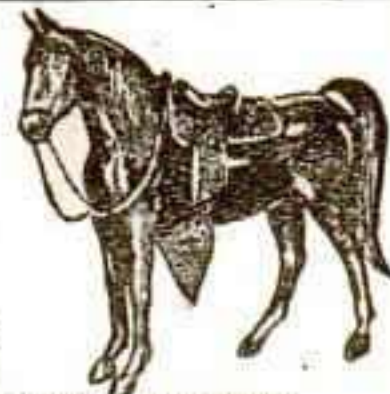
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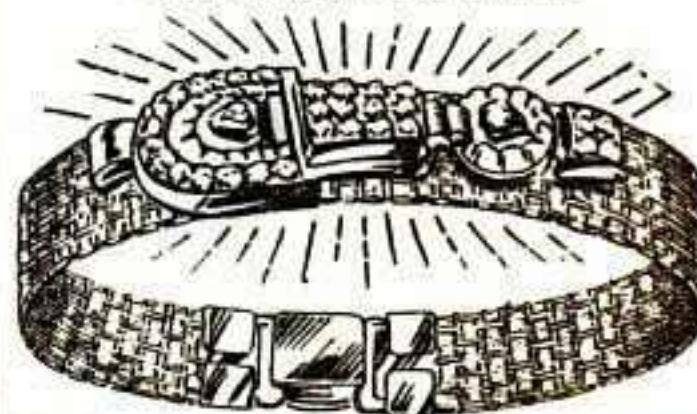
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B-6 — No saddle, 6 1/2" Tall, 8" Long, \$14.40 Doz. Sample postpaid, \$2.00
25% Deposit, Balance C. O. D.

JERRY GOTTLIEB, Inc.

Summerfield Ave. & Post Office Place
Asbury Park, New Jersey
P.O. Box 356 Phone Asbury Park 1-1524

COCKTAIL BRACELETS AGAIN YOU ASKED FOR THEM!!



Flexible Mesh, \$8.00 doz.; \$7.50 in gr. lots. Expansion Band, \$7.50 doz.; \$7.00 in gr. lots. Add 50¢ per doz. if individual boxes wanted. STUNNING STYLES! LOTS OF FLASH! High Gold Plate—real Czech Rhinestones—Also FOBS—LOCKETS—LAVALIERS—CHATELAINES—AND ASSORTED BRACELETS. SEND TODAY for free illustrations. Sample \$1.60. Send 1/3 dep. with order, balance C.O.D. Allow for postage on prepaid orders.
STAR IMPORT NOVELTY CO.
535 8th Ave. New York, N. Y.

JACKIE BOY

Brand new novelty. Guaranteed to outsell man in barrel and all others. Comes in labeled drug prescription box. Open and Jackie goes into action.

PRICE \$1.90 Doz. \$20.00 Gross

Sample 50c. Cash with order.

Jobbers, write

W. N. ALLEN
EUREKA SPRINGS, ARKANSAS

BACK AGAIN NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!

OVER 1001 DIFFERENT RING NUMBERS IN STOCK



1R106 White
1R107 Yellow
\$24.00 Gross
\$2.10 Doz.

1R104 White
1R105 Yellow
\$24.00 Gross
\$2.10 Doz.

1R100 White
1R-01 Yellow
\$36.00 Gross
\$3.25 Doz.

1R102 White
1R103 Yellow
\$36.00 Gross
\$3.25 Doz.



No. 2X1
\$22.50 Per Gross

... JUST OFF THE PRESS!
NEW ENGRAVING JEWELRY CATALOG
FEATURING THE MOST COMPLETE LINE OF FAST-MOVING JEWELRY



No. 1X7
\$12.00 Per Gross

NO. 4X14—GOLD FINISH ... \$2.65 DOZ. | NO. 4X15—WHITE FINISH ... \$2.65 DOZ.

WRITE FOR CATALOG 103—STATE YOUR BUSINESS

BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

CLARION NOW FEATURES... THE ONLY GENUINE NEODIZED COSTUME JEWELRY IN AMERICA...

in guaranteed non-tarnishable Rhodium-White or 22-Kt. Rose or Yellow Gold Plated.

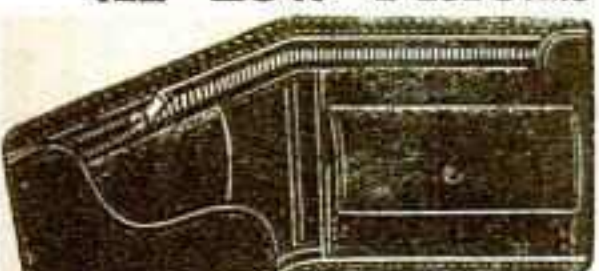
TESTED BEST: Comparative atmospheric tests for oxidation have proven that
NEODIZED GOLD PLATED
jewelry definitely retain their lustrous bright finish and color longer than any other similar plated jewelry in the market—regardless of make or price.

Large assortment of exquisitely designed pin and earring sets, chateleine sets, fob-cettes, chokers, pendants and cocktail bracelets.
\$7.00 dz. to \$12.00 dz.

WE INVITE COMPARISON
Send for special sample assortment. One dz., no two alike, all individually boxed, only \$10.00 dz. 25% deposit with order, balance C. O. D., F. O. B. New York.

CLARION SALES, INC.
Manufacturers of Fine Costume Jewelry
180 Forsyth St., New York 2, N. Y. ORchard 4-6546

DIRECT FROM MFR. AT LOW PRICES



Complete Line of Leather Goods

• Billfolds, Key Cases, Purses, Kiddy's Bags, related items and novelties. All Price Ranges. Will make to order from your patterns in quantity.
• Send for samples today. See how you too can make large profits. If not rated, send \$15 to \$30 for samples—refundable for 30 days.
CUTTING LEATHER NOVELTY
48 Howard St., N. Y. C. Canal 6-3978

ATTENTION! GOLD WIRE ARTISTS

• Square and round rolled gold plate wire, all gauges and qualities. • Stone-set and plain bangles as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. • 8-stone ring top of beaded stool. • Beaded hand wire • Plain findings, such as crosses • anchors • bowknot pins • springings • jumpings • swivels • chains • plain and twisted hoops • earwires • earscrews, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Hand-made adjustable bangle bracelets. • Wire knot rings of rolled gold plate. • Pearl plates of small shell. • Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D.
EMROW JEWELRY CO.
Box 88, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

CLOSEOUT

8200 Auto Glare Shields, formerly retailed at \$4.95 Each, being closed out at 40¢ Each in Lots of 100—50¢ in Smaller Lots. Send for descriptive folder.
AMERICAN GLARE SHIELD CO., INC.
601 Southern Ohio Bldg., Cincinnati 2, O.

CARNIVAL NOVELTY HATS

Famous "GOB" Suitable for embroidery writing. A good repeat item!
• ASSORTED COLORS •
• QUALITY FELT •
• IMMEDIATE DELIVERY •
We do not sell to the consumer trade. Jobbers' inquiries invited.
WRITE OR WIRE FOR PRICE LIST
Benay-Albee Novelty Co.
201 GREENE ST., NEW YORK 12, N. Y.

Colorful "CREW"

Suitable for embroidery writing. Sure fire seller!

100% PROFIT

on reconditioned
Nationally Advertised WATCHES

Send for our new FREE Catalogue of famous watches and other outstanding jewelry buys. The low, low prices and famous brand names will do the selling for you. This 7-jewel Waltham in new chromium case, 12 and 18 SIZE \$20.
FOR EXAMPLE { **YOUR COST, \$10**

KANE WATCH CO.
Rm. 113, 104 Canal St. New York 2, N. Y.



ASK FOR FREE CATALOG

INSTANT NICKEL

NO CURRENT OR BATTERIES USED
COMPLETE 250 PAST PAID 1948 PATENT AGENTS WANTED
JUST PATENTED—Now everybody can NICKEL PLATE. No equipment, electricity or copper plating needed. Just rub. A BLESSING TO Doctors, Hobbyists, Auto, Machinery and Home Owners and practically everybody. NO POISONOUS CYANIDES OR QUICKSILVER. It will plate to a practical thickness Steel, Iron, Copper, Brass, etc. It's NEW, DIFFERENT, PRACTICAL, ECONOMICAL. By following easy directions a matte or brilliant "CHROMIUM LIKE" finish is obtainable—fascinating hobby—plate for neighbors and friends. MONEY-BACK GUARANTEE. C. O. D. a few cents extra.
INSTANT PLATING PRODUCTS, Dept. B-8
8439 So. Michigan Chicago 16, Ill.

**GIANT
DAREX
BALLOONS**

For
**IMMEDIATE
DELIVERY**

**DEWEY AND ALMY
CHEMICAL COMPANY**
CAMBRIDGE 40, MASS.

REG. U. S. PAT. OFF.

Pipes for Pitchmen

He's successful because he makes his product live.

THE BOYS . . . are beginning to look down the back stretch. It's time to dig for the Dixie dollars.

JERRY RICKETTS . . . better known in pitch circles as Doc Weatherspoon, is handling the front of Harned's Miniature Circus.

Has anyone given any thought to figuring out locations for the winter?

CONSTANT . . . pluggers for organized pitchers refer to pitchers as orphans of democracy, feeling that they must have freedom of enterprise in order to enjoy their other rights.

TOO MANY . . . of the boys and girls like to read pipes from the other fellows but fail themselves to send in their bit for the support of the column. It's about time some of you delinquents pipe in, isn't it?

If the pitcher falls from the truth, it's only a little bit.

CONDEMNATION . . . usually permeates the air concerning the efficient and clean manner in which the successful pitcher works. That's why a successful worker has so little to say about himself and his accomplishments.

DOC HALE . . . cards from Blandon, Pa., that he injured his thumb and knee while doing cork in the *Ghost in a Hock Shop* on the Hale Comedy Company. He says it was a terrible job throwing Pete in the well for an old-timer.

WE'VE HAD . . . numerous requests of late for pipes from the following: Robert (Jimmy) Walker, Maurice (Speed) Hascal, J. E. Brown, Ben Morehouse, J. F. Niemannhuysen, Eddie Gillespie, Eddie Jameson, Jack Anthony, J. Clark, Ed Bennett, Jerry Fox, Jerry Birns, Dave Kline, Mrs. Robert Noell, Phil Rieger, John Nebel, Joe Morris, Ed Williams, Joe Garfield, Russell Weith, Al Weston, Red McCool, Charley Courteoux, Fred J. Lorch and Sam Jones.

Who's getting the most action at the fair dates?

HENRY H. VARNER . . . tells from Akron that he's been working with the Cole Bros.' advance and Johnny J. Jones Exposition. "Humpy Taylor," says Varner, "was in town for a few days and reported good business at celebrations. I'm up to my neck in work and hope to level off this winter again."

A fellow isn't talking thru his hat when he exclaims: "Many of you veterans could learn much from the JCL's."

PHIL J. LANDAU . . . progressive purveyor of the Lord's Prayer on a Penny, letters from Columbus, O., that he just hit the Ohio capital from a string of county fairs which were about 30 per cent off from last year. Phil plans to go to work at the Beulah Park Race Track where he will have charge of the racing record sales for the 36-day meeting. Phil says that the track has installed totalizers and he's looking forward to grabbing off some long green. When the track closes October 16 Phil will head for New Orleans to work the football games at Tulane University's stadium with colors and souvenirs.

BRAND NEW

Guaranteed
15 Jewel Waterproof Gent's
Watch With Expansion Band. **\$12.50**
Only

- ★ 15 Jewels
- ★ Shock Proof
- ★ Water Proof
- ★ Anti-Magnetic
- ★ Radium Dial and Hands
- ★ Large Sweep Second
- ★ Stainless Steel Band



Minimum order, 6 watches.
Sample, \$13.50.
25% with order, balance C. O. D.
Free catalogue showing our complete watch line.

TRYLON WATCH CO.
93 NASSAU ST. N. Y. C.

New! P. D. Q.
AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.

NO EXPERIENCE REQUIRED
NO FILMS — NO DARK ROOM.

Direct Positive Photos, size 2 1/4 by 3 1/4 inches, NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY BUSINESS—anywhere—indoors or outdoor, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio."

Write or wire
PDQ CAMERA CO., Dept. B
1161 N. CLEVELAND AVE. CHICAGO 10, ILL.

ATTENTION, WAGON JOBBERS

Burkhead Styrene Clip Pocket Combs, in assorted colors—\$2.75 per gross on beautiful display card.

Men's 18x18 Cut Hemstitched Handkerchief, 24 to a display card, Burkhead, \$2.00 per card.

Burkhead Pyrex Fuse Plugs—24 to a nice display card—\$5.00 per card.

Patching Rubber Kits—3x6 rubber, 4, bevels and cement, 9¢ a can.

Terms: Net 10 days to rated firms, all other cash with order.

INDUSTRIES FOR THE BLIND

1010-12 N. Liberty St., Winston-Salem 4, N. C.

ATTENTION: DEALERS

Stock this Sharp-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price, the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel.

Sample set: \$2.25 prepaid—per doz., \$24.00.
F. O. B. Chicago.

Write for further information on other outstanding products.

EARL PRODUCTS CO., Dept. B
821 N. Cicero Ave., Chicago 44, ILL.

DEALERS—CONCESSIONAIRES

THE GREATEST PREMIUM ITEM TODAY



Made of tempered prest-wood with red plastic handles, ivory base, brown sides, and multi-colored floral decals. Finished to match all furniture. Shipped either set up or K. D. Shipped six to a carton. Approximately two minutes to assemble.

Set up price as follows:
\$12 per dozen
\$125 per gross in individual cartons.

K. D. price as follows:
\$9.60 per dozen
\$100 per gross

HAWKEYE NOVELTY COMPANY
1754 EAST GRAND, DES MOINES, IOWA

ATTENTION! QUANTITY USERS!

Sensational Values in Stuffed Toys For FAIRS AND CARNIVALS!

- Large Real Fur Scotty Dog, 18"x14", Black or Asst. Colors **\$21.00 Dz.**
(CARTON OF 3 DZ. ONLY \$60.00!)
- Extra Large Real Fur Scotty, 19"x16", Black or Asst. Colors **\$30.00 Dz.**
- 18 11"x9" Rayon Plush Scotty or Sitting Doll. (Carton of 6 dz. only \$7.20 per dz.!) **\$8.00 Dz.**


NEW "ACE" KING LION!!

- Giant Size—Genuine Fur Mane, Rayon Plush Body, Asst. Colors—\$48.00 dz.
- Lion Cuts—Genuine Fur Mane, Rayon Plush Body, Asst. Colors—\$22.50 dz.

Special Set-Up For **SALESMEN: Call on retail trade.**
Jobbers! Write Now! Liberal Commission!
SEND FOR FOLDER BB!

ACE TOY MFG. D-8 122 W. 27th St. New York Xmas Line Ready Now!

OAK-HYTEX Jolly Joey



Toss-up Balloon

Gets Top Money Everywhere

POPULAR Jolly Joey draws a big tip all day long — keeps you busy on the pass-out. Puts plenty of money in your pockets.

Body and head balloon with protruding nose. Printed in flashy colors on assorted color balloons. Heavy cardboard feet. Stands 19 inches high.

Sold by
Leading Jobbers

The OAK RUBBER CO.
RAVENNA, OHIO



A GENUINE TWO TONE DONKEY BRAY NOVELTY

Hurry! Hurry! Hurry!
CONCESSIONAIRES AND HUCKSTERS
Get them while they are selling fast to Democrats at 50¢ each. Wholesale prices, per gross, \$13.00; one-third gross, \$5.00.
25% deposit with order, balance C. O. D.
PROMPT SHIPMENTS. Send your order to

E. COLE MFG. CO.
P. O. Box 522 Evansville 3, Ind.

KING TUT THE MYSTIC MUMMY

COMES TO LIFE!

The new SENSATIONAL and mystifying trick.

Sample dozen: **\$3.60**
Gross: **\$42.00** postpaid



Send for FREE Illustrated Catalog of 1,000 Fast Selling Items!

FRANCO-AMERICAN NOVELTY CO.
1209 Broadway New York, N. Y.

MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on Tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURERS PHARMACEUTISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST., Dept. X COLUMBUS 6, OHIO

Sensational Action Toys
the new imported
REMOTE CONTROL CAR
A CHILD CAN STEER



Just arrived—a limited shipment of the most unusual car of its kind—the REMOTE CONTROL CAR. Can be "ordered" to go in any direction simply by turning the steering wheel in your hand. The motor automatically stops when lifted off running surface. Masterfully made of heavy metal for durability with powerful clockwork motor. Two (2) feet of spring wire with steering wheel . . . **\$10.00**
GET YOURS TODAY. Per Doz.

AMAZING MYSTERY CAR!



Want to keep your gang guessing? Get the MYSTERY CAR—the laugh mystery of the year! Round and round it goes—and why it turns nobody knows. This is the little car with a mind of its own—put it on any surface—table top, carton top—and off it goes—and as soon as it reaches the edge it turns \$9.00 to keep from falling off! Per Doz.

NOVELTY MART
59 E. 8th St. Dept. RB New York 8, N. Y.

Following the football season he will leave for Orlando, Fla., where he has been contracted to sell programs at the dog track for 90 nights.

Fancy Freddie says: "The egotistic plich-man is the fellow who condemns the trap but never himself."

WITH ATTENDANCE . . . and exhibit space reaching a new all-time high, the Food Show at the Cincinnati Zoo proved a huge winner for all pitchfolk who were able to obtain booth space. Among the top-notch workers on hand were William G. Barnard and his group of assistants. Barnard, whose select line of gadgets, garnishing sets, kitchen utensils brought big tips and plenty of passouts, featured his mixer this year for \$39.50 per copy, moving it freely, too. This year marked Barnard's 25th stand at the show. Barnard and one of his assistants, Edward Martony, took time off from pressing duties at the zoo to visit the Cincinnati offices of *The Billboard*. Martony recently penned the words and music for *I Reach For a Kiss*, which has been published by the Pacific Music Sales, Inc., Hollywood. He said that song writing has been a hobby with him for the last 15 years.

Don't leave it up to the next fellow to overcome your blunderings.

SENSATIONAL DISCOVERY

1 Qt. Homogenized Milk can be churned into approx. 2 lbs. Country-Style Butter following our formula. Takes just a few minutes with egg-beater. It's amazing. Formula sells like hot-cakes. Independent operators wanted. Particulars free. Sample formula \$1.00.

BUTTER FORM COMPANY
1404-B Mitchell St. Oakland 1, Calif.

NEW TRICK CAMPAIGN BUTTON

FOOL YOUR FRIENDS

Red, White and Blue. Interchangeable by fingertip control from DEWEY to TRUMAN. Send 10¢ for sample and price list.

JONES SPECIALTY MFG. CO.
338 W. Pico Blvd., Los Angeles 15, Calif.

FREE CATALOG

Largest Assortment
PHOTO FRAMES-MOUNTS
-ALBUMS and MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
INTERNATIONAL SALES CO. DEPT. K
414 E. Baltimore St. Baltimore 2, Maryland

TWO NEW NUMBERS

Doctor's Orders, a million laughs, \$12.00 Gr.; Sample Dz., \$1.50. P. P. Man, Squirt, another new novelty, sure to sell, \$15.00 Gr.; \$1.50 Dz. Kilroy Was Here, \$8.00 Hundred; \$1.25 Dz. Bottoms Up (Stifferin), \$18.50 Gr.; \$1.50 Dz. Rubber Man in Barrel, \$18.50 Hundred; \$2.50 Dz.

M. S. POSNER
4851 N. 8th St., Philadelphia 20, Pa.

Minnesota Runs Ahead of 1947

(Continued from page 60)

tures the Barnes-Carruthers No. 1 Fair Revue plus acts. Acts include the Gray Sisters, xylophonists; Franconi, high pole, with break-away finish; Three Barretts, trampoline; Larry Griswold, trampoline; Flying Zaccchinis, flying act; Loyal Repensky Troupe, riding act; the International Brannoeks, teeterboard; Lynn and Lind, pole; Arturo and Hedy, high wire; the Edmundo Zaccchini double cannon act; the Three Franks, aerial act, and the Dan Chung Troupe, acrobatic-contortionistic.

To give added emphasis to Thrill Days Friday and Saturday (3-4), the Ellstons, aerial ballet; the Waldorfs, aerial motorcycle thriller, and Selden, the Stratosphere Man, were booked.

Harness horse races, presented on the weekday afternoons earlier in the week, played to fair crowds.

Midway Spending Down

Spending on the midway and elsewhere thruout the grounds was reported lighter than last year, with the patrons disclosing a conservatism in their spending. On the midway the Royal American Shows were running between 5 and 10 per cent below their take of last year, when for the full 10-day run it grossed \$283,008 after taxes.

The fair this year offers the largest machinery equipment display in its history, and fair officials credit it with being a potent attraction. Livestock and entries in many other departments are up considerably from last year as a result of a concerted drive on the part of the fair to build various departments to their pre-war levels.

Canadian fair execs were prominent among the visitors here this week. Among those who attended were Thomas H. MacLeod and C. B. McKee, of Regina; Charles Wilson, Jim Paul, Gordon Love and Maurice Brown, of Calgary, and S. M. MacEachern and Jack Warren, of Saskatoon.

RAIN HITS PNE

(Continued from page 60)

opened in the Forum Monday, August 30, to capacity crowds with a scale of \$1.00 and \$1.50 and 50 cents for children. The circus will be the Forum attraction for the remainder of the exhibition.

Combined Midway

The midway, featuring the combined power of the Ziegler Shows and Happyland, plus many independent concessions, scored heavily Saturday, August 28, and bounced back with a good play Monday, Children's Day.

The Hobby Show, boasting more entries than last year, has been packed almost daily, as have other indoor attractions, which appeared to have benefited, rather than been hurt, by the rains.

Be Supreme—Sell Sterling

No. A3-SS
Solitaire
No. B6-SS
Wedding Band



Ever-Popular 5-Stone Engagement Ring and Wedding Band.
In Sterling Silver—\$8.50 Per Doz. Sets. (24 Rings)
Sold separately at \$4.50 Per Doz.—\$48.00 Per Gr.
Same Style—Gold Filled—\$10.50 Per Doz. Sets (24 Rings).
Also sold separately Solitaire, \$5.25 Doz.—Band, \$5.50 Doz.

No. 4012
Gold Filled or Sterling
\$18.75 Doz.

Very popular 3-Stone Men's Ring. Available in any combination of white or ruby stones.

SEND FOR CATALOG

Over 300 styles, \$1.00 per doz. and up. Sample assortment sent for \$20.00.

STERLING JEWELERS
85 E. Gay St. Columbus 15, Ohio

BUY THE E-Z WAY 5 DRESSES \$3.00

Used Summer and Fall Styles. Assorted. Sizes 12 to 20. (Large sizes 40 to 52, \$1.25 each.) SEND NO MONEY, we mail C.O.D., you pay regular price plus postage and C.O.D. fee. Return within 5 days if not delighted for refund of purchase price. FREE clothing catalog for entire family.
E-Z SALES CO., Dept. BB-948
303 E. Houston St., N. Y. 2, N. Y.

FOR SALE

2000 Men's and Boys' Plastic Neckties, retailed for \$1. Various colors. The lot at 20¢ each. 75 gross of Tie Forms and 75 gross of Elastic Bands. Tie Forms, \$1.50 gross; Elastic Bands, \$4 per gross. Send \$1 for 4 Ties as samples and be convinced.

PLASTIC TIE AND DISPLAY CO.
3510 Germantown Pike Dayton 9, Ohio

ENGRAVERS!

BUY DIRECT FROM ORIGINATOR
Massive All-Alum. Ident. \$3.50 Doz. \$40.00 Gross.
Other New Items—Send for Catalog.
MILLER CREATIONS MFR.
6628 Kenwood Ave. Chicago 37, Ill.

FLASH! FILL-O-MATIC THREE-STAR SET

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

FIRECRACKERS!

1280 CHINESE FLASH \$3.95
Send for Complete Price List
• Displays • Guns • Caps • Fireworks
Standard Specialty Co.
Oostburg, Wisconsin

BIG PROFITS

Own your own business stamping key checks, name plates, social security tags. Sample with name and address, 25¢.
HART MFG. CO.
311 Degraw St. Brooklyn, New York

ATTENTION! NOVELTY STORES Earn BIG PROFITS

with our large line of Fast Selling MAGIC TRICKS and JOKES. Rush \$1.00 (Refundable) for 10 Samples and Wholesale Price List.
D. ROBBINS & CO.
152-B W. 42nd St. New York 18, N. Y.

NOVELTY STORES—TOY STORES

Start buying now for fall and Christmas trade. Send \$2.00 or \$5.00 for big trial order of products people buy. Joke novelties, toys, unique and unusual items. 300 of America's fastest sellers. Send 6¢ for sample and wholesale price list.

BLUE MOON SPECIALTY CO.
Dept. 10, Ravenswood, W. Va.

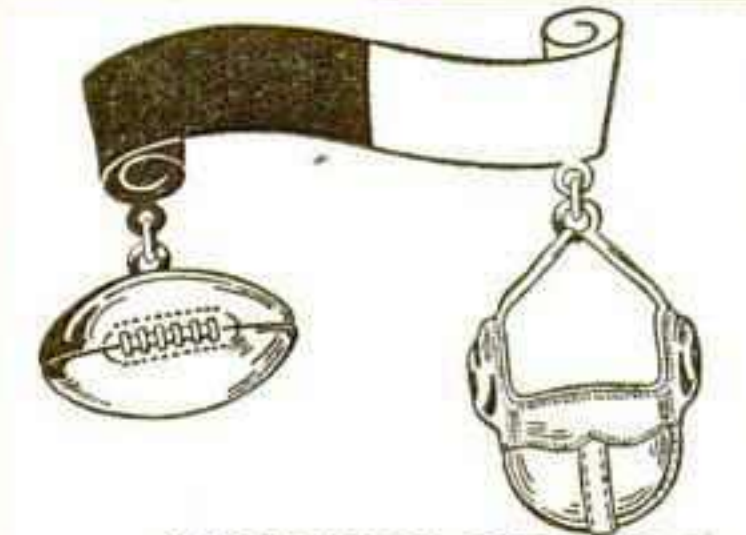
WRIST WATCHES



Super-Values
ONLY \$3.75 Ea.
1 Doz. Lots or More. \$4.00 Ea.
Less Than Doz. Lots.

CHRONOGRAPH WRIST STOP WATCH ONLY \$6.50

Accurate 4-jewel movement. Sweep second hand runs or stops at click of button. 2-tone dial. Polished case.
6 or More Sample \$7.00
10% Deposit, Balance C. O. D.
BURTON SALES CO., Dept. C-1
809 W. Madison St. Chicago 7, Ill.



CAMPAIGN SPECIALS
50L Dewey-Warren Comb. Button. \$2.00 O; \$17.50 M
50L Truman-Barkley Comb. Button. 2.00 O; 17.50 M
50L Plain Wallace, Dewey, Truman. 2.00 O; 17.50 M
70L Campaign Buttons, same as above . . . 3.50 O
2 1/2 L Campaign Buttons, same as above . . . 8.00 O
3 1/2 L Campaign Buttons, same as above . . . 11.00 O
CAMPAIGN PENNANTS, 9"x27" . . . 11.00 O
CAMPAIGN PENNANTS, 5"x12" . . . 6.00 O
Complete Sample List Will be Shipped Upon Receipt of \$1.00 To Cover Cost of Samples.

SEND FOR FREE ILLUSTRATED FOOTBALL OR NOVELTY CATALOG
25% deposit with all orders. We take orders for special Buttons and Pennants.

KIM & CIOFFI
812 ARCH STREET PHILADELPHIA 7, PA.

FOOTBALL NOVELTY BAR PIN, ALL COLORS, STILL AVAILABLE.
NEW LOW PRICE, \$9.00 Gr.

SPECIAL BALLOON PRICES

#10 Kat Mottle . . . \$8.50 Gr.
#9 Kat Mottle . . . 4.80 Gr.
#9 Round Mottle . . . 4.80 Gr.
#9 Round Animal Print . . . 4.80 Gr.
#9 Roy Roger Print . . . 4.50 Gr.
#11 Round Stripe Balloon . . . 7.20 Gr.
#9 Round Balloon . . . 2.50 Gr.
#4 Dart Balloons50 Gr.

SALESBOARD SIDELIGHTS

Bee-Jay Products, Inc., Chicago, reports that plant superintendent, Clem C. Stubstad, placed a wedding ring on the finger of Helen Memeth September 4 after which the couple left for New York on their honeymoon.

Dave Rice, vice-president of Empire Press, Chicago, will not return from his Western trip for about another two weeks, staffers report. . . . Sam Feldman, Harlich Manufacturing Company's (Chicago) sales manager, reports that firm's veteran representative, Sam Tumpson, has begun covering his territory again after a lengthy sojourn due to ill health. Tumpson is contacting his Chicago and suburb

accounts, with others in his Illinois, Michigan and Indiana territory to see him next. Harlich's new Oil Strike 25-play board, a small edition of its de luxe Gold Gusher book cover board, is showing good sales.

Charles Leedy, sales manager of Gardner & Company, Chicago, returned August 30 from a two-week Eastern tour. Says business is spotty, but definitely good in some areas. Charles left Thursday (2) on a three-week trip which will cover the Rocky Mountain and West Coast areas. He predicts a busy fall season ahead for the board business. New sales representatives recently added to the Gardner staff are George Nagle, Lenord Sharbsin and O. W. Chatterton. Firm's office staff will be fully manned again after September 15; last shift of vacationers is now out and due back then.

Walter McNamara, production head at the McNamara Company, Chicago, reports firm's newest insert pellet boards, Buku Jack and Ball of Luck, are heading the sales lists. Both are dime play boards. Brothers Philip and Bill continue to hit the road, talking up the aluminum stands and inserts.

Gay Games, Inc., Muncie, Ind., reports that its recently debuted line of Rol-a-Tic ticket games, ranging in size from 231 to 2280 tickets, number over 100 different sizes and kinds. Games are so constructed that all tickets are mounted horizontally in a small area on a board very similar to conventional salesboards. They are made up with punch-hole jackpot sections and seal sections, and include an easel for display purposes. Gay Games president, Guy E. Noel, states the Rol-a-Tics are meeting with mounting enthusiasm. Several new operators' series games are ready for release for the fall business and will follow this same style construction, he reports.

SALESBOARDS
JAR-O-DO TICKETS
 WHOLESALE PRICES TO ALL
 BEE JAY SALESBOARDS
 JAR DEALS -- BOX DEALS
 BINGO TICKETS - RED WHITE BLUE
 LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY
 312 E. Market St. Elmira, N. Y.

- AGREEMENT -
DISTRIBUTORS AND OPERATORS
 All Agree That the
BEST TICKET DEALS
 On the Market Today Are
"BEST LINE"

We manufacture a Complete Line of Tickets — Spindle, Pad, Combination and R.W.B.

DISTRIBUTOR TERRITORY OPEN
SALESMEN WANTED
 Phone, Wire, Write:
AL DECKER, Gen. Mgr.
MISSOURI NOVELTY MFG. CO.
 506 Market St., St. Louis 1, Mo.
 (Phone: Main 4264)

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Def.	Profit	Price
400	5¢ Dollar Bd., X.Tr.	Def.	7.00	.59
1000	25¢ Charley, Seal	Def.	50.00	.79
1440	5¢ Olgarett Barrel	Def.	22.00	.99
1440	5¢ Barrel, X.Tr.	Def.	18.00	1.15
1440	10¢ Barrel, X.Tr.	Def.	36.00	1.39
1800	5¢ Lulu Bd., X.Tr.	Def.	18.00	1.49
1000	25¢ J.P. Charley, Tk.	Avg.	\$52.08	\$.94
1200	25¢ Tex. Charley, Seal	Avg.	102.28	1.49
600	25¢ Jumbo Q.T., X.Tr.	Avg.	85.30	1.59
1000	5¢ J.P. Asst. Bds.	Avg.	27.00	2.34
1050	5¢ J.P. Asst. Bds.	Avg.	31.00	2.69

NEW! 6 Tickets Per Hole Boards

200	25¢ 8-in-1	Max. Avg.	\$39.50	\$1.59
300	25¢ 8-in-1	Max. Avg.	73.50	2.39
200	25¢ Kwik Fin.	Max. Avg.	39.50	2.45
2170	5¢ Red-Wh.-Bl. Tks.	Def.	\$36.50	\$1.29
2170	R.W.B. 5 Fold			1.39
120	Tip Ticket Bks., gross		\$18.75	doz. 1.89

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
 DeLuxe Building Blue Earth, Minn.

SALESBOARDS
 Immediate Delivery on This Assortment
SUMMER SPECIAL
\$203.50 PROFIT FOR \$10.50

- 1 1000 Hole Olg. Bd.
- 1 J.P. Charley Bd.
- 1 Little Big Shot Bd.
- 1 Giant Hole Bd.
- 1 Silver ML Bd.
- 1 1800 Picture Bd.
- 1 Pad Deal.

ALL FOR \$10.50

\$2.50 Deposit. Balance C. O. D.
 Send at once for Summer Special.
MANUFACTURERS DISTRIBUTING CO.
 10527 Superior Ave. Cleveland, Ohio

PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write
W. H. BRADY CO., MFRS.
 CHIPPEWA FALLS, WISC.

BIG PROFITS "HOT" NEW TICKET DEAL

Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

WORTHMORE SALES
 1825 S. Michigan Av., Dept. B-911, Chicago, Ill.

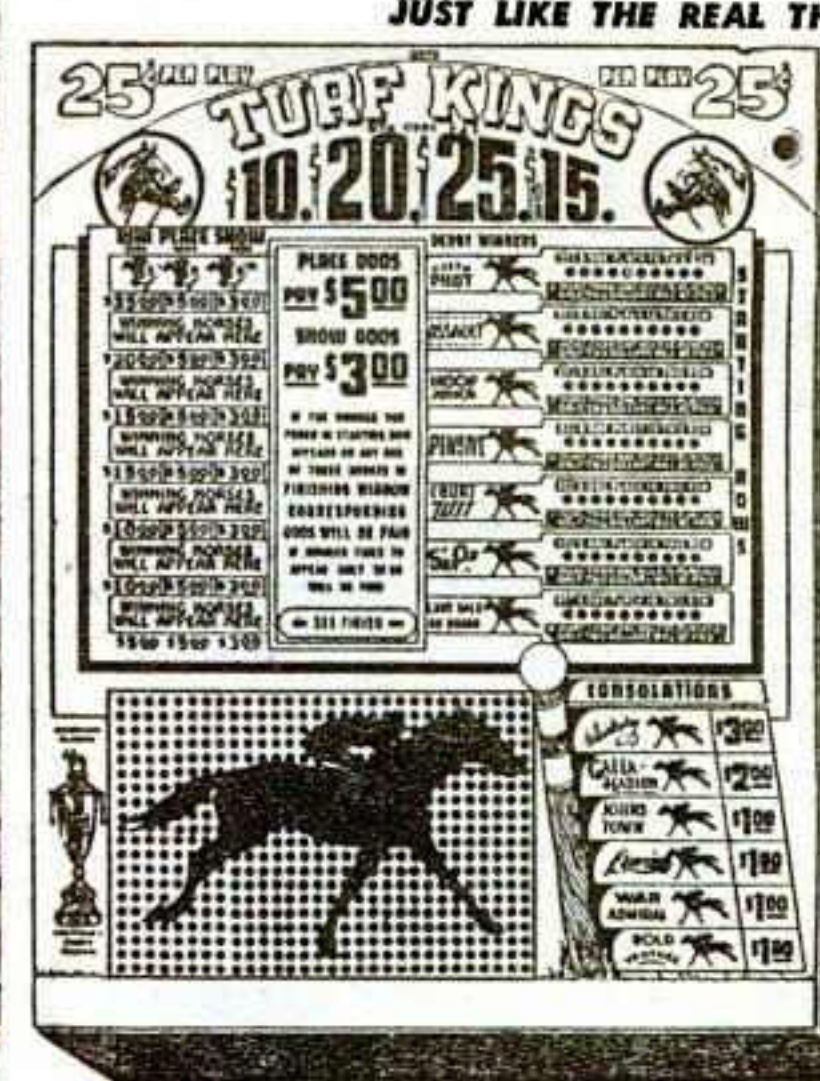
SALESCARD OPERATORS!

Nationally advertised merchandise always gets quick action, faster turnovers and bigger profits! We have a complete deal (exclusive) giving away terrific value in Top Quality, very desirable, Name Branded Merchandise. A genuine money maker!

If you are a hustler—write for details.
KING SALES CO.
 5219 Baltimore Ave. Philadelphia 43, Pa.

BEE JAY

! PLAY THE PONIES !
 JUST LIKE THE REAL THING



WATCH YOUR HORSES RUN IN THIS BOARD—EACH BOARD CONTAINS 7 DIFFERENT RACES. THIS IS THE ONLY BOARD OF ITS KIND ON THE MARKET TODAY

It's a Bee Jay Original. Look for the Bumble Bee on the back.

EXCITEMENT AND SUSPENSE WITH EVERY BOARD

More Colorful Than the Rainbow. WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE AND PRICES

TURF KINGS
 BOARD TAKES IN 600 HOLES AT 25¢ \$150.00
 WIN, PLACE AND SHOW ODDS CONTAIN

1 AT	\$25.00	
1 AT	20.00	
2 AT	15.00	
2 AT	10.00	
8 AT	5.00	
7 AT	3.00	
49 AT	2.00	
70 AVERAGE	\$ 3.63	
7 RACES AVERAGE	\$3.63	
CONSOLATIONS		
4 AT	\$3.00	12.00
8 AT	2.00	16.00
82 AT	1.00	82.00

AVERAGE PAYOUT \$85.41
AVERAGE PROFIT \$64.59

BEE JAY PRODUCTS, INC.
"The House of Quality"
 6320-32 S. HARVARD CHICAGO 21, ILLINOIS

BEE JAY

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	Def.	7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg.	51.95	1.25
1200	25¢	Texas Charley, Thick	Avg.	102.98	1.60
980	5¢	Fully Packed, Thick, Girl Board	Avg.	28.25	2.75
980	5¢	It's the Knots, Thick, Girl Board	Avg.	26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg.	26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg.	28.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg.	30.04	2.65
800	25¢	Pin & Sawbuck, Thick, 5 Nos. to Ticket	Avg.	33.15	3.85
220	25¢	Kwik Fin, Giant Holes, 6 for 25¢	Avg.	29.75	3.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Ooln Boards, Super Giant Holes and all kinds of Olgarett Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

A Winner...

"REAL FIGURE"

A FAST PLAYING BOARD WITH A BIG BEAUTIFUL GIRLIE PICTURE

1200 R.M. HOLES
 5c PLAY-SP. THICK
 FORM NO. 12308

Takes In \$60.00
 Ave. Payout 32.64
 AVE. PROFIT ... \$27.36
 MAX. PROFIT .. \$32.20

HARLICH MFG. CO.
 1200 NORTH HOMAN AVENUE
 CHICAGO 51, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

**SALESBOARDS
at FACTORY PRICES**

Immediate Delivery

MULTI-GIANTS, 6 for 25¢

HOLES	NAME OF BOARD	PROFIT LIST
250	Pool Table	\$31.11 86.87
200	Solid Six	27.01 80.00
200	Star Dust	21.05 84.84
250	Glamour Gal	31.55 71.10
200	Grand Special	26.14 59.94
200	Quik Fins	23.75 85.50
200	Four Horses	25.70 52.25
200	Gold Bag Bookcover	25.25 73.30
200	Big Hit	22.80 85.50
200	Five High (Def.)	25.00 45.50
200	Little Giant (Def.)	25.00 45.50
240	Step Up	30.80 89.98
200	Worm's Eye View (Def.)	23.25 44.40
200	They All Go (Def.)	24.25 49.93
200	Trial Treat (Def.)	27.00 44.40
200	Winna Seal	28.50 84.44
200	The Comet	26.58 55.52
200	Dixie	27.92 53.32
200	Triple Fives	23.50 54.44
300	Fin and Sawbuck	33.15 85.56

**JAR-O-DO TICKETS
AND JAR DEALS**

	NET PRICE
Jar-O-Do Bingo Tickets, 1000 Size	.75
Jar-O-Do Bingo Tickets, 1200 Size	.80
Jar-O-Do Bingo Tickets, 1260 Size	.85
Jar-O-Do Bingo Tickets, 1380 Size	1.05
Jar-O-Do Bingo Tickets, 1800 Size	1.20
Jar-O-Do RWB 2170, Singles	1.50
Jar-O-Do RWB 2170, 5/1	1.75
Bingo Jackpot Cards, 50 Seal, Per Doz.	8.80
Bingo Jackpot Cards, 74 Seal, Per Doz.	8.85
Grab A Fin Pad, 1000 Size, 5/25¢	1.70
Grab A Fin Pad, 1200 Size, 5/25¢	2.25
Grab A Fin Pad, 1200 Size, 6/25¢	2.25
Grab A Ten Pad, 1200 Size, 5/50¢	2.25
Grab A Twenty, 1200 Size, 5/51.00	2.25

FACTORY DISCOUNTS ALLOWED.
Complete Stock on Hand. Call or Drop in To See Us.
1/3 With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE
409 SPRING GARDEN ST., PHILA. 21, PA.
LOmbard 3-2676

SPECIAL
1260 BINGOS (ON STICKS).....75¢
1000 BINGOS (ON STICKS).....58¢
We distribute a full line of Punch Boards and UNIVERSAL JAR-O-DO combination tickets, R.W.B. tickets, all size Bingo tickets, and pad deals.
Quantity buyers, write for special prices on such items as you use.
T. & C. SALES CO.
207 N. Sandy St. Jacksonville, Ill.

WE ARE MANUFACTURERS
All kinds—PULL TICKET GAMES
• TIP BOOKS •
Buy Direct From Manufacturer at Very, Very Reasonable Prices.
—Columbia Sales Co.—
302 MAIN ST. WHEELING, W. VA.

ATTENTION!!!
OPEN LETTER to the OPERATORS and JOBBERS who have contacted us

THANK YOU for your many letters, wires and phone calls inquiring about our completely new idea that will positively revolutionize present day punchboards.

To our many loyal friends who have placed such great faith in our judgment by placing blanket orders for this new line, without even knowing what they are going to look like, our sincere thanks. We can assure you that your faith in us will be more than justified when you see what we have for you.

There is going to be a slight delay in getting the line out as we are right now in the process of building up one of the greatest stocks in all punchboard history to take care of the demand we know will exist. Please bear with us for just a little longer and you will get your just reward.

Sincerely,
BORK MANUFACTURING CO., INC.

P.S.: COMPLETE DETAILS OF THE REVOLUTIONARY NEW BORK LINE WILL BE ANNOUNCED IN THE BILLBOARD SEPT. 25TH ISSUE. WATCH FOR IT! WAIT FOR IT!

GIVE TO THE DAMON RUNYON CANCER FUND

UNDER THE MARQUEE

UNDER THE MARQUEE

(Continued from page 67)

trampled by her horse during the Tri-State Rodeo in Dearborn, Mich.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., visited Frank A. Norton, of the Bright Lights Exposition Shows, when the org played York, Pa. Norton, formerly a circus troupier, showed the Douglasses his circus collection.

Jack Leontini, manager of the Wallenda Circus unit, was a visitor to the Chicago office of *The Billboard* August 28 and reported he has signed the Wallenda unit as the grandstand attraction at the Western Washington Fair, Puyallup, September 18-26.

One of the quieter forms of amusement is sitting on a wagon pole and watching the ballet gals launder their undies.

Mr. and Mrs. Joe Haworth, of Cole Bros.' Circus, recently had as their guests Mrs. Everett Bouchell, their daughter, and Mrs. Bill Bouchell, of Wilkesboro, N. C.; Dr. James W. Davis, of Davis Hospital, Statesville, N. C., and Jack Hammitt, a friend of Fred (Minipo) Harris, of Gaffney, S. C.

Joe Antalek reports that his wife, recently injured in an accident, is recovering and will soon be out of the hospital. The act continues to operate with Joe's sister, Valerie, who worked with him for many years as topmouther, replacing his wife. Act has been playing fairs for Barnes-Carruthers.

Some managers can't remember names; others can't place faces. But when a guy who was chased comes on the lot 10 years later they peg him immediately.

Earl Armstrong, manager of the Roscoe Armstrong Ford act, writes the season so far has been very good. Show opened in Lakeland, Fla. Org opened the fair season August 3 in Lucasville, O. The season will end

November 28, following the Houston and Fort Worth Shrine circuses. Members of the troupe, in addition to the Armstrongs, are Donald and Dane Cox.

Mr. and Mrs. Bert Cole visited Mills Bros. in Elizabeth, N. J., August 24 and called on many old-time friends, including Arthur (Hard Times) Leonard, for years private chauffeur for Bert Bowers with Hagenbeck-Wallace and now electrician with Mills; Mr. and Mrs. Charles Brady, and the son of Doc Ogden, veteran Side Show manager, who also was with the old H-W show.

Taking long-handle brushes away from both sides in a billing war would be an admirable way to handle the situation—If you can prove that both sides are wrong.

Dr. William M. Mann, of the National Zoological Park, Washington, played host recently to a group of children and their parents from the Hunt Bros.' Circus showing in nearby Maryland. Guests included Francine, Lucy, Gayle, Frank Jr. and Sandra DeRiskie; Jo Ann Jennier, Melvin Hildreth Jr., Lieutenant General Gregory, Mr. and Mrs. Melvin D. Hildreth, Mr. and Mrs. Frank DeRiskie, Mr. and Mrs. Roy Jennier, Rex M. Ingham, Mrs. Walter Jennier and Mr. and Mrs. Bumsy Anthony.

Old-timers who quote "the smartest men on the show" take pains not to mention any names.

Roy M. (Cap) Ramsey, wild animal and domestic animal trainer, informs that he is in ill health and unable to work and would appreciate hearing from friends. He trouped with the Al G. Barnes Circus; various shows under the banner of the American Circus Corporation and with Sparks, Andrew Downie, Walter L. Main and others. Old-timers with whom he worked included Deafy Denman, Shorty Albaugh, Chris Zeitz, Fritz Brunner, Terrell Jacobs, Johnny Guilfoyle, Louis Reed, Harry Reed and Walter McClain. Ramsey's address is 7736 Benmore, Afton 23, Mo.

**Des Moines Sags
In Stretch Drive**

(Continued from page 62)

cation that rural schools open August 30, instead of the day after Labor Day, as heretofore, is believed responsible for the fall-off in attendance. With the opening of schools Monday, attendance slumped and there was a marked lowering of the proportion of children in attendance during the remaining days.

Mercury Soars

Weather the first five days was hot, with the mercury high in the 90's. Beginning Monday it cooled and remained that way thru Tuesday, when the mercury again mounted.

Weekday attendance this week showed a drop from last year. Night grandstand patronage held up firmly, with patrons overflowing out onto the benches in front of the stand nightly. The night attraction was a Barnes-Carruthers revue, with circus acts. Acts included Vic Hyde, one-man band; Wallenda troupe, high-wire; Graumann's Musical Stairatons; Antaleks, perch; Oronto Trio, perch; Pape and Renee, perch; Ridola Duo, unsupported ladder and skin horse act; Four Landons, acrobatic tumbling; Dormonde Brothers, unicycle, and Snell Brothers, comedians. Lester Cole emceed. The revue offered a line of 20 girls, plus several dancing and singing specialties.

Auto Races Pull

Biggest afternoon grandstand crowd was pulled by the auto races Sunday,

**Columbus Sails
To New Record**

(Continued from page 62)

mercury hitting as high as 100 degrees. Rain Monday afternoon, August 30, sent the mercury on the toboggan, and it continued cool thru Tuesday, then warmed up and in the last three days weather was ideal.

Each day, excepting Monday when the rain fell, the attendance surpassed that for the corresponding date last year. Biggest day was Wednesday (1), with the gate announced at 82,165, almost 11,000 ahead of last year's 71,352.

Money Refunded

Harness horse races were the afternoon grandstand attraction. Monday's program was rained out after the grandstand had been opened, and some 900 tickets were turned in for refunds. The rained-out sulky events were added to the program the following days.

A program offering a 16-gal line (Hal Sand's) and circus acts, booked thru the Gus Sun Agency, drew excellent crowds the first six nights. Acts included Willie West and McGinnity, novelty comedy; Gretona Family, high wire; the Zavatta Troupe, riding; Zoppi Troupe, unsupported ladder; Three Rays, acrobats; the Vesses, aerial act; Matt Tuck and Company, Risley act; Mark and Marsha, hand balancing; the Sensationalists, skating; Ted and Flo Vallete, baton twirlers; Art Bassett, juggler; with Chester and Joe Sherman, Gabby DeCoe and Jimmy Davison, clowns.

Jessica Garwood and Gene Barry shared the emcee chores. Music was by Ancone's 24-piece American Legion Post No. 1 band.

Midway Close to '47

On the midway, fair officials said, the Gooding Amusements' ride business ran close to '47. There were 17 major rides and seven kiddie rides in the line-up. A recently-added, six-armed Hurricane and three Ferris Wheels topped the play, with the wheels and the Hurricane coming up with almost identical takes.

Included in the ride line-up was a new Roll-o-Whirl, booked in by A. S. Youngblood. Shows included a Gooding Funhouse and Mirror Maze, Bates's Motordrome, T. O. Zucchini's Funhouse, Tommie Blackhall's Fat Show and MacIntosh's Monkey Show.

August 29, some 22,390 seeing the speed events which were staged by John Sloan. Thrill show, presented the previous day by Jimmie Lynch's Death Dodgers, was only slightly below that figure, some 21,390 attending.

Attendance for the harness horse races, presented Tuesday and Wednesday, accounted for the smallest afternoon crowds. Monday's card of sulky events was called off due to the condition of the rain-soaked track.

On the midway, the Hennies Bros.' Shows racked up a good gross, tho business there was off over 10 per cent.

Lloyd Cunningham, fair secretary, estimated the fair would yield a profit of approximately \$125,000. He estimated operating expenses at \$406,000.

**NO OTHER BOARD CAN
MAKE THIS STATEMENT**

**MORE OPERATORS
and JOBBERS USE
PROFIT BOARDS**

THAN ALL OTHERS COMBINED
IT'S A FACT!

PROFIT MFG. CO.
50-11 49th St. L. I. C. 4, N. Y. 64 Pg. CATALOG FREE!

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word . . . Minimum \$2
Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS - CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postal 6416 N. Newgard Ave., Chicago. oc23

AA-1 BARGAINS - 50 ASCO 5c HOT NUT Machines, reconditioned, \$15 each. 50 reconditioned 5c Silver Kings, \$8.95 each. Large Pistachio Nuts, 74c lb. in 60-lb. cartons. Bubble Ball Gum, 28c lb. in 25-lb. ctn. Send for complete price list. Asco, 65 Branford St., Newark 5, N. J.

AAAAA-1 RECORDING DISKS FOR AUTO-matic and semi-automatic machines. Thousands of coin machine parts. Vending machines designed, developed, built. Joe Munves, 615 10th Ave., New York City.

CIGARETTE MACHINES - 20-25 CENT OPERATION all makes and models. Completely overhauled and refinished in two-toned baked enamel. All work guaranteed. Parts available for all 25c conversion, immediate delivery. What have you for sale? Fred Stumm, 337 S. Lawrence St., Philadelphia 6, Pa. Lombard 3-2642. oc2

CIGARETTE MACHINE EQUIPMENT MILLED out for 25c operation, overnight service. Send your complete coin mechanism and lowers to us. We also carry a complete new Coin Chute with one of the best known slug rejectors. For further information write, phone or wire Central Vending Machine Service Co., 3967 Parrish St., Evergreen 6-4244, Philadelphia, Pa.

CLEARANCE SALE! 1c SCALES, 5c CANDY Vendors, Stamp Machines, etc. Free list No. 83. Adair Co., 6926 Roosevelt, Oak Park, Ill. se18

CUP BEVERAGE DISPENSING MACHINES - Frigidrink, 320-cup capacity, good condition, extra parts, will sacrifice. Miller-Jannay Co., 1882 Florida Ave., N. E., Washington 2, D. C. se18

DIGGERS - IRON CLAW, DIGGERS, EXHIBIT Merchants, Mutoscopes, Erie Diggers, Rotary Merchandisers, Electric Hoists. National, 4243 Sanson, Philadelphia, Pa.

FOR SALE - 15 SLIGHTLY USED TRIPLE Bells, 5-10-25 cent Triple Bells used 30 to 90 days. Guaranteed perfect shape, ready for location, \$500. used with original crates. 1/3 down, balance C.O.D. Clare Albaugh, Douglas, Wyoming, or Nelson Novelty Co. se11

FOR SALE - LIKE NEW, TWO SLIGHTLY USED Jennings Challengers; one Jennings 50-cent Slot, used few days; also Watlings, Mills, practically new Columbias at big discount. Finlay Music Co., 36 Gladstone Rd., Asheville, N. C.

FOR SALE - USED BANG-A-FITTY SKEE Balls, reconditioned, like new, \$150 each; used Wurritzers, Premier Barrel Rolls, Ten Grandia, Bank Rolls, cheap King-Lin Equipment Co., 826 Mills St., Kalamazoo, Mich. se18

MUST BE MOVED AT ONCE - FIVE RAY Guns (perfect condition), all five crated, \$100. Two Keeney Submarine Guns, both \$50 crated. Three Mutoscope Light-Up Card Vending Machines with 10,000 Glamour Girl cards, all \$100. Other bargains. Pops Arcade, Anniston, Ala.

PHOTOMATIC MACHINES - TWO, USED ONE season, good condition, reasonable. Further details, write Bruce E. Woodbury, Box 310, Rt. 2, Wilmington, N. C.

REBUILT POPCORN MACHINES FOR SALE - Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. oc30

SCALES - 2 SHEFFLER BROS. LOW BOYS in good working condition at \$27.50 each. 2 Seca Juniors, clean at \$25 each; price includes crating. 1/2 deposit; bal. C. O. D. H & N Scale Co., 3860 East Blvd., Culver City, Calif.

TWO LIKE NEW IMP WITH 3,500 BALLS Gum \$30. T. O. Thomas Co., Paducah, Ky. se18

WANTED - WHIRLWINDS, WHIRLABALL, Bingo and Home Runs (gum). Also other counter games. Sam Horrocks, Box 413, Neptune, N. J. se11

WANTED - DIGGERS, ALL TYPES; ROTARY Merchandisers; no packing, we pick up. J. W. Landi, 323 Sanford, Upper Darby, Pa.

WANTED FOR CASH - BUCKLEY DAILY Double, Track Odds and Long Shots. The Music Machine Co., Brunswick, Ga.

WANTED - SHIPMAN TRIPLEX POSTAGE Stamp Machines. Send complete details to Somerville Stamp Service, 1310 Pingree Rd., Toledo 12, O. se18

2 BLACK CHERRY BELLS, 5c, 2-5, LIKE new, \$135. 2 Black Cherry Bells, 10c, 2-5, like new, \$140. 2 Black Cherry Bells, 25c, 2-5, like new, \$145. 10 Gottlieb Three-Way Grippers, \$9. 7 ABT Big Game Hunters, \$10. 6 Pop Ups, \$7. 4 Best Hands, \$12.50. 5 like new Exhibit Card Venders, \$10. 5 used Exhibit Card Venders, \$7.50. Southern Vending Machine Co., 523 Craghead St., Danville, Va.

6 A.M.I. JUKE BOXES (ALL OR PART) - Model A-1947, like new, 40 selections, \$500 each. Write Lawrence Henry, 1269 S. 8th St., Las Vegas, Nev.

Metcalfe, Ont.-Metcalfe Agri. Soc. Sept. 17-18. J. E. Craig.
Midland, Ont.-Tiny & Ray Agri. Soc. Sept. 16-18. Robert G. Nesbitt.
Murrilo, Ont.-Oliver Agri. Soc. Sept. 14-15. George Elchuk.
New Hamburg, Ont. Wilmot Agri. Soc. Sept. 17-18. Mrs. A. R. G. Smith.
Odessa, Ont.-Odessa Agri. Soc. Sept. 14-15. A. M. Fraser, R. R. 3, Kingston.
Oro, Ont.-Oro Agri. Soc. Sept. 14-15. L. T. McMahon Hawkestone.
Oshawa, Ont.-South Ont. Agri. Soc. Sept. 16-18. E. W. Webber, Columbus, Ont.
Paisley, Ont.-Paisley Agri. Soc. Sept. 13-14. William T. Hopper.
Powassan, Ont.-Powassan Agri. Soc. Sept. 14-15. W. G. Oldfield.
Renfrew, Ont.-South Renfrew Agri. Soc. Sept. 14-17. John F. Burwell.
Richmond, Ont.-Carleton Co. Agri. Soc. Sept. 14-16. M. E. Mullen.
Rosseau, Ont.-Rosseau Agri. Soc. Sept. 14-15. Mrs. George E. Poster.
Shelburne, Ont.-Dufferin Central Agri. Soc. Sept. 14-15. T. E. Watson.
Sprucedale, Ont.-McMurrich Agri. Soc. Sept. 16-17. William Pearce.
Sunderland, Ont.-Brock Agri. Soc. Sept. 14-15. Miss M. B. St. John.
Tweed, Ont.-Tweed Agri. Soc. Sept. 14-15. John O. Sager.
Welland, Ont.-Welland Co. Agri. Soc. Sept. 14-18. Bordon K. Brown.
Maniwaki, Que.-Gatineau Co. Agri. Soc. Sept. 13-15. Palma Joanis.

QUALITY BOARDS

AT BARGAIN PRICES

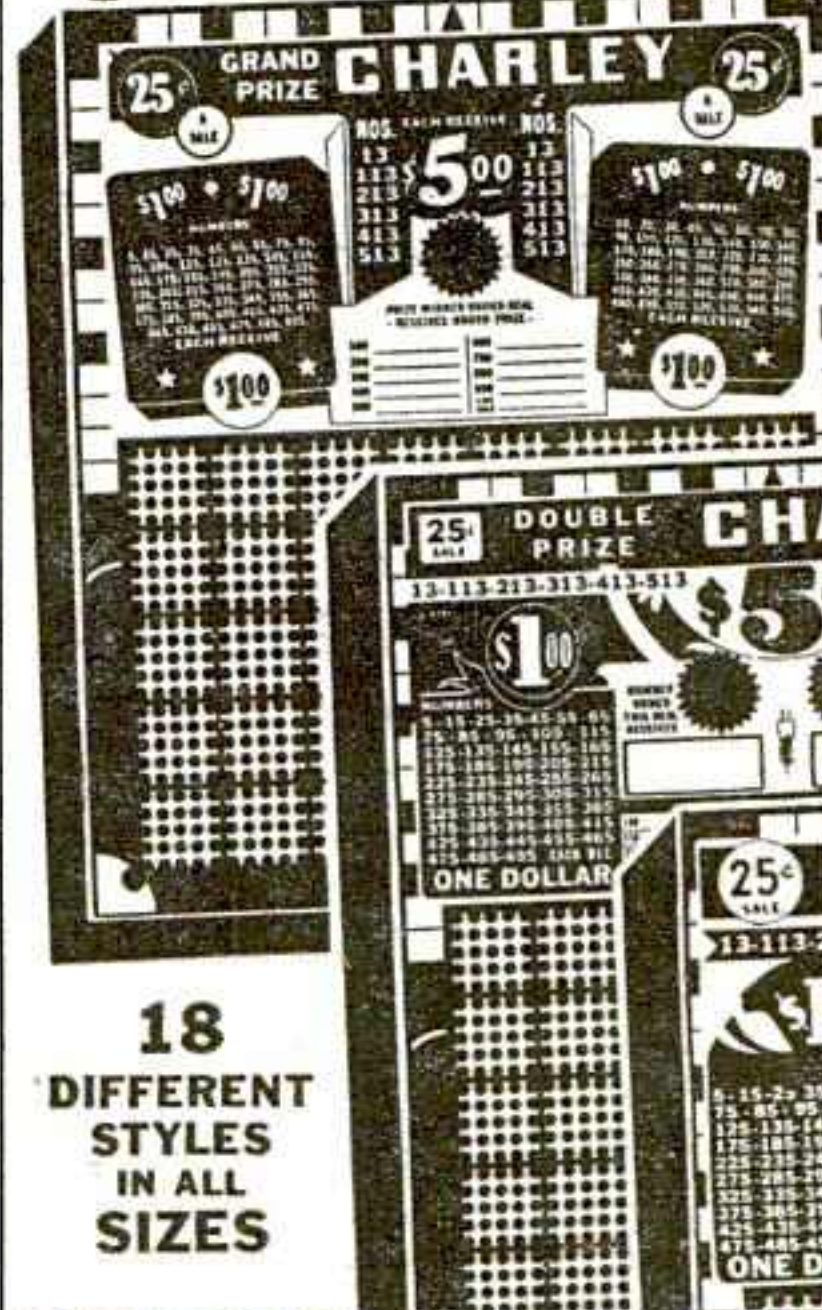
Table with columns: Name, Play, Holes, Profit, Net Price. Lists various board models and their specifications.

All brand new, guaranteed boards. No seconds or rejects. 20% deposit. Balance C.O.D., F.O.B. Chicago.

HOWARD MACHINE PRODUCTS CO.

Dept. PB 2754 Diversey Blvd. Chicago 47, Ill.

Seal Prize CHARLEY BOARDS



1 PRIZE 2 PRIZE 3 PRIZE 25c PLAY - 10c PLAY - 5c PLAY CASH PAYOUT OR CIGARETTE PLAY

ALL AVAILABLE IN THIN OR THICK 1000 TO 2000 HOLES

New-Profit Makers! WRITE FOR CIRCULAR

18 DIFFERENT STYLES IN ALL SIZES

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

CONVERT YOUR SURPLUS MACHINES INTO READY CASH

Advertise Them in The Billboard's

BIG FALL COIN MACHINE SPECIAL

Dated September 25 - Forms Close September 16

Fair Dates

(Continued from page 52)

TEXAS

Corsicana-Corsicana Livestock & Agri. Show. Sept. 14-18. Herman Brown.
Cleburne-Johnson Co. Fair & Rodeo. Sept. 13-18. Jack D. Brown.
Fomball-Harris Co. Fair Assn. Sept. 16-18. R. D. Spell.
Fryer-East Texas Fair. Sept. 13-18. C. R. Heaton.

UTAH

Salt Lake City-Utah State Fair. Sept. 18-25. Sheldon R. Brewster.
Tooele-Tooele Co. Fair. Sept. 15-16. Albert E. Smith.

VIRGINIA

Chvington-Alleghany Co. Fair Assn. Sept. 13-18. Thos. B. McCaleb.
Oungannon-Scott Co. Fair Assn. Sept. 15-18. Charles W. Compton, Wood, Va.
New Castle-Craig Co. Fair. Sept. 15-18. L. Y. Fields.
Suffolk-Nansemond Co. Fair. Sept. 13-18. C. E. Saunders.

WASHINGTON

Colville-Stevens Co. District Fair. Sept. 16-19. Fay I. Bolen.
Darrington-Darrington Community Fair. Sept. 17-19. Muriel Fleming, Arlington, Wash.
Oyallup-Western Wash. Fair Assn. Sept. 18-26. J. H. McMurray.
Waterville-North Central Wash. Fair. Sept. 17-19. G. Merton Dick.

WEST VIRGINIA

Bellington-Bellington Fair and Festival. Sept. 16-18. James Keene.
Waybrook-Clay District Fair. Sept. 16-18. M. Scott Bunner, R. 2, Fairview.
Mannington-Mannington Fair Assn. Sept. 14-18. Charles H. Straight.
Petersburg-Tri-County Fair. Sept. 15-17. J. Justin Barger.

WISCONSIN

Ashland-Chequamegon Regional Fair Assn. Sept. 16-18. Walter W. Wilcox.
Friendship-Adams Co. Agri. Assn. Sept. 16-19. Robert W. Roseberry.
Richland Center Richland Co. Agri. Soc. Sept. 18-19. J. G. Schenauer.

Weyaugega-Waupaca Co. Fair. Sept. 14-18. Frank Haffner.

CANADA

Armstrong, B. G.-Interior Provincial Exhn. Sept. 13-16. Mat Hassen.
Cloverdale, B. C.-Cloverdale Agri. Assn. Sept. 17-18. T. W. Currie, New Westminster.
Nanaimo, B. C.-Nanaimo Agri. Soc. Sept. 16-18. Lois Morgan.
South Burnaby, B. C.-S. Burnaby Agri. Assn. Sept. 17-18. Mrs. J. C. Bellinger, N. Westminster.
Bathurst, N. B.-Gloucester Co. Exhn. Sept. 14-17. Clinton J. Miller.
Keswick, N. B.-Keswick Fair Assn. Sept. 15-16. J. W. Inch, R. R. 4, Fredericton, N. B.
Port Elgin, N. B.-Port Elgin Agri. Soc. Sept. 15-16. Carl C. Allen, Melrose, N. B.
Oxford, N. S.-Cumberland Co. Exhn. Sept. 14-17. Claude Thompson.
Windsor, N. S.-Hants Co. Agri. Soc. Sept. 14-16. J. Watson Maxner.
Yarmouth, N. S.-Yarmouth Co. Agri. Soc. Sept. 14-17. R. P. Hemeon.
Barrie, Ont.-Barrie Agri. Soc. Sept. 13-14. E. W. Richardson.
Beaverton, Ont.-North Ont. Agri. Soc. Sept. 17-18. Don C. Ross.
Binbrook, Ont.-Binbrook Agri. Soc. Sept. 14-15. R. S. Laidman.
Bracebridge, Ont.-S. Muskoka Agri. Soc. Sept. 16-17. Jerry Dickie.
Caledon, Ont.-Caledon Agri. Soc. Sept. 17-18. Charles Barrett.
Charlton, Ont.-Charlton Agri. Soc. Sept. 14-15. Amos Bevers.
Clifford, Ont.-Clifford Agri. Soc. Sept. 14-15. Herb A. Hopf.
Comber, Ont.-Comber Agri. Soc. Sept. 17-18. Morley Elliott.
Cooksville, Ont.-Cooksville Agri. Soc. Sept. 17-18. W. Livingston.
Dundalk, Ont.-Proton Agri. Soc. Sept. 15-16. Herb Corbett.
Georgetown Ont.-Esqueving Agri. Soc. Sept. 17-18. G. L. McGilvray.
Kincardine, Ont.-Kincardine Agri. Soc. Sept. 16-17. Mrs. Harold Campbell.
London, Ont.-The Western Fair. Sept. 13-18. W. D. Jackson.
Magnetawan, Ont.-Magnetawan Agri. Soc. Sept. 14-15. H. W. Roskript.
Marmora, Ont.-Marmora Agri. Soc. Sept. 15-16. J. F. Baker.
Maxville, Ont.-Kenyon Agri. Soc. Sept. 14-16. J. P. McNaughton.
McKellar, Ont.-McKellar Agri. Soc. Sept. 14-16. L. Moffat.



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Canada Ops Sing Embargo Blues

Used Equipment Prices Hit Wartime Peaks as All New U. S. Machines Do Fade-Out

Legal Parts Imports Help Alleviate Tight Situation

CHICAGO, Sept. 4.—With the embargo on imports from the United States now more than nine months old in Canada, the coin machine industry in that country is completely unsettled, with the distributors, operators and manufacturers all at odd's end on what the embargo has meant to the industry as a whole. One thing is certain, however, and that is that all new equipment from the United States, much of it imported just prior to the embargo, has disappeared from the salesrooms, and prices on used equipment produced in the United States is holding up strong.

The following survey by *The Billboard*, tracing the effects of the embargo since its inception November 17, 1947, will show that various phases of the industry (such as pinball games compared with music machines) have been affected in different ways by the embargo. And the geography of the country is also a factor in determining the effects of the import controls on the industry in the country.

According to the control ruling, all coin machines are prohibited from admission into Canada. Parts, however, can be brought in, but proof must first be furnished that in each case the parts are to be used in exist-

ing equipment. If more than 25 of the same parts are ordered an investigation is made to assure that they are all to be used in existing machines. Also according to the controls, payment for these parts must be made in American dollars, and members of the coin machine in- (See CANADA OPS on page 121)

New York Trucking Strike To Hit Coin Machine Biz

NEW YORK, Sept. 4.—Local coin machine manufacturers and distributors, while not yet seriously affected by the work stoppage called by one truckmen's local Wednesday (1), saw the strike spread to another local yesterday, and predicted that the normal flow of business would be severely hampered if the strike were not settled soon.

Meanwhile, hopes for a quick settlement were dim as members of Local 807, International Brotherhood of Teamsters, whose contract with their employers expired Wednesday, upped their demands from a 15-cent-an-hour increase to 25 cents, plus job security and welfare fund proposals. Local 282, of the same union, joined the walkout yesterday.

With many firms in the coin machine business currently feeling the effects of a normal pre-Labor Day let-up, a survey here showed that little crated stock remained on distributors' and manufacturers' floors as a result of the strike. And local deliveries continued to be made in many cases where drivers of company-owned vehicles and private trucking companies continued on the job.

First of Series

CHICAGO, Sept. 4.—On November 17, 1947, promptly at midnight, the Canadian government imposed import controls which cut off all exports of coin machines from the United States to that country. With more than nine months of the controls having passed, *The Billboard* has surveyed the Canadian picture in that country are. In the adjoining columns will be found the first part of a series covering current conditions in Canada. Next week operators and distributors will speak for themselves on business conditions in their country.

CMI's Giant Pin Games in Seven Cities

Washington Plans Big Drive

WASHINGTON, Sept. 4.—One of the Coin Machine Industries' (CMI) giant pinball machines, along with four smaller games, is to be put on display in downtown Washington next week with all of the proceeds to go to the Damon Runyon Cancer Fund, marking the seventh city to display the games at the same time.

Hirsh De Laviez, Hirsh Coin Machine Corporation, is donating the four smaller machines, which are being switched to dime play for the occasion. Publicity is to be broadcast over the air and in the papers. A pinball king and queen are to be chosen, according to present plans, with the crowning of the two to be telecast over WNBW.

De Laviez told *The Billboard* that plans to tie in the event with the opening of the movie, *Time of Your Life*, had to be dropped because the show opened in Washington September 3, which was a few days ahead of the original starting date.

Meanwhile, other cities were also getting a look at the giant pinball games which are a part of the promotion tying in with the motion picture, *Time of Your Life*. The first unit, which ran into a snafu in St. Louis, yet managed to draw \$135.40 in six days for the cancer fund, has been moved to Columbus, where it is now on exhibition.

Other giant games are appearing in Rochester, Syracuse, Louisville, Kansas City, Mo., as well as Columbus and the opening in Washington next week. With CMI officials now riding herd on the tour of the games, to insure more complete coverage in each city visited, the income from the units to the association's Damon Runyon Cancer Fund is expected to increase materially.

San Jose Ops Regulate Pin Ball Operation

SAN JOSE, Calif., Sept. 4.—Pinball operators here, in a move to prevent minors from playing their equipment, have worked out a plan for self-regulation with the full approval of the local law enforcement agency.

Operators, after a meeting with police officials this week, placed their self-regulatory plan into immediate action. Plan consists of having an individual, not associated with the coin machine business, make a constant roving survey of the pinball locations in the city. His duty is to warn owners of violations which occur, such as allowing minors to play the games, with the ignoring of repeated warnings resulting in stringent action against the offender by other operators. Reports are made daily to the operators' organization as well as to the chief of police.

Chosen for the job of roving observer was Lloyd Ralston.

Rosenberg & Co. To Distribute Shuffleboards

NEW YORK, Sept. 4.—In a move to interest operators here in licensable amusement equipment for tavern locations, H. Rosenberg & Company, local distributor, has taken on sales representation of the American Shuffleboard Company in Westchester County, the Bronx and Manhattan, it was learned this week.

Rosenberg says models of the American Shuffleboard line will be available for display in his 10th Avenue showrooms this week, with deliveries of the games scheduled to begin September 19.

Promotion will be concentrated on American's cushion rebound board, which is considerably smaller than conventional models. Measuring 3 by 12 feet, the board is more likely to be accepted by metropolitan area taverns where space is limited. The board is supplied with a set of fittings which permit a variety of games to be played. These include one, two or three-cushion rebound shuffleboard, horse collar, baseball, bowling, grand slam, American bocce and five-spot bowling. A special attachment, for use only in clubs, makes the board suitable for a variety of poker.

Operators will be urged to place the boards in locations on standard amusement game commission arrangements, Rosenberg said. (See Rosenberg & Co. on page 121)

Distrib Assn. Changes Name, Shifts Chi Meet to Sept. 14

CHICAGO, Sept. 4.—The National Coin Machine Distributors' Association (NCMDA) will hold its next meeting at the Congress Hotel here Tuesday (14) followed by a joint meeting with Chicago game manufacturers the next day (15), Alfred J. Fingulin, NCMDA managing director, announced this week. New association recently changed its name from National Automatic Distributors' Association (NADA) in a move designed to avoid being confused with another association.

Fingulin stated that the meetings would have added significance since the membership with the guidance of its nine-man board of directors plans to decide on policy for the remainder of the year and also to formulate a plan for placing the policy into im-

mediate action.

Tho formed but a few weeks ago as a result of a series of meetings between officials of many of the industry's leading distributor firms, NCMDA has already built up a strong membership which is open to all distributors of five-balls with a direct factory franchise. Some of its announced objectives are:

1. That all games be location tested by manufacturers before being marketed.
2. That manufacturers shall allocate definite territories to distributors which will not conflict with other distributors.
3. That factory replacement parts be branded with the manufacturer's name and code.

(See Distrib Association on page 121)

American Railway Express trucks continued to pick up merchandise for rail delivery, but it was recalled that during the trucking strike of 1948 the railway express drivers eventually backed the walkout by refusing to cross picket lines. This situation could recur.

Shipments Slowed

However, incoming rail shipments slowed to a virtual halt as the Association of American Railroads ordered an embargo on all but essential supplies, to prevent overcrowding of local rail unloading areas.

Many incoming trucks from neighboring States were turned back at points of entry by picket lines established at the New York ends of tunnels and bridges carrying traffic from New Jersey. The Port of New York Authority, which operates these bridges and tunnels, estimated that such incoming traffic has already dwindled to 75 per cent of normal.

City-appointed mediators, working under the direction of Theodore W. Kheel, director of the city's division of labor relations, said that a mediation session with employers and union representatives would be held Tuesday (7).

50,000 CHANGERS IN USE

Ideal Dispensers Expands Plant; Plans Midget Mch.

BLOOMINGTON, Ill., Sept. 4.—Ideal Dispensers Company, Inc., here this week announced plans for its second expansion of plant facilities within six months and revealed that a new, smaller selective bottle vender would be introduced in October.

Harold Smalley and Ralph Werner, heading the corporation, stated that due to the growing demand for a smaller size bottle vender, the new unit, to be of two or three-case capacity, has been scheduled as a companion machine for their standard 12-case Ideal dispenser. The small unit will sell for approximately half the price of the larger machine, or about \$145. While construction details are not yet available, machine will resemble the present full-size unit in both appearance and operation. It will be shown for the first time in Atlantic City at both the American Bottlers of Carbonated Beverages (ABCB) convention in October and the Dairy Industry Show in November.

Price Increase On Stoner Line Now Confirmed

AURORA, Ill., Sept. 4.—Price increases in the Stoner Manufacturing Corporation's line were confirmed here this week by Burnhart (Bip) Glassgold. Increases, which ranged from \$3 to \$5, were brought on, Glassgold explained, by increased material and production costs.

First announcement that the firm was revising its prices came last month. This is the first increase in Stoner prices since the war.

Stoner's Model M has been increased \$5 to \$130 (this is the cash price, without base. Base for the Model M is priced at \$15).

The Senior model has been increased \$3 to \$168 (this is the cash price without base. Base is priced at \$17). Model 80 was likewise increased \$3 to \$168.

Stoner's theater model, which comes complete with base, was increased \$3 to \$223.

Veteran Louisville Cigarette Ops Note Location Force-Out

LOUISVILLE, Sept. 4.—Veteran operators here report that they are losing an increasing number of certain of their locations to new companies, with the reason cloaked in the comment "we're perfectly satisfied with our service . . . but we're sorry, we must make a change." All of the lost locations carry specialized activity on their premises, which is considered a clue to the ousting of established operators' equipment.

Spokesman for one old-line operating firm stated that a restaurant and bar location was lost recently without an explanation. He said that the location owner came to him and asked to have the cigarette vender removed, declaring that while it was not over his margin of profit, he was not in a position to state the real reason.

According to the veteran operators, the situation boils down to the fact that the new firms are employing "use our machines or else" tactics with the locations.

Expansion plans for construction of an additional 8,000 square feet of floor space for production equipment were completed this week, according to Sales Manager John Rieter. In March, this year, the first plant addition, providing 5,000 additional square feet, was completed. By the end of the year, if raw materials permit, the present output of 75 to 100 machines per day will be doubled, officials state, with a like increase in production employees.

School Bell

NEW YORK, Sept. 4.—Opening date of Eastern Electric Vending Machine Corporation's service and maintenance school on the C-Eight Laboratory Electro cigarette vender was incorrectly reported in last week's issue. The school will open next Friday (10) at the Park Central Hotel here. Operators and servicemen are invited to see demonstrations of modifications designed to bring early models of the cigarette machine up to date.

Theaters Among Best Soft Drink, Candy Locations

NEW YORK, Sept. 4.—Facts and figures proving that the theaters in the United States, now totaling 16,880 with a cumulative seating capacity of 11,302,320, are among the better locations for vending machines dispensing candy, soft drinks, popcorn, and, in some localities, cigarettes, were made available this week with the release of the 1948-'49 *Motion Picture Almanac*.

That theaters attract tremendous volumes of potential customers each week is seen in the report that the average weekly attendance at the 16,880 theaters located thruout the country, estimated on the basis of federal tax admission returns, during 1947 was 87,500,000. While no figures were available as to how much was spent in vending machines and over-the-counter concession sales in these theaters during 1947, box-office receipts, not counting taxes, totaled \$1,560,000,000.

There has been no breakdown of the percentage of admissions who patronize the vending machines or concessions, but several exhibitors estimated the over-all adult average would be approximately one out of four persons, while one and one-half out of every two children admissions are candy or soft drink customers. The exhibitors stated they were fairly sure this ratio would hold up in

most urban areas.

According to the Department of Commerce, percentage of theater attendance by the day breaks down as follows: Monday, Tuesday, Wednesday and Thursday, 10 per cent each; Friday, 15 per cent; Saturday, 20 per cent, and Sunday, 25 per cent. Heavier figures over the week-end are racked up by increased adult attendance in part, and by heavy juvenile attendance at the Saturday and Sunday matinees, as compared with weak attendance at afternoon shows in most neighborhood theaters during weekdays.

Further indication that the income from vending machines and concessions is an important part of the profit and loss picture in most theaters can be seen from a breakdown of the box-office figures. The local theater retains about 68 per cent of the box-office receipts; 16 per cent goes for salaries, 15 per cent for rent, 20 per cent for additional operating expenses and 6 per cent for taxes. About 11 per cent is chalked up as net profit. The theater pays 12 per cent of the receipts from ticket sales to the film distributor for prints, advertising and deliveries, and 20 per cent goes to the studio for production.

The income from the vending machines, based on a commission rate (See THEATERS AMONG, page 104)

NAMA Region VI Holds 2-Day Meet; Elects Geiger Chairman

CHICAGO, Sept. 4.—Approximately 80 operators, suppliers and manufacturers of automatic merchandising machines gathered here Wednesday and Thursday (1, 2) at the Edgewater Beach Hotel for a two-day meeting of the National Automatic Merchandising Association's (NAMA) Region VI. The region is comprised of Illinois, Indiana and Wisconsin.

To succeed Walter Knack, of Dixon, Ill., as chairman, regional members unanimously elected Herb Geiger, Geiger Automatic Sales, Milwaukee. Geiger becomes the region's second chairman, since Knack has held the position since the region was organized.

First sessions, Wednesday afternoon, were devoted to legislative problems and reports on topics of current interest to the industry as a whole.

Fred Brandstrader, legislative counsel for NAMA, sketched the 1948 legislative year, reporting the industry had a .750 per cent batting average on legislation. Out of four States

where unfavorable measures were introduced, only one State (Kentucky) actually enacted such a proposal.

Later in the afternoon, 1949 legislative prospects in the three States which comprise the region were discussed. To tell the story in their home States NAMA presented E. Z. Gregory, of the Wisconsin Cigarette Operators' Association; Joseph G. Wood, Indianapolis attorney; and Karin J. Walsh, city editor of *The Chicago Sun-Times*.

All three speakers emphasized the poor financial position of cities and municipalities, warned of the prospect of additional enabling legislation which would permit those cities and municipalities to impose added taxes.

Fishman Report

Reporting on a spring meeting of the NAMA insurance committee, William Fishman, Automatic Merchandising Company, Chicago, went into detail to explain the necessity of establishing a uniform accounting (See NAMA REGION VI, page 106)

90% of Units On Location Are Built-In

Stand-Type Units Trail

CHICAGO, Sept. 4.—Using manufacturers' production data as a yardstick, there are approximately 50,000 built-in and service-type coin changers on location today—most of them operator-owned, but some of them controlled and serviced directly by the location. Production statistics, furnished *The Billboard* by change-maker manufacturers, indicates that of the total number of changers on location slightly less than 90 per cent are built-in units.

Those manufacturers who are producing built-in changers, to be placed in cigarette, soft drink and other merchandising equipment, are gauging their monthly production at a heavily increased rate, bearing out reports printed here earlier (*The Billboard*, August 28-September 4) that operators are taking more of the built-in type than the stand or strictly service units.

Last of Series

This is the final article in a series of three prepared from on-the-spot surveys made by *The Billboard* in 12 major market areas over a four-week period, outlining the use, acceptance and outlook for automatic coin changers. This report deals with the manufacturers of change makers.

Manufacturers of stand or service changers admit that they have broken no production records with their units, but the majority of them are confident there will be a steady demand for the individual changer despite the impressive acceptance record chalked up thus far by built-in changers.

Vendo Unit

Largest producer of stand or service changers has been the Vendo Company, of Kansas City, Mo. Alex Izzard, director of sales promotion for Vendo, expressed his firm's opinion that "there still is a demand for the separate-type changer, and even though the built-in units will be perfected, it is our belief that in certain types of outlets the individual type of changer will be preferred."

Izzard said that "a greater percentage of our changers are being installed on the front or sides of vending equipment than has been the case in the past. The reason apparently is that certain types of outlets are demanding change-making facilities, having seen them in use at other locations."

Vendo's changer, subject to operators' and distributors' discounts, lists at \$98.50.

At first the Vendo Company intended to place its changer on the market thru an exclusive distributor set-up, and this program is still partially in effect. However, the firm is also developing business with operators of merchandising machines since it feels that these operators are the logical outlet for changers.

Originally, too, Vendo announced that it hoped eventually to develop an advertising program whereby (See 50,000 CHANGERS on page 118.)

SHUFFLE BOARDS

22 TO 28 FEET

\$249.50 IMMEDIATE DELIVERY

CIGARETTE MACHINE CLEARANCE

- 3 National 9-30 \$75.00 Ea.
- 5 National 9-50 79.00 Ea.
- 3 DuGrenier W 60.00 Ea.
- 10 U-Need-a-Pak E, 8 Cols. 55.00 Ea.

\$5.00 Extra for 25¢ Conversions.

- 1 POLAR PETE SNOW CONE MACHINE **\$175.00**
- 100 Adams-Fairfax 5¢ Nut Vending Machines \$5.00 Ea.
- Household Scales \$2.50 Ea.
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Also Other Vending Machines. Write for Free Circular.
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Announce 7 New Canada Dry Bottlers

NEW YORK, Sept. 4.—Canada Dry announced the addition this week of seven licensees who recently began production of its four principal beverages. Firm stated there are now 75 bottlers producing under their license, compared to six a year ago.

Recent additions to the Canada Dry bottlers are Canada Dry Bottling Company of Oklahoma City, formerly General Beverage Company; Canada Dry of Charleston, S. C., formerly New Deal Beverage Company; Canada Dry of Cedar Rapids, Ia., formerly Hawkeye Bottling Company; Canada Dry of New Haven, Conn.; Canada Dry of Burlington, Vt.; Canada Dry of Santa Clara, Calif., and Canada Dry of Parkersburg, W. Va.

MONTEVALLO, Ala., Sept. 4.—H. I. E. Dyer has opened a self-service laundry at the Montevallo Water Mill. It is equipped with 10 Bendix washing machines.

Corn Prices Drop; Aids Candy Firms

NEW YORK, Sept. 4.—Price cuts of 35 cents per hundred pounds on basic corn products were announced this week by three major corn products refining companies. All firms (Corn Products Sales Company, subsidiary of Corn Products Refining Company, New York; Pennick & Ford, Ltd., Inc., Cedar Rapids, Ia.; A. E. Staley Manufacturing Company, Decatur, Ill.) stated that the reductions were made possible because of the drop in corn prices in the cash market.

Reduction in corn prices (in Chicago a bushel sold for \$1.81 Monday (30) compared to \$2.12 a month earlier) may result in a halt to price rises of refined sugar, according to sugar brokers and refiners.

New prices of corn products' corn sirup, unmixed in tank cars, is \$5.38 per 100 pounds; E. K. Scheiter, Staley official stating that his firm has pegged unmixed corn sirup in tank cars at \$4.62 per 100 pounds. "And further cuts will be made if cash corn prices continue to dip," he said.

In view of the new price level of sirups, the hypoed rate of buying of same by confectionery manufacturers who are now resuming top-level operations, candy prices may be held to the present level. Fly in the candy price ointment, however, continues to be chocolate, which has been following an upward path again.

Form 2 New Vending Firms in Connecticut

HARTFORD, Conn., Sept. 4.—Certificates of organization have been filed with Connecticut secretary of state at the State Capitol here for following new Connecticut corporations:

Commercial Coin Machines, Inc., 28 Hartford Avenue, New Britain, Conn.; amount paid in cash, \$1,000; amount paid in property, \$32,000; president and treasurer, Seymour Bushell; vice-president, Joseph Bushell; secretary, Dora Bushell, all of New Britain; directors, the same as officers.

Hartford Cigarette Vendors, Inc., 29 Grand Street, Hartford; amount paid in cash, \$1,000; amount paid in property, \$12,200; president, Silvio Mendill; secretary, Michael Rypsey, both of Hartford; treasurer, Walter Chodkowski, Newington, Conn.; directors, the same as officers.

TIME PAYMENTS ON "SILVER KINGS"

24 or More
1/4 DOWN—20 WEEKS TO PAY
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Bigger Profits from locations are a natural with the all new Silver King Hot Nut Vendor.

Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top vendor.

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NATIONAL SILVER QUARTER CONVERSION UNITS FOR ROWE IMPERIAL, ROYAL, PRESIDENT and CRUSADER MODELS—

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- Excess Coin Throwout
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PENNY LOADERS NOW ON HAND

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VICTOR'S NEW MODEL V-K

It's Outstanding! Vends Everything! Investigate the many new features incorporated in this great, new bulk vendor. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.** 5701-13 Grand Ave. Chicago 39



LOWER PRICES
PISTACHIOS Best Quality. Compare!
DISTRIBUTORS: **40c WHITE**
50c RED, BOTH SALTED
"Sun Brand" large about 45 to oz. Larger size available.
Packed in Triplex 5 Lb. Moisture Proof Bags.
AMERICAN PISTACHIO CORP.
Importers, Packers at this address for over 15 yrs.
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THE "CHALLENGER"
THREE MACHINES IN ONE
\$10.00 to \$50.00 Weekly on Location!
TROPICAL TRADING CO.
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VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. . . . Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.** 5701-13 Grand Ave. Chicago 39

ALL VICTOR MACHINES

recommended and sold on **TORR TIME PAYMENT PLAN**
Pay for same in 16 weekly payments
WRITE FOR DETAILS
SPECIAL PRICE FOR MONTH OF SEPTEMBER ONLY

RAIN-BLO BUBBLE BALL GUM
Packed 25 Lb. to Carton

Less than 100 lbs.	30¢	170¢
100 lbs. and over	28¢	30¢
1000 lbs. and over	28¢	27¢
Spotted and Striped	40¢	40¢

Freight paid on 100 lbs. or over

- Pistachios, Large Red, 80 Lb. Ctn. . . . 75¢ Lb.
- Pistachios, Small Red, 80 Lb. Ctn. . . . 60¢ Lb.
- Virginia Peanuts, 30 Lb. Ctn. 29¢ Lb.
- Spanish Peanuts, 30 Lb. Ctn. 23¢ Lb.
- Licorice Gems, 775 Ct., 37 Lb. Ctn. . . . 28¢ Lb.
- Jawbreakers, 575 Ct., 34 Lb. Ctn. . . . 22¢ Lb.
- Chocolate Confetti, 450 Ct., 34 Lb. Ctn. 38¢ Lb.
- Pee Wee Rainbow Peanuts, 33 Lb. Ctn. 25¢ Lb.
- Pee Wee Boston Baked Beans, 33 Lb. Ctn. 24 1/2¢ Lb.

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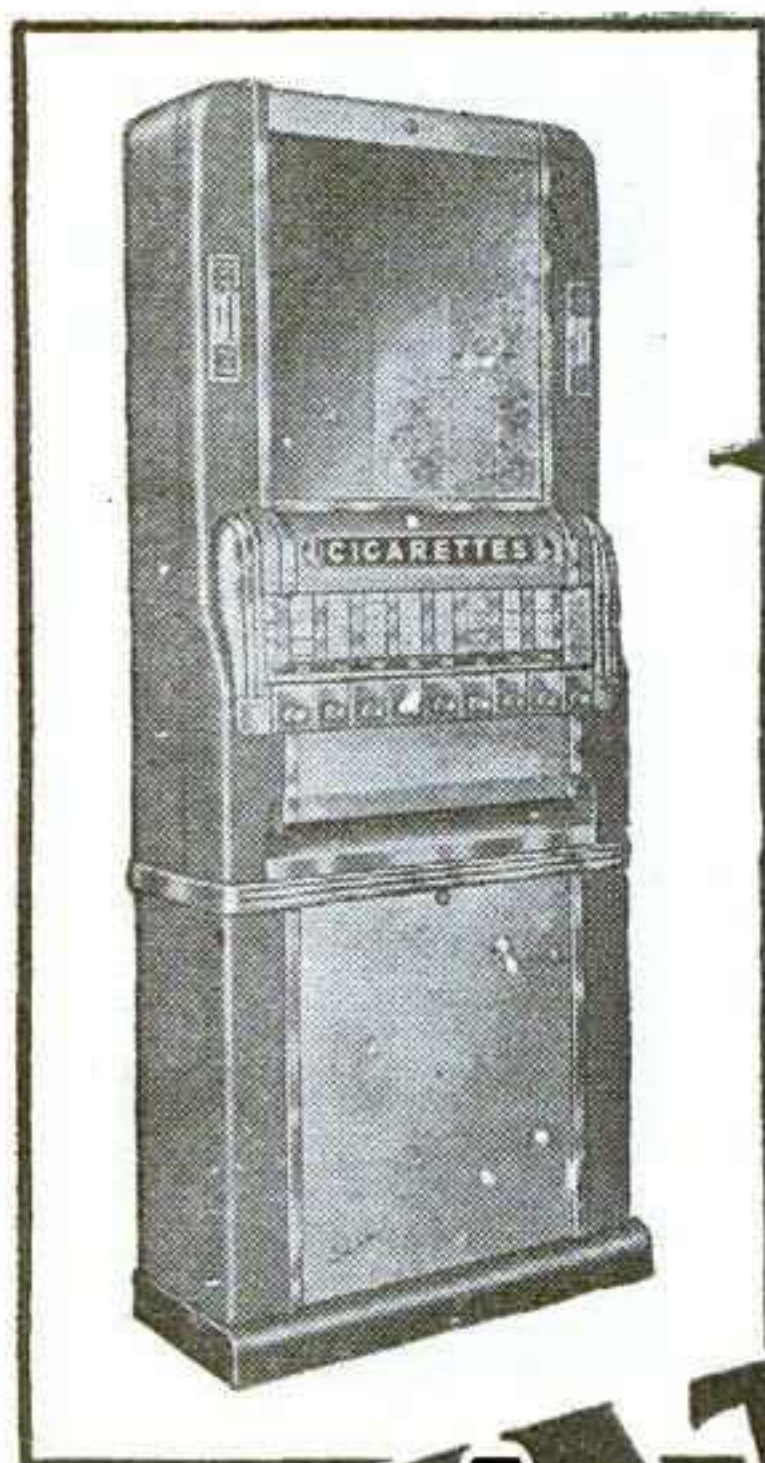
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COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

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with ADJUSTMENTS FOR
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AT NO COST TO YOU!
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NO NEW PARTS!

The **NATIONAL 9M**

It costs you nothing... requires no investment in parts... to adjust the NATIONAL 9M to price changes. It's done in a jiffy! ALL NATIONAL Merchandisers built since the war operate on nickels, dimes, quarters... are designed for profitable operation today and tomorrow. NATIONAL also leads the field in Electrically-operated Conventional-Type Cigarette Merchandisers... in Electrically-Operated Console-Type Merchandisers for Cigarettes, Candy and other merchandise. For quality, performance and adaptability to changing conditions... there is no match for NATIONAL.

Now Available!
25¢ COIN MECHANISMS
 Silver Quarter Operation for 7 and 9-Column Pre-War National Merchandiser (Complete with Slug Rejector)
Only \$12.00
 Genuine NATIONAL Parts to meet the Operator's changing needs.

NATIONAL VENDORS INC

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.



Victor's Sensational New Custom-Built UNIVERSAL
 Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.
Manufactured by VICTOR VENDING CORP.
 5701-13 W. Grand Ave. Chicago 39, Ill.

Alkuno Appoints N. E. Distributor

NEW YORK, Sept. 4.—Kuno Hamann, president of Alkuno & Company, announced this week the appointment of Lavoie & Hillman, Inc., as distributors of the Alkuno line of venders in New England.

Cigs Reason for Top Tobacco Tax Returns

WASHINGTON, Sept. 4.—Tobacco products returned the record sum of \$1,300,280,153 in internal revenue taxes into the U. S. Treasury for the fiscal year ended June 30. Figure compares with \$1,237,768,302 collected in the 1946-'47 fiscal year. Officials state that the \$62,511,851 gain was due almost entirely to the sale of cigarettes.

Cigarettes were responsible for \$1,208,199,005 of the total tobacco tax returns, compared to \$1,145,261,627 in the previous year. Figures show a \$62,937,378 increase in cigarette tax receipts this year over last.

Theaters Among Best Candy, Soft Drink Locations

(Continued from page 101)

with the operators, would not have anything taken off for payment to distributors and therefore could be added to the 11 per cent net profit obtained from the film.

States with the most theaters, according to the Almanac are New York, with 1,232 theaters with a total seating capacity of 1,133,527 and an average seating capacity of 920; California, 1,061 theaters, 873,622 total seats, 824 average capacity; Pennsylvania, 1,087 theaters, 830,656 total capacity, 764 average capacity; Illinois, 907 theaters, 682,040 total capacity, 752 average capacity, and Texas, 1,183 theaters, 659,659 total capacity, 558 average capacity.

The greatest number of theaters are in the 401 to 999 seating capacity, with a total of 8,375. Second largest volume is the 401 and less capacity houses, with a total of 5,866.

At the present time there are approximately 300 drive-in theaters located throughout the United States, and approximately 150 are expected to be in operation by fall. Capacity varies, but the average per drive-in is 600 cars. Estimates say there are at least two, and possibly three persons on an average to each car, or an average capacity in admissions of 1,800 per performance. Venders, especially the soft drink machines and cigarette venders are popular at this type of theater.

Shanks Distributing Adds Juice Venders

COLUMBIA, S. C., Sept. 4.—Shanks Distributing Company here expects to have 10 Snively Dispens-o-Lators in operation in this area within the next 30 days.

The machine, which vends a blend of pure orange and grapefruit juices, will be placed in army camps and civilian locations in the two Carolinas as soon as deliveries can be made.

The Shanks company has one of the new machines on display in the Columbia office. Entirely automatic, the vender dispenses 276 drinks at a loading, and accepts nickels, dimes or quarters, automatically returning correct change.



MARION SCALE ONLY \$79.50
 F. O. B. PLANT. 1/3 CASH. BAL. C. O. D.
 LESS IN QUANTITIES
 6 COLORS
 41" HIGH
 SHIPPING WEIGHT
 74 LBS.
 IMMEDIATE DELIVERY. FULLY GUARANTEED.
 Fire and Theft Insurance Furnished.
 Distributors: Write, Wire or Phone
 Foreign Inquiries Solicited.

WORLD SALES, INC.

Sole Factory Agents
 3220 W. Broad St., Columbus 4, Ohio
 Phone: RA 6336

ATTENTION POPCORN VENDING MACHINE OPERATORS

Increase your machine profits with SupRpop hybrid specially popped corn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent reconditioned POP CORN SEZ hot popcorn venders.

Wire or write us for prices.

DWIGHT HAMLIN CO.

5958 BAUM BLVD., PITTSBURGH 6, PA. HILAND 8410

POP N' HOT

HOT POP CORN VENDING MACHINE

MAKING NEW RECORDS FOR HIGHEST RECEIPTS IN HISTORY

Machines empty 2 to 3 times a week in normal locations. "Lush" spots empty 5 and 6 times a week. Operators make \$6.00 net each time Pop N' Hot empties. Where else can you get such return on such a small investment. Order today. Get ready now for big Fall and Winter business. Bowling Alleys, Bus Stations, and Taverns are "lush" spots. Grab them off now with Pop N' Hot, the sweetest money maker in the business today.

NEW 1949 MODEL COIN OPERATED

Vends 120 10¢ bags from each filling. Thermally controlled to keep corn hot. All metal cabinet. Size 70 in. high, 20 in. wide, 16 in. deep.

\$139.50 F. O. B. CHICAGO

\$25.00 DEPOSIT REQUIRED ON C. O. D. ORDERS

JACK NELSON & CO.

WORLD WIDE FACTORY SALES AGENTS
 Foreign Representatives, Distributors and Dealers, write.
 2320-22 Milwaukee Ave. Chicago 47, Ill.
 Tel.: Dickens 3020



SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

DISTRIBUTORS, JOBBERS, SALESMEN WRITE AT ONCE FOR DEAL DISTRIBUTING THESE VENDORS.

Folders — 10,000 -- \$ 5.75
 25,000 -- \$13.95

HOT NUT MACHINES

Brand New!

Dispenses all types of bulk merchandise for 5¢ as cashews, pistachios, almonds, etc. A real value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.



\$14.95 Lots of 5
\$16.95 Single

1/3 DEPOSIT ON ALL ORDERS. WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.



ATLAS ACE

The finest 1 1/2 AM-Purpose Vender of our time.

170 count colored BUBBLE BALL GUM 25 lb. ctn., 26¢ lb.
 Salted Va. Peanuts 30 lb. ctn., 29¢ lb.

Jobbers, Salesmen, Write for special deal.

DANCO COIN MACHINE CO.

1304 E. Baltimore St., Baltimore 31, Md.

METAL PLATED CHARMS

In bright gold and silver finish

Per M
 Metal Plated Charms, Series #1 ... \$8.00
 Metal Plated Charms, Series #2 ... 7.50
 Plastic Charms, Famous Series #1 ... 3.50
 Plastic Charms, Big Series #2 ... 4.50
 Plastic Skulls ... 5.25

SAMUEL EPPY & CO., INC.

WORLD'S LARGEST CHARM MANUFACTURER
 113-08 101st Ave.
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VICTOR'S NEW MODEL V-K

It's Outstanding! Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

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 5701-13 Grand Ave. Chicago 39



NEW LOW PRICES

U-SELECT-IT CANDY MACHINES

72 Bar Capacity, \$27.50 Each. Limited Supply.

CIGARETTE MACHINES
 DU GRENIER W, 9 Col. \$37.50
 DU GRENIER S, 7 Col. 32.50
 UNEEDA, 9 Col. 500 ... 70.00
 UNEEDA, 8 Col. 40.00
 NATIONAL, 8-30 ... 50.00
 ROWE ARISTOCRAT, 8 Col. 22.50
 ADD \$7.50 FOR QUARTER OPERATION.
 PENNY INSERTS ... \$25.00
 All Makes Machines Changed Over.
 WHAT HAVE YOU TO SELL?
 Half Deposit.

HARRIS VENDING

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CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...

Write now FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.
BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

PARKWAY MACHINE CORPORATION
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NOW! LEON "HI-HO" SILVER'S SELECT CALIFORNIA VENDSIZE ALMONDS
 Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of America." Lowest prices. Write:
 ROLAND SEE, Sales Mgr., LEON "HI-HO" SILVER, INC., 760 HAYES ST., SAN FRANCISCO 2, CALIF.

SEPTEMBER

Vend Presents

OUT NOW

MEN ON THE ROUTE

An encyclopedia of information about hiring and training servicemen. Fact-packed articles showing actual methods used everyday by successful automatic merchandising operators.



MEN ON THE ROUTE

ROUTE SALESMAN OR SERVICEMEN?

The difference is profit or loss. Aaron Goldman, president and manager of one of America's largest independent operating firms, says. What he expects of his "Route Salesmen" and more importantly, why he calls them "SALESMEN" makes profitable reading. Don't miss ROUTE SALESMEN in September Vend.

MEN ON THE ROUTE

ESTABLISHING A PERSONNEL POLICY

Careful planning is the key to a successful personnel program, says Wallace T. Collett, of W. W. Tibbals Co., large candy operator of Cincinnati. His story takes you thru a carefully laid out, practical plan that can be applied to your operation, no matter how large or small. Read it in September Vend.

MEN ON THE ROUTE

WHY BUY UNIFORMS?

Reasons for uniforming Servicemen are too often lost when weighed against the cost. This article shows how to figure the dollars and cents advantages to having uniforms and why they come out on the profit side of the ledger. Read it in September Vend.

MEN ON THE ROUTE

LOOK BEFORE YOU HIRE

What are the basic qualities to look for when hiring a Serviceman? John F. Moran, from his many years of experience in Automatic Merchandising, points out the seven basic factors to look for when interviewing prospects. Compare your practice with his ideas in September Vend.

ALSO IN SEPTEMBER VEND

SOFT DRINK PREFERENCE

If you operate or plan to operate soft drink venders, be sure to read this article giving the results of a consumers' preference survey made in Kansas City.

WHAT ABOUT HOSIERY VENDERS

The fast-growing infant of the industry is making tremendous strides toward success. Read Hoslery Venders in September Vend and get the latest report on its progress.

BEGINNING in September Vend

NEW PRODUCTS COLUMN

A new editorial feature carrying information on what's new in vending equipment, supplies and allied items. Keep posted by reading this new column.

ALSO IN SEPTEMBER VEND

PLAN OF ACTION FOR INSURANCE

Showing how one industry met the challenge of high insurance rates and thru a combined effort now enjoys protection at practical rates. This article poses a plan that would be practical for your industry. Read it and see if it wouldn't help solve your problems. It's in September Vend.

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TIME PAYMENTS ON "SILVER KINGS"

24 or More

1/4 DOWN—20 WEEKS TO PAY
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Bigger Profits from locations are a natural with the all new Silver-King Hot Nut Vendor.

Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top vendor

\$29.95

OTHERS LOW AS \$10.55

Nut and Ball Gum Vendors, 1¢-5¢. U. S. and Foreign Coins.

At All the Best Dealers—or Write

SILVER-KING CORP.

622 Diversey Parkway Chicago, Ill.

NAMA Region VI Elects Geiger Chairman at 2-Day Chi Meeting

(Continued from page 101)

system for the industry. While the most important function such a uniform system would perform would be as an aid in business analyses, Fishman added the accounting system would be valuable in preparing reports for tax and other reasons.

Currently, Fishman said, operator-members of NAMA are being queried about their accounting methods. The committee is collecting sample forms and data on methods from which eventually it will prepare an accounting manual to guide operators.

Howard Olsen, NAMA membership director, followed Fishman with a report on the association's insurance committee. He exhibited a report form mailed to operators, adding that information thus far gathered discloses a wide variation in rates and a reluctance on the part of underwriters to handle operators' insurance.

Herb Geiger, Geiger Automatic Sales, and Sam Kogen, Illinois Mechanical Candy Sales, spoke briefly on the NAMA convention and the NAMA year book, urging members to support both. C. S. Darling, executive director of the association, outlined proposals recently introduced to authorize minting of a 7-cent coin. Darling concluded that he did not believe, at present, that special coinage was possible. Final speaker for the afternoon session was R. J. Eggert, of the American Meat Institute. Eggert spoke on *The Economic Outlook*.

Following Eggert's address, the Diamond Match Company opened its suite in the hotel for a cocktail party, and at 6:30 p.m. the region's annual banquet got under way.

George Seedman, secretary of the Rowe Corporation, was the principal speaker at the banquet. Seedman traced the need for an active trade association, and coupled NAMA's growth with the growth of the industry as a whole.

Thursday morning operators, suppliers and manufacturers gathered for a morning-long operators' forum at which the dominant topic was the problem of meeting increased costs in cigarettes.

Howard Hultz, Hultz & Meiers, Springfield, Ill., who has been using quarter mechanisms since January, 1947, traced his operation's experience with the higher price. At first, Hultz said, his firm simply killed out the nickel chute and plugged the dime entry, but this method was abandoned eventually because it left the machines without slug protection. His firm is now using a specially developed quarter mechanism.

Price Variations

Hultz said that the company, when it went to a 23-cent price, did notice a drop in total volume. But he cited an instance of converting several units back to the 20-cent price, adding that changing the machines from quarter to 20-cent operation did not increase total volume.

Uniquely, Hultz said his operation is still using the quarter chute where it has a 20-cent price. The extra nickel is inserted in the pack and returned to the purchaser. His discussion of the quarter price, and especially his idea of inserting a nickel change, drew lively discussion from the floor.

James E. Okell, Diamond Match, next gave a short resume of the advantages of using matches—pointing out that operators realize a 25 per cent gross profit on match sales as compared to an 18 per cent gross profit on cigarettes.

Walter Knack, retiring chairman, discussed various pennying techniques, advised operators who are going into pennyng for the first time, as a result of price increases, to have their inserting done on a piece-work basis. His firm, he said, is currently paying for penny insertions at the rate of 40 cents per case.

Candy Promotions

On hand to tell NAMA members of the promotional activities in candy was John K. Kettlewell, director of the Council on Candy for the National Confectioners' Association. Following his remarks, Frank Sandera, manager of the Automatic Canteen Company, Chicago, spoke briefly on the necessity for careful route supervision.

B. A. Bouchard, of Mars, Inc., told NAMA members that the outlook for candy in 1949 is good. Candy prices, a topic uppermost in candy operators' minds, was mentioned only casually in the discussion. V. R. Johnson, sales manager for Coan Manufacturing Company, sketched the outlook for merchandising equipment. Johnson said the present outlook is good, altho there are no signs of a break in production and material costs which would enable manufacturers to lower equipment prices.

Substituting for H. J. Foster, Automatic Syrup Company, was M. D. Passmore, of Mills Industries, Inc. Passmore spoke generally of the merchandising business, but gave his listeners a cost analysis which he said was based on a 100-machine Mills cup drink operation. Passmore said studies of this route showed that sirup accounted for 30.3 per cent of each nickel spent in the cup machines; gas, 1.3 per cent; cups, 10.7 per cent; depreciation (on a four-year program), 7.9 per cent; commissions, 20 per cent, and operating expenses, 17.9 per cent. Out of each nickel, Passmore pointed out, this leaves a profit before taxes of 11.5 per cent.

PIONEER OFFERS ALL PURPOSE



VICTOR MODEL V \$12.50 EA.

IN LOTS OF 24 \$11.75 EA.

Small
Pistachio Nuts
25 Lb. or 45 Lb. Ctns., 52¢ Lb.
In 100 Lb. Lots, 51¢ Lb.
Spanish Peanuts, 30 Lb. Ctns., 25¢ Lb.
Virginia Peanuts, 30 Lb. Ctns., 29¢ Lb.

PLASTIC CHARMS \$3.25 Per M

5/8-140 Ct. Colored Bubble Ball Gum

(Makes Colored Bubbles)
25 Lb. Ctns. 28¢ Lb.
100 Lb. 27¢ Lb.
REG. 5/8 BUBBLE BALL GUM
25 Lb. Ctns. 28¢ Lb.
100 Lb. Ctns. 25¢ Lb.
(Freight Prepaid on 100 Lbs. or More)
FULL CASH WITH ORDER

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.

Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

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WHAT IS NEW IN VENDING MACHINES FOR IMMEDIATE DELIVERY

MACHINES FOR IMMEDIATE DELIVERY

Orange Juice\$695.00
Coffee 754.00
Soup 754.00
Refrigerated Candy 449.50
Mills Gum Vendor 24.50
Almond Vendor 12.50
Peanut Vendors 10.50 Up
Peanut in Shell 179.50
Pop Corn Vendors 149.50

CANDY, GUM, NUTS, in bulk

PARKER PRODUCTS CO.

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648 RIVERSIDE MEMPHIS 1, TENN.



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices. Manufactured by

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GET INTO THE POPCORN BUSINESS

with only a small investment!

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators. F. O. B. Chicago **\$57.50** Each

Manufactured by

ABC POPCORN CO. 3441 W. NORTH AVE. CHICAGO 47



SALESMEN

National manufacturer has opening for salesmen to sell to new operators, brand new coin-operated Vending Machines. Must have auto. Free to do extensive traveling. Prospects obtained through business opportunity columns. Earnings well over \$1,500 to \$3,000 monthly commission. Men with franchise, intangible or promotional experience preferred. Permanent. References required. Strong company with excellent selling material.

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IN STOCK!

5 Lb. Globe
Less than 25 \$11.55
Less than 100 11.25
100 or more. 10.95

Write for prices on Models 40, 29, 38 and Deluxe Vendors.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

WANT REPRESENTATIVE To Sell Personal Weighing Scales

Full time or as a side line. Strictly commission basis. Should net right party \$600.00 per month up. Give details in first letter. BOX D-39, The Billboard, Cincinnati 2, O.

5c BANTAM TRAY VENDOR IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1926



VENDS ALMONDS, NUTS, CANDY, PISTACHIOS
Write for Circular.
Inquiries limited.



BRAND NEW IMPS
EITHER 1¢ OR 5¢ PLAY
Cig. or Fruit Reels
\$12.95
Lots of 12 \$13.75—Lots of 6 or More Sample \$14.50



Brand New ABT CHALLENGERS
Special Price
\$42.50
For Limited Time Only Model F—\$49.50



MILLS VEST POCKET BELL
Pays Out Automatically
\$65.00 Ea.
USED \$49.50



MILLS QT \$115.00
USED MILLS GOLDEN FALLS.. 149.50
COMPLETE LINE OF MILLS MACHINES
WRITE FOR LIST

Send for New 1948 Catalog Listing All Vending Machines, Counter Models and Merchandise.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

NAMA Region 2 Sets Syracuse Two-Day Meet

CHICAGO, Sept. 4.—At the first two-day meeting of NAMA's Region II at the Hotel Syracuse, Syracuse, September 17-18, major subjects scheduled for discussion include the cigarette problem in New York, the future of biscuit machines, the cup beverage field and the advantages of operating penny gum equipment with other vendors.

George M. Seedman, Region II chairman, and Earl Mason, of C. C. Bradley & Son, chairman of arrangements, have co-operated in planning extensive entertainment in addition to the full program of business sessions. Former will include golfing, boating and other recreational facilities at the Drumlins Country Club, afternoon of September 17.

Business program will open at 10 a.m. Friday (17), with a welcoming address by Mason. Seedman will talk on *The Necessity for Regional Meetings*, and will be followed by John Moran, of Rowe Manufacturing Company, speaking on *The Cigarette Problem in New York*. A question and answer period will also be held.

Other subjects coming up for discussion during the business session will include a *Legislative Report* by A. F. Martin, of Canteen Service, Inc.; *The Advantages of Operating 1-Cent Gum Machines With Other Equipment*, by NAMA Director Fred Baehr, Gum Vending Corporation. A talk by executive director C. S. Darling on *NAMA at Work for You* will conclude the morning session.

W. G. Fitzgerald, of International Ticket Scale Corporation, will speak during the luncheon at 12:30 p.m. on *Then and Now*, a comparison of association functions at NAMA's inception and today.

After luncheon, the group will adjourn to The Drumlins Country Club, where featured speaker at the evening banquet will be NAMA President Elmer F. Pierson, who recently returned from Europe where he investigated automatic merchandising abroad. He will deliver a talk titled *I'm Glad To Be Back*. Dinner will be followed by entertainment thru courtesy of P. Lorillard Company.

Closing program Saturday morning (18) will be devoted to a forum on operating problems and a contest of operators. Visiting vending machine operators from adjoining States will compete with New York operators on operating questions. Session will conclude with luncheon, with entertainment provided by Philip Morris & Company, Ltd.

Mrs. Earl Mason has readied a special program of entertainment for women guests.

Illinois 1/2-Mill Cig Tax Nets \$9,000,000 for Vets

SPRINGFIELD, Ill., Sept. 4.—Special half-mill tax on each pack of cigarettes, levied for the Illinois soldiers' bonus, netted \$9,115,110 for the fiscal year 1947-'48 ending June 30, State officials reported.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

- Mdse. Stands, Solid Steel—Weight 35 Lbs. \$4.50
- Double Plates for Two Machines 1.15
- BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb.35

1/3 Deposit, Balance O. O. D. Fast Delivery.

VEEDCO SALES CO.
2113 Market St. Philadelphia 3, Pa.

Supplies In Brief

Ice Cream Declines

WASHINGTON, Sept. 4.—Ice cream production in the U. S., estimated at 346,195,000 gallons for the first seven months of 1948, is going into a decline and is already 8 per cent under production for the corresponding period last year, Bureau of Agricultural Economics reported last week. July output this year (70,050,000 gallons) was 5 per cent under the July figure for 1947.

Seasonal rise of 9 per cent from June to July, this year, was not quite so pronounced as in other years, such as 1947 when the increase hit 10 per cent. During the 1942-'46 period the average seasonal gain between June-July was 12 per cent.

Production figures show that between January and July, 1948, ice cream output totaled 346,195,000 gallons, which was a drop of 8 per cent from the same period last year. However, it was 19 per cent larger than the average production for the same months during 1942-'46.

Nut Price See-Saw

WASHINGTON, Sept. 4.—Average prices received by nut growers varied widely last year as compared with 1946, Agriculture Department reported this week. Growers returns from almonds increased more than \$100 a ton over 1946 receipts, while filbert and almond prices dropped about \$100 a ton. Walnut growers saw their prices reduced by \$200 a ton, while peanut growers received approximately the same price in 1947 as in 1946.

Sugar Distrib. Down

WASHINGTON, Sept. 4.—Domestic sugar distribution for the week ended August 21 amounted to 163,439 tons, Agriculture Department said this week. This represents a decline from the 180,337 tons distributed during the same week last year and from the 194,323 tons distributed during the week ended August 14, 1948.



\$25 BRINGS THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING
NO SPRINGS SCALE

Height, 51 In. Width, 13 In.
without sign
Depth, 25 In. Sign, 15 In.
Net Weight 185 Lbs.
Shipping Weight... 245 Lbs.
Large Cash Box holds \$85.00 in pennies.

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4650 W. Fulton St. Chicago 44, Ill.
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BUILT for OPERATORS



Northwestern

WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators. Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
55 EAST ARMY ST. - MORRIS, ILLINOIS



VICTOR'S CUSTOM-BUILT UNIVERSAL EMPIRE COIN MACHINE EXCHANGE

24 or more \$13.50
1 to 23 13.95

1012 Milwaukee Ave. Chicago 22, Ill.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Chews, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

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NOTICE

25c Vending Conversions
Specify either silver quarters or combination of nickels and dimes desired.

- PX • ROWE • NATIONAL
- UNEEDA • DuGRENIER • Etc.

Rapid, Same Day Conversion Service.
Expert Workmanship at Moderate Cost.
Send your coin mechanisms or machines, one or one hundred.

CIGARETTE MACHINES

Lehigh PX, 10 Col.	\$160.00
NEW Uneeda, 6 Cols., 380 Pack Cap.	149.50
Uneeda Model 500, 9 Cols., 500 Pack Cap. ..	115.00
Rowe Royal, 10 Col.	100.00
Rowe Imperial, 8 Col.	70.00
Uneeda Model E, 9 Cols., 270 Pack Cap.	59.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap. ..	62.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
8 Columns	35.00

CRACKER MACHINES

9 Cols., 164 Cap.	\$ 85.00
------------------------	----------

CANDY MACHINES

Rowe, 8 Cols.	\$ 90.00
U-Select-It	35.00
Advance Candy Machine	27.50

SPECIAL, \$70.00
DuGrenier Champion, 8 Cols., 420 Pack Capacity; 7 Cols., \$25 Pack Capacity, \$65.00.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

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"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

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Advertisers Investigating Possibilities as Operator Search for Added \$\$ Grows

Many Locations Still Frown on Musical Commercials

CHICAGO, Sept. 4.—Possibility of singing jingles, the same ones which are now used to sell a variety of products via the airlines, invading the juke box field in the near future grew stronger this week when it was learned that several accounts in the Chicago area are investigating the cost of such a program. While no set figures have been established for such a service, the nearest compromise at this time appears to be \$1 a week per machine, with the operator and the location owner throwing the money into the coin box before the commission split is effected.

With operators searching for added income from their machines, the move to install the singing commercials in the juke boxes has gained momentum in recent weeks here. Operators with from 100 to 200 pieces of equipment on location look upon the idea as a potential life-saver, with the additional \$100 to \$200 a week income from the advertisers going a long way toward overcoming the loss in revenue from television and other factors.

Locations, meanwhile, are divided as to acceptance of the idea. Many of the top spots do not want to commercialize their juke boxes, on the grounds that they are for the customer's enjoyment, and they feel commercial interruption, even tho it may be a musical one, would be frowned upon by the patrons. Smaller locations, in some cases, look at the proposed move from a financial view, and would like to see the cost go higher than the \$1 fee which has been projected. Others are not too impressed one way or another, saying that the singing jingle would probably correspond to the back-bar signs which beer and liquor companies now install in locations, and as long as there is some financial return for the service, they would be satisfied to test it for a set period of time.

Cost Problem

Major stumbling block in the move to get the singing commercials into juke boxes is the high cost for the limited circulation afforded, according to the advertisers who have been contacted. The \$1 fee, which would probably be acceptable to many beer advertisers, is still not entirely acceptable to the operator and/or the location.

Too, the cost of playing the jingles is another factor that enters into the picture. Sar Enterprises here has developed a new two-way Genii switch which is adaptable to any juke box on the market, and which can be so set as to play the jingle at given intervals thruout the day (*The Billboard*, August 21).

Max Sparks, president of the firm,

Juke Gives Alarm

PHILADELPHIA, Sept. 4.—The strains of *Four Leaf Clover* pealing out of a closed tavern at 2:30 a.m. attracted passersby who noticed smoke and flames in the interior. They called firemen, who got the blaze under control. The short circuit which started the fire had also set the tavern juke box in operation.

has been in contact with local operating firms as well as advertisers, and has offered a deal wherein Sar will install the Genii switch in the operators' equipment, handle the recorded jingles, at no cost to the operator, and also handle payment to the operators for the use of their equipment. How- (*See SINGING JINGLES, page 111*)

Streamlined Drive-In Features Juke Box Music Via Car Radios

SAN FRANCISCO, Sept. 4.—The new streamlined Ott's Drive-In Restaurant here has developed a different type of juke box service for customers. Customers patronizing the eat-and-run spot, by giving the car-hop waitress a nickel for one record of their own selection, hear the music from the radio on their dashboard if they are in the car, or via loudspeaker if they decide to go into the main dining room, the cocktail lounge or the patio.

The juke box actually works thru a small broadcasting station which has been constructed on the roof of the restaurant. The car patron, after selecting his record and paying the waitress his 5 cents, merely turns on his radio and the nearby station beams the record to his car, as well as the other cars located in the drive-in at the time.

The restaurant, owned by Ott Straub, represents a cost of \$650,000. While most experts advised against building such an establishment here

CPMA To Start New Pop Song Juke Promotion

CLEVELAND, Sept. 4.—Extending its Hit-Tune-of-the-Month promotions, the Cleveland Phonograph Merchants' Association (CPMA) this week announced that, starting immediately, it will begin promoting other new records along with their hit tune selections. In the new move, CPMA will inaugurate a policy of plugging records which appear to be headed for wide public appeal.

According to Sanford Levine, chairman of the CPMA advertising committee, it was felt that the hit tune promotions have been so successful here that other records with appeal could also be featured as a play stimulator. These added starters will be placed in all local juke boxes with special title strips, and, according to Levine, all CPMA members have agreed to co-operate in the new promotion.

The first extra record due for a build-up in the new promotion is *Hello, My Baby*, featuring Benay Venuta on the Mercury label. Members of the association are now placing the disk, and the specially prepared strips, in every juke box in the city.

St. Paul Operators Revise Commission Set-Up to 60-40

By Jack Weinberg

ST. PAUL, Sept. 4.—St. Paul operators belonging to the Ramsey County Amusement Operators' Association (RCAOA) are all set to revise juke box commission splits with locations from 50-50 to a minimum of 60-40, starting September 15.

Meanwhile, members of the Amusement Merchants' Association of Minneapolis (AMAM) were to meet Tuesday (7) to take up problems confronting their industry, paying particular attention to city ordinances.

The St. Paul coinmen came to their decision to outlaw 50-50 splits at a meeting held Tuesday (31) at the

Labeau Novelty Company, with about 20 coinmen present. Another meeting was called for September 15.

Before the next meeting, the members of the Ramsey association board of directors, constituting a special committee, will draw rules and regulations with "teeth" in them designed to make the 50-50 split elimination stick. Members of the committee are Archie Labeau, Jack Karter, Fritz Eichinger, Art Rocola and Fred Grohs.

While committee members were loathe to talk about their plans, it was understood that distributors will play an important role in the scheme of things. One idea reportedly advanced is to have each distributor (*See ST. PAUL OPS on page 110*)

Coradio Inks Contract With Milner Hotels

May Place 10,000 Sets

NEW YORK, Sept. 4.—In a move that may call for the largest installation of coin-operated radios under a single contract, Coradio, Inc., announced this week that an agreement had been reached with the giant Milner Hotel chain for the exclusive placement of sets in member hotels. Lou Brown, Coradio president, estimated that 10,000 coin radios may eventually be operated in Milner hotels under terms of the contract.

The Milner Company operates 170 hotels containing a total of 17,617 rooms in 38 States thruout the country. Brown said that the number of Coradio sets to be placed in each hotel would vary from 15 to 150, depending on the number of rooms set aside for the exclusive use of transients. None will be placed in rooms occupied by permanent guests.

Coradio sets have been operated in Milner hotels on a limited basis for the last six months, it was learned. At present operators have the firm's (*See Coradio Inks, Page 110*)

Huntsville, Ala., Solons Refuse Taverns Jukes

HUNTSVILLE, Ala., Sept. 4.—By a vote of 4 to 2, the Huntsville City Council has denied juke box permits for cafes with beer licenses.

The vote was taken after a discussion when the Huntsville Cafe Association presented a proposal to allow the sale of alcoholic beverages in restaurants. This proposal was referred to the finance and police committees for study.

Alderman T. O. Turner moved that the juke box vote be taken, asserting that beer licensees were being penalized by not being able to have liquor while other cafes could. W. O. Mason was the only member voting with Turner in favor of the juke boxes.

A recent ruling by the State alcoholic beverage control board permits beer licensees to have juke boxes if not conflicting with local ordinances.

because locals are used to individualized eating in the numerous small restaurants in the city, the drive-in has enjoyed exceptional success since its inception, due in the main to special promotions, one of the most important of which is the radio juke box.

NY Op Develops Timer, Coin Box For Tele Sets

NEW YORK, Sept. 4.—With public location television continuing its inroads into the earnings of juke boxes, Robert Harris, local music operator, has decided to put the interloper to work for him by fitting a timer and coin box on standard sets and placing them out on location under two special contract plans.

Harris, who operates under the name of South Shore Music Company, installed his first modified television set in a Merrick, L. I., tavern this week. Surveys he has made among tavern owners indicate a sizable number interested in his plan and he hopes soon to place many more.

Under one of his alternate plans he will rent coin box and timer units to locations which already have purchased television sets. The charge to locations will be \$4 a week, which includes service to the coin and timer mechanism. The timer unit was developed for Harris by the engineering department of Rex-Lee Enterprises, local Rockola distributor and manufacturer of electronic devices for music machines.

Under his second plan, Harris will install modified television sets in taverns not currently offering television entertainment. The contract specifications he has worked out for installations of this type call for, as his share of the income, \$5 top money and 50 per cent of the take above \$5. In both cases, six minutes of television entertainment will be offered for 10 cents.

DOVER, Del., Sept. 4.—Guy's Enterprises, Inc., has been chartered here with the corporation department of the secretary of state's office to deal in music machines. The new company's stated capital is \$50,000 and 500 shares of no par value stock. Principal office of the new concern is listed as the Capital Trust Company of Delaware.

Record Reviews

(Continued from page 33)

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

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

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

POPULAR	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
ACE PANCOAST ORK (Rowland Crossdale 207) <i>Heaven Is Here</i> Dull Pancoast orking of ballad. Romantic piping good but merchandise hard to sell. <i>Give Me Back That Diamond Ring</i> Formula same here as flip only more so.	44	46	40	46
BOB STEWART-SAMMY DELL QUARTETTE (Mero M-7469) <i>Corn Belt Symphony</i> Current novelty sleeper gets sold run thru by Stewart and the Dell quartet. <i>Rendezvous With a Ross</i> Another current sleeper treated to soft romantic piping by Stewart over sugary harmonicas.	82	83	79	82
BARRY GREEN (Rainbow 10088) <i>The Girl in My Dreams (Loves Somebody Else)</i> Bouncy shuffle rhythm employed here to showcase new novelty ballad. Okay Green chanting with chorus aid. <i>Precious Little Thing Called Love</i> Green's crooning here on the lifeless side, coming up stronger in second chorus.	80	80	80	80
BILLY ECKSTINE & ORK (National 9017) <i>Prisoner of Love</i> Eckstine's first big hit disk on his own revived; still stacks up as a good bet mainly for race boxes. <i>All I Sing Is Blues</i> Weak material hampers the reverse side.	77	75	75	80
CHARLIE BARNET & ORK (National 25001) <i>The New Redskin Rumba</i> Issued originally on Cardinal this is a repressing of one of the best Barnet disks; the old Bluebird side with some fresh dress. <i>Cherokee</i> Remake of the Barnet classic also reissued here still has enough on the ball to catch some delinquent buyers.	71	70	72	70
BUDDY BOYLAN-D'ARTEGA ORK (National 7017) <i>Simple Things</i> Fair tune simply sung by Boylan who sings like Sinatra pitched an octave or so higher; clean backing. <i>Ev'ry Night</i> Boylan shows promise with both these sides.	70	74	69	68
GUY LOMBARDO & HIS ROYAL CANADIANS (Decca 24470) <i>When the Moonlight Fell on the Waterfall</i> The usual ebullient Lombardo dance treatment of a pleasing new tune. <i>The Moon Is Back in Business</i> Right off the cob, this side; Lombardo legions will probably love it.	79	79	78	80

POPULAR	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
JAN GARBER & ORK (Capitol 15183) <i>How Could I Know?</i> Tim Reardon sings the new tune while ork lends a pleasant mickey-mouse backing. <i>Bella, Bella, Marie</i> Late issue of a fairly new tune borrowed from an Italian folk song.	65	64	66	65
STAN KENTON & ORK (Capitol 15179) <i>Willow Weep for Me</i> From Kenton's first album; this side features one of the best June Christy waxed efforts on a pretty oldie. <i>Bongo Riff</i> New Kenton concert stuff spotting congo drummer Jack Costanzo; heavy on brass and rhythm.	75	80	75	70
DINAH SHORE & HER HAPPY VALLEY BOYS (Columbia 38284) <i>Buttons and Bows</i> From the new Bob Hope flicker "Paleface" comes this clever novelty with Shore in good voice. <i>Daddy-O</i> Class novelty from the Danny Kaye "A Song Is Born" pic in a sharply clefted backing led by Sonny Burke and Dinah, of course.	89	90	89	89
FREDDIE CORCORAN (Lamb L 10-120) <i>If It's True</i> Pretty oldie adequately displayed in undistinguished fashion by Corcoran at the Hammond organ. <i>Sweet Lorraine</i> Organist's handling of oldie a bit too slow, and erratic.	82	86	81	78
TOMMY IPPOLITO & THE TRIBESMEN (Jerry Romano) (Lamb L 10-151) <i>You're Just the Same Sweet You</i> Romance tries hard here, but lyrics weak to sell. Tribesmen turn in soft competent combo work. <i>Miami Beach Rumba</i> The Irving Fields rumba ditty offered in accord-ion-led L-A tempo emerges pleasantly enough.	89	90	89	89
THE SINGING GONDOLIERS (Continental C-1245) <i>Underneath the Arches</i> Banjo featured, group piping on the weak, shrilly side in rendition of current hit. <i>Side By Side</i> Format same here as flip. Gang injects more feeling in chanting here.	88	84	84	82
LARRY CLINTON ORK (L. Stang) (Decca 24482) <i>This Is the Moment</i> The Clinton crew takes the pretty new flick tune at slow dancey pace with capable Stang warbling. <i>On a Slow Boat to China</i> The infectious Frank Loesser ditty executed cleanly by the Clinton ork on a moderate bouncy kick.	70	73	68	69

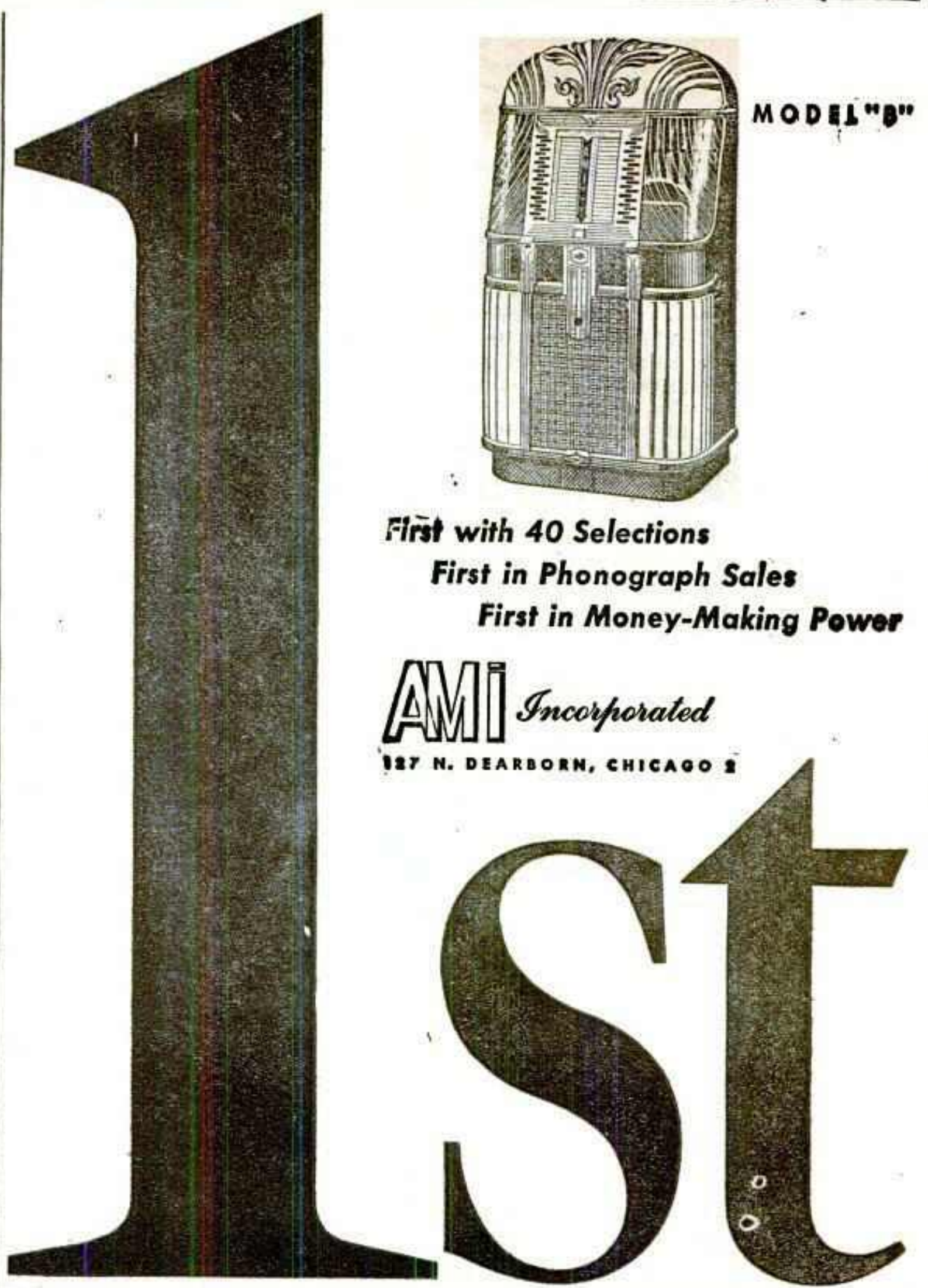
(Continued on p...



MODEL "B"

First with 40 Selections
First in Phonograph Sales
First in Money-Making Power

AMI Incorporated
127 N. DEARBORN, CHICAGO 2



THIS WEEK'S
BEST BUYS
in Reconditioned Phonographs
TOP QUALITY — READY FOR LOCATION

USED PHONOGRAPHS

SEEBURG 9800—R. C. Lofoe. \$239.50	ROCK-OLA SUPER '40 \$134.50
SEEBURG 8800—R. C. Lofoe. 239.50	ROCK-OLA MASTER '40 134.50
SEEBURG 8200—R. C. Lofoe. 239.50	ROCK-OLA '39 DELUXE 109.50
SEEBURG 8200—R. C. Hifone. 239.50	ROCK-OLA '39 STANDARD ... 109.50
SEEBURG COLONEL—R. C. ... 174.50	ROCK-OLA COMMANDO 109.50
SEEBURG MAESTRO—E. S. ... 164.50	WURLITZER 1017 HIDEAWAY. 350.00
SEEBURG COMMANDER—E. S. 174.50	WURLITZER 700 169.50
SEEBURG MAJOR 154.50	WURLITZER 850 149.50
SEEBURG REGAL 119.50	WURLITZER 950 149.50
SEEBURG HIDEAWAY 114.50	WURLITZER 500 89.50
SEEBURG ROYAL 89.50	WURLITZER 24 69.50
ROCK-OLA 1422 324.50	MILLS "THRONE OF MUSIC" .. 69.50

TERMS: 50% CERTIFIED CHECK, BALANCE C. O. D.
ALL ITEMS SUBJECT TO PRIOR SALE

SHAFFER MUSIC CO.

COLUMBUS, OHIO 606 South High Street
CHARLESTON, W. VA. 1619 W. Washington St.
WHEELING, W. VA. 2129 Main Street
SEATTLE, WASH. 2208 Fourth Avenue
PORTLAND, OREGON 1238 S. E. Union Avenue

St. Paul Operators Revise Commission Set-Up to 60-40

(Continued from page 108)
 post a bond, probably for \$250, as a promise that he won't sell direct to locations or to operators who are tampering with the commission set-up. The operator code also will include provisions banning the stealing of locations from one another.

The entire plan was in the formative secret stage but its proponents seemed optimistic that it will be carried out because the operators of juke boxes are losing money due to increased cost of equipment, records and service since pre-war days. Ators is different. The commission situation isn't as much of a headache in the Mill City as it is in St. Paul. Minneapolis operators long ago instituted a \$5 or \$7 per machine top, with the 50-50 split coming in only

REA Expands Power To 400,000 Outlets

WASHINGTON, Sept. 4.—More than 400,000 rural stores, taverns and residences received electricity for the first time in the 1948 fiscal year thru the construction of 119,375 miles of power lines, Rural Electrification Administration announced this week, thereby opening up new locations for juke boxes and other coin machines. Total number of consumers serviced with power during REA's 13 years amounted to 2,263,869, located in every State but Connecticut and Rhode Island.

States where REA was most active in the year ended June 30, 1948, were Texas with 40,500 new electricity users, Georgia with 31,344 new users, and Tennessee with 28,036 consumers provided with power for the first time.

Price Increase At Videograph

NEW YORK, Sept. 4.—Lou Forman, president of Videograph, Inc., stated this week that his distributors have been informed of a price rise on the firm's combination television-juke box to become effective September 10.

when weekly collections have hit \$30 or more. In recent months new operators, scrambling for business, have tried 50-50 commission arrangements, but as yet this hasn't become too difficult a problem.

The big headache confronting the 48 operator members of AMAM is a 20-year-old city ordinance which bans juke boxes from taverns. The old law was discovered recently and members of the Minneapolis City Council are pressing for its enforcement. The city council committee on licenses has been prevailed upon to postpone action for several weeks to give the operators a chance to work out a new proposal.

Another problem confronting the operators concerns location ownership of equipment. Recently a tavern owner was arrested because minors were playing pin games in the place. It turned out the tavern man owned his own machine, but the entire industry took the blame for it.

Phil Moses, of Phillips Sales Company, president of AMAM, said there is talk of an occupational license tax high enough to permit legitimate operators to stay in business but keep location owners out. Present city license fee is \$65 per machine. Moses suggests a flat fee of \$650 permitting an operator to run up to 10 machines. This would eliminate the one-and-two-machine-location owners. Smaller operators would be permitted to go together in the acquisition of their licenses.

"We're operating legitimately here and the black eyes we have been getting come not from our operators so much as from location owners," Moses said. "City aldermen recognize our plight and several are willing to support this plan."

CORADIO INKS

(Continued from page 108)
 coin radios installed in 14 of the hotels.

Under terms of the master contract, negotiated with the aid of Wittick Sales Company, Coradio's Detroit distributor, standard commissions will be paid to Milner Hotels, Inc., but individual operators will place the equipment, obtained thru the manufacturer's regional distributors, under separate subcontracts. Coradio outlets in each territory will choose among applicants for operating privileges, Brown said.

RECORD REVIEWS

(Continued from page 109)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

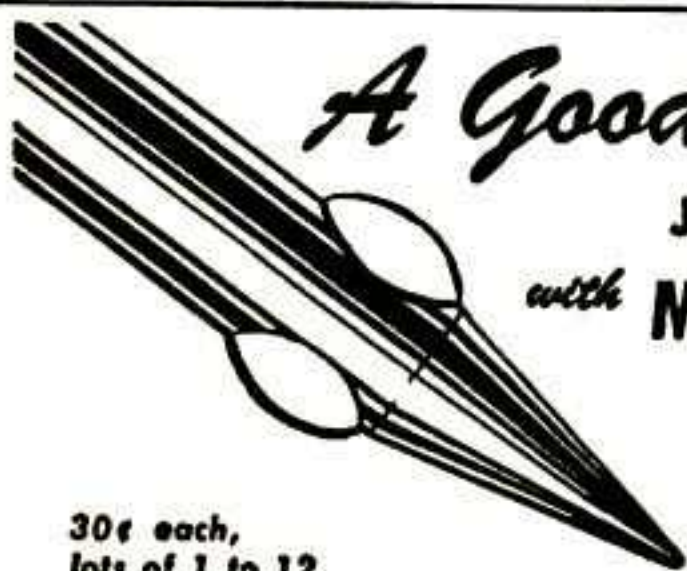
ETHEL SMITH (Decca 24477) <i>Parade of the Wooden Soldiers</i> Ethel Smith tackles the oldie on the organ and does an effective if not exciting job. <i>By the Waters of the Minnetonka</i> Ditto.	66	64	66	68
BING CROSBY (Decca 24476) <i>Ain't Doin' Bad Doin' Nothin'</i> Crosby pleasingly balladeers a new Joe Venuti song with the aid of Venuti's fiddle. <i>Ida I Do</i> Der Bingle does a typically pleasing Crosby job on the evergreen.	81	83	81	80
BING CROSBY & THE ANDREWS SISTERS (Decca 24481) <i>At the Flying "W"</i> Surefire rhythm novelty featuring a twin box office attraction. <i>A Hundred and Sixty Acres</i> Same combine do full justice to a tune that's not up to the topside's standard.	90	90	89	90
LANG THOMPSON ORK (Regent 122) <i>You Darlin'</i> Old master exhumed here in hope of cashing in on tune's somewhat abortive revival. <i>Billy</i> (Peggy Nolan) Rhythm ballad, old-style.	69	66	68	72
AL TRACE & HIS NEW ORK (Regent 123) <i>Fickle Fanny</i> Pert comedy production in shuffle rhythm, with Trace doing a zealous vocal. <i>The Whistler and His Dog</i> The familiar whistling number, with group trilling and a Bob Vincent vocal.	72	72	70	73
FREDDIE CORCORAN (Lamb L 10-177) <i>Lazy River</i> Carmichael-Aroldin evergreen gets a rough treatment from vocalists who can't cope with the high notes, and schmaltzy organ backing. <i>Running Between the Raindrops</i> Straight organ solo heavy on the corn.	40	38	40	42
THE SERENADERS (Columbia 38274) <i>I Want Some Money</i> Dreary quasi-stringband treatment of a feeble "novelty" tune. <i>Underneath the Arches</i> Label covers itself on the English string band hit. A reasonably faithful carbon of the spirit and intent of the original.	52	50	52	55
FRANCES LANGFORD (Mercury 5183) <i>You Belong To My Heart</i> The veteran thrush gives the L-A standard a galling but creaky try. <i>May I Still Hold You</i> Passable effort here, as Miss Langford makes up for what she lacks in what she qual-	64	67	63	63

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

TOMMY IPPOLITO & THE TRIBESMEN (Bernie Mahar) (Lamb L 10-209) <i>Wilda</i> Girl tune, based, it says on label, on comic strip "Secret Agent X9." Probably intended as promotional gimmick for strip, but musically it doesn't come off. <i>Zing Went the Strings of My Heart</i> Lack-luster accordion-guitar-bass instrumental.	54	55	53	55
DUKE ELINGTON ORK (A. Hibbler) (Columbia 38295) <i>Don't Be So Mean To Baby</i> Al and band do the pleasant Lee-Barbour ballad in straightforward, pop style, with little Ellingtonism in evidence. <i>It's Mad, Mad, Mad!</i> (Dolores Parker) Piping of "Mad" tune lacks warmth, and ork seems indifferent.	75	77	72	75
NELLIE LUTCHER (Capitol 15180) <i>Alexander's Ragtime Band</i> A saucy new treatment of the Berlin fave, as Nellie gives it her fey, insinuating, slurry rhythm treatment. <i>My Little Boy</i> Slow, sentimental, but not cloying—should get a good jockey play.	88	90	87	87
JOHNNY HAYNES & HIS MELODY WRANGLERS (Melody Trail 180) <i>Down in Nashville, Tennessee</i> Nasal and slightly off-key vocal and uneven orking, but not without hill flavor. <i>Lost on a River of Dreams</i> Too far off key, authentic mountain stuff or not.	64	64	63	65
COWBOY DALLAS TURNER & HIS OREGON OUTLAWS (Melody Trail 207) <i>Darling, Is Your Address Still the Same?</i> Country weeper warbled with okay phrasing and feeling, in the soulful country vein. Heavy surface. <i>If I Could Turn Back the Pages of Time</i> Foggy recording and surface too noticeable here.	67	68	66	68
ANDY PARKER & THE PLAINSMEN (Capitol 15182) <i>A Lie Can't Mend a Broken Heart</i> Smooth, understated Western torcher. <i>She's So Fragile</i> Clever comic lyric here, with clean delivery bringing out yock values nicely.	67	68	66	68
KARL AND HARTY (Capitol 40133) <i>She's Got the Cutest Eyes</i> Mild double-entendre novelty ditty with a catchy refrain. Some radio stations may object to lyrics. <i>Single Man Blues</i> Not a hit, but a novelty jingle, country style.	67	NS	67	67



Juke Box Performance with MIRACLE POINT NEEDLES

The MIRACLE POINT Needle performs better with its round precious metal tip. Your records last longer, play more often between needle changes, give the clear, true tones that mean pleasant listening. These advantages add up to greater enjoyment for your patrons, reduced costs for you.

Make it a point to buy MIRACLE POINT

M. A. Gerett Corp.

722 - 724 WEST WINNEBAGO STREET MILWAUKEE 5, WISCONSIN



Only Deal Today for an Operator ... Say Music Ops From Coast to Coast

MAIL THIS COUPON FOR COMPLETE INFORMATION

I am a bona fide Operator of Phonographs in

Please send me full information about your "direct to Ops" Sales Plan, your new confidential price list for Operators, and tell me how much I can save by buying direct from factory.

Name (print)

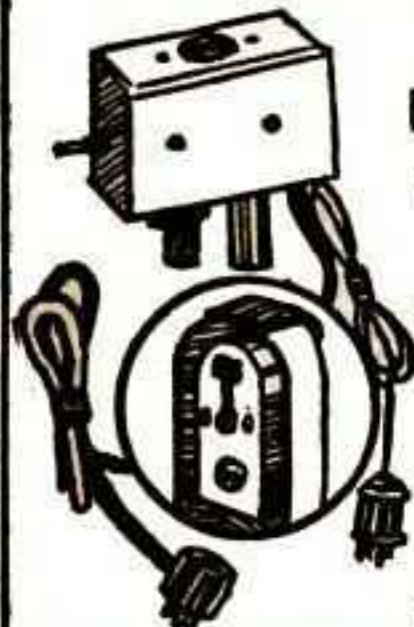
Address

City

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THE **Manhattan** BY PACKARD

GENERAL ELECTRIC
Reluctance Magnetic
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- FOR ALL PHONOGRAPHS**
- ★ Highest Quality Tone
 - ★ Easy on Records
 - ★ Long Life
 - ★ Simple Installation
 - ★ Just Plug In

Seeburg, complete with PRE-AMP, GE pickup, lightweight tone arm, electric cancel **\$19.95**
 Wurlitzer, complete with PRE-AMP, GE pickup **\$14.95**
 Electric cancel extra, \$4.00
 Kit for A. M. I., Rock-Ola and Airion **\$14.95**
 PRE-AMP only, to be used with any type pickup **\$9.95**

For the above and others, write for complete information. Send in your sample order today—be convinced.
 1/2 Deposit, Balance C. O. D.
ADVANCE MUSIC CO.
 1606 Grand Ave. Kansas City, Mo.

Singing Jingles in Jukes; Op Push for Added \$ Grows

(Continued from page 108)
 ever, to date Sparks has not been able to get the potential advertisers together with the operators (and locations) on a suitable financial arrangement.

Methods Involved

Use of the singing jingle, minus the talk commercials, at the present time is deemed the best bet for the juke box as far as advertising is concerned. A straight jingle, with no before-and-after announcement, could take as little as 10 seconds of actual play

time, and, thru the Genii switch, for example, could be played from one to eight times an hour. If played twice an hour every day for seven days, the actual cost to the advertiser, based on the \$1 per week per machine rate, would be less than 1/2 cent per performance. Thru the Genii switch, the singing jingle would automatically be played at the set intervals, thus offering a play-stimulator as well.

Another method being discussed is the use of a full song, developed from a singing jingle used by an advertiser, which would carry a tag at the

opening and/or closing of the disk going along the lines of: "This record is brought to you thru the courtesy of such-and-such a product."

An example of an advertiser fitting into both of these methods of promoting a product via juke boxes would be a firm like Canadian Ace Beer here. Firm now uses a singing jingle on the air, which has become popular, and is reported to be expanding the jingle into a full-length song.

WANTED

Used Juke Box Records. No limit on populars. Not too old. No Race Records. Hillbillies and Westerns O.K. 84 F. O. B. Boston. Also interested in large lots of top label (new) Records and Albums. Write or wire.

Sheldon's Record Center
 31 Tremont St. BOSTON, MASS.

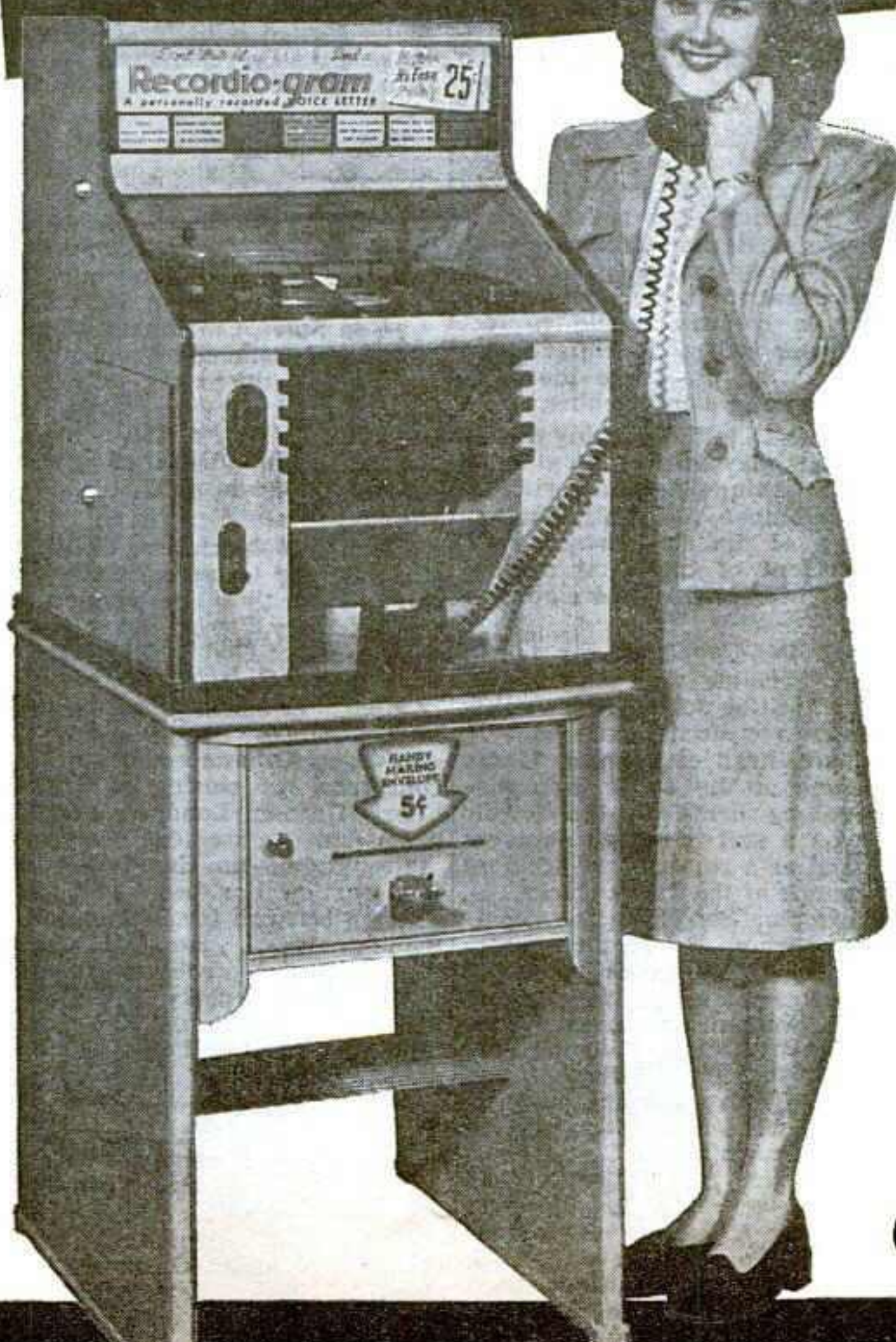
so simple! so profitable!

Just "pick up the phone" and make a record!

Everybody likes to make records—and COIN RECORDIO makes records so easily! The microphone looks and works like a telephone. The customer talks or sings into the mouth-piece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker.



COIN RECORDIO
T.M. REG. U.S. PAT. OFF.
by WILCOX-GAY



SELF-OPERATING
Makes "talking letters" at the drop of a coin!

COIN RECORDIO requires no attendant. Inserting a quarter makes a record, plays it back, and delivers it—all automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 29 1/2" high, 21 1/4" wide, 28 3/8" deep without base) COIN RECORDIO takes little space, but makes BIG profits.

MAKES MONEY IN ALL LOCATIONS

COIN RECORDIO fiber discs are lightweight; ideal for mailing or souvenirs. COIN RECORDIO is good for ALL locations. Here are just a few:

- TAVERNS • STORES • DANCE HALLS • DEPOTS • AIRPORTS
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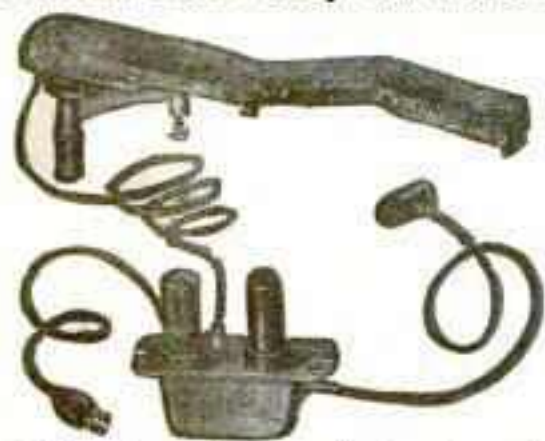
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COINMEN YOU KNOW

Chicago:

Gil Kitt and his wife spent last week in Wisconsin on a combination business-pleasure trip. Empire Coin reports a noticeable upturn in its growing export business. . . . Art Weinand, Rock-Ola sales manager, is back from a road trip during which he observed increased operator interest in shuffleboards.

Lindy Force left for AMI's Grand Rapids, Mich., plant to discuss firm policy for the fall. Upon his return to Chicago Lindy will leave on an extensive road trip thru the South. Monty West, sales engineer, will be back from vacation September 7.

John Neise, O. D. Jennings sales manager, flew to Reno, Nev., September 3. From there he goes to Lake Tahoe (30 miles away) to set final preparations for the Jennings showing at the Cal-Neva Lodge, September 7-8. Neise reports that the Jennings firm has done everything possible to insure a perfect launching for its 1949 Monte Carlo line. J. Raymond Bacon, vice-president and general manager, will also be on hand for the Lake Tahoe showing.

Williams officials, led by Harry Williams, president, flatly state that their new five-ball, Gizmo, will make their third straight profit-maker for operators. Firm this week enjoyed a constant procession to its Starlight Room, where the new game is on display. . . . Feeling is virtually unanimous among local coin machine fraternity that business will really be on the upswing following the Labor Day week-end.

Al Fingulin, recently appointed managing director of the new distributor association, which last week changed its name to National Coin Machine Distributors Association (NCMDA), says the series of meets to be held at the Congress Hotel, September 14-15, should go a long way toward crystallizing the permanent policy of the new organization. He adds that the number of inquiries he has received already from all parts of the country has convinced him of the dire need of a distributor group.

Genco Sales staffers report that reaction to their newly introduced bumper-less game, Screwball, proves that a good game can always draw customers. Instead of using bumpers, Genco's new five-ball has rubber rebounds which give players a lot of extra points if skillfully maneuvered. . . . Jim Mangan, of Mangan & Eckland, has a revised edition out of his book called *The Knack of Selling Yourself*.

Ed Mapes, one of the major West Coast distributors, was a visitor here last week, but returned to California before the heat wave set in. . . . Lee Fisher, president of the Cine Case Corporation, manufacturer of a record-carrying case for servicemen, and several local music operators, took a few hours off this week to get in a round of golf at Bunker Hill. . . . (See CHICAGO on page 115)

Philadelphia:

Dorothy Fink, secretary at Y & Y Popcorn Supply, moved into her new home. . . . Ed Cohen, head of Lesco Distributors, announced that his record distributing firm has added the Disc, Specialty and Bandwagon record labels. . . . Ed Freeman, formerly with Capitol Records, now contacting the music machine trade here in the interests of Eli Oberstein's new Varsity Record label. . . . Harry Bortnick, advertising and promotion chief for Raymond Rosen & Company, Victor Record distributors, back from a Pocono Mountains vacation. . . . Ice cream venders have been installed at the Arcadia, Queen and Grand theaters in near-by Wilmington, Del.

Detroit:

Robert J. Veling, who owned the Radio City Music Company, operating juke boxes and specializing in juke rentals for parties, has gone into the jewelry business. . . . Stanley G. Russell, of the Russell & Day Company, who formerly operated both cigarette and candy venders, has formed the company to act as a manufacturers' agent. His partner, Fred L. Day, is now in the real estate business.

Arthur J. Ruwe, vending machine operator for 23 years, is expanding his operation in the scale field, in addition to the nut and candy venders he already operates. . . . Robert Landy, head of Automatic Coledrix Company, has moved offices and warehouse of the company to a new north end plant. . . . Francis J. Higgins and Robert H. Fischer, of the Royal York Vending Machine Company, are going into the popcorn vending field.

Henry Schmid Sr., who developed the automatic golf game, placed on test location before the war, is completing additional improvements on his pilot models and expects to place it in full production for the first time this winter at New Baltimore, Mich. . . . Donald Reek has given up the nut vending route which he formerly operated on the east side.

Los Angeles:

Fernando Rosas, featured on the Cbast label, back from Mexico City for a return engagement at the Zarape Cafe here. . . . Son of Alvin Hoffman, local route man, was stricken with polio last week. . . . Recent visitors to William R. Happel's Badger Sales Company, Inc., were W. J. Edmunds, Compton; Rex McCartney, Hanford, and E. S. Trimble, Huntington Park. . . . Leonard Baskfield, sales manager for E. T. Mape Company, made the rounds at Long Beach last week. He says biz is picking up with their Filben Maestro.

Larry Jackson, sales department of W. H. Leuenhagen Company, netted 800 pounds of albacore on his commercial fishing boat off San Pedro harbor last week. . . . Fred Gaunt, of General Music Company, says he is happy about the shuffleboard biz. . . . Roy Smith, Lancaster, and Elmo Robinson, Phoenix, were in last week looking over Gaunt's new boards.

Paul A. Laymon Company now showing off Bally's new Reserve Bell to out-of-towners. Those who dropped in last week included J. A. Ewing, Bakersfield; Ivan Wilcox, Visalia, and G. F. Cooper, Riverside.

Charlie Robinson, of C. A. Robinson (See LOS ANGELES on page 114)

New York:

Ruth Nussbaum, of the Automatic Music Operators' Association (AMOA), says the program committee for the association's 11th annual dinner-dance is considering billing the affair as a "night in Paris." Waiters and musicians at the affair, set for the Waldorf-Astoria the evening of October 23, will help create the proper atmosphere by being costumed in the Parisian manner, if the plan goes thru. And the main course of the elaborate dinner will be filet mignon, with champagne to wash it down.

Al Gorner, public relations director of the Affiliated Washing Machine Operators' Association, is continuing to get favorable response to his plan for a national association to further the interest of washer ops. He leaves immediately after Labor Day to contact ops in Southern New Jersey. Later he will visit industry leaders in Connecticut, and his projected itinerary includes trips to the South and West.

Arthur and Albert Herman, of Boro Automatic Music, setting up shop in the 10th Avenue store of Pan Coast Distributors. Carpenters and painters busy last week partitioning off the front of the store. Sol and Murray Wohlman, Pan Coast execs, say they still have plenty of room in the rear for their biz activities. . . . Bill Rabkin, of International Mutoscope, will have his Long Island City plant in full operation again next week. His employees, except for a small skeleton staff, have been away on a mass two-week vacation.

Mike Munves, of the Mike Munves Corporation, reports that demand for arcade equipment hasn't slackened yet, despite the approaching end of the outdoor season. Among the recent visitors to the Munves establishment have been Frank Mencerl, of Exhibit Supply; Gerald Nierman, of Dayton, and Charles Wertheimer, of Boston.

Mario Caruso, president of C-Eight Laboratories, producers of the Electro cigarette vender, has returned North from a week's visit to his ranch near Sarasota, Fla. No dude rancher, Caruso uses his 6,000 Florida acres to raise Brahma cattle. He calls the ranch Camarote. . . . Among the pieces drawing heavy play at Broadway's Playland Arcade are a battery of Scientific's new Skee Ball games and a Telequiz machine.

George Booth, of Interborough News Company, now vacationing, recently placed 10 cup venders in mid-town stations of the Independent Subway Line. He said Interborough soon would have about 20 cup venders in the underground locations. . . . Charlie Lichtman's son, Herb, is now a father. A daughter was born to his wife, Marilyn, August 27 at Manhattan General Hospital. The new arrival has been named Andrea Stephanie.

Leonard J. Schwarz, research director of the American Cocoa Re- (See NEW YORK on page 114)

San Francisco:

Possibly one of the tallest men in the industry is Bob Weiss, who recently joined the Jack R. Moore Company as road representative. Weiss measures 6 feet 8 inches skyward and up to a few years ago played center on the Olympic Club's basketball team. Moore employees getting in their vacation licks this week are Bud Willis, head of the shop, and Ralph Anderson, of the shipping staff.

Leon (Hi Ho) Silver, distributor of automatic merchandising machines, reveals that he is dickering for the purchase of a \$100,000 plant in Oakland. Eddie Arnos, of the Golden Gate Novelty Company, reports that the shuffleboard is one of the fastest moving items in town.

Turning Back the Clock

15 Years Ago This Week

September 2, 1933.—New York coinmen reported full scale shipments of equipment to foreign countries and emphasized the low rate of exchange which was expected to make America the export center of coin machines. Coin equipment left New York harbor for Shanghai, Straits Settlements, China; Marseilles, France; Dublin, Irish Free State; Jerusalem, Palestine; London, England, and other equally distant points on the globe. Jobbers started talking against the evils of copying equipment. Consensus was that manufacturers who originated money-making games could be certain that the better distributors throughout the country would protect them 100 per cent. . . . Philadelphia was finding the pin game the most profitable type of coin machine.

September 13 is the opening day of a 30-day birthday celebration at Babe Kaufman's Irving Manufacturing & Vending Company. Frank Waganback, one of Babe's partners and superintendent of the parts department, was in charge of the elaborate layout.

W. J. C. Vending Company joined the Coin Machine Jobbers' Buying Syndicate. Latter published a weekly list of new and used machines. . . . Jack Moore, head of John R. Moore & Son, one of the oldest coin machine jobbing firms on the Pacific Coast, won a suit in which damages were asked as a result of an accident involving one of the firm's trucks. . . . Sam Kingston, San Francisco coinman, reported an interesting occurrence during a trip to Los Angeles. He was attracted by a large crowd of Indian women, and gesticulating wildly. Upon investigation he discovered that they were flocked around four women with paucuses on their backs who were diligently playing two Airway machines.

The Protective Association of Coin Machine Operators of Los Angeles County called a special reorganization meeting for September 17. A proposition was said to have been made by several Chicago manufacturers whereby latter would contribute 50 cents on each machine sold in metropolitan Los Angeles for the association's treasury. New officers will be elected and a new name se-

10 Years Ago This Week

September 3, 1938.—Dave Gottlieb, upon completion of a survey, reported that grip scales were steady income for operators in good times or bad. He said: "Despite the times and recession, the sensible logic that 'a penny earned is better than a nickel unspent' has carried these devices to an undreamed position in the industry."

William W. Lague and Louis Galun, of the Anglo-American Automatic Company, Capetown, South Africa, were making the coin machine rounds. . . . Southern Music Sales Company held formal opening festivities all week in New Orleans. . . . Sun Sales, Cincinnati, offered 100 late model Capehart phonographs for sale: 12 months to pay—\$25 down, \$4 per month. . . . Joe Frank, head of Automatic Sales, Nashville, announced a sale of "hundreds of games, all shipped to the inspection of the purchaser."

Rake Coin Machines, Philadelphia, was offering Universal bulk venders for \$6.95 with other venders, "new from factory," from \$2.40 up. . . . Employees of Goddard Novelty Company, London, observed two minutes of silence as a tribute to the memory of Ted Stoner who was buried this week. . . . Other news from England concerned the closing of Haymarket Sports Garden, London's best known permanent amusement center. Originally known as Haymarket Stores, the location has been the scene of many a test run for British and U. S. made games. . . . Homer E. Capehart, Wurlitzer vice-president, played host to Republican party leaders at his farm in Washington, Ind. . . . Exhibit Supply introduced its 15-bumper game, Review.

Spokes, a new amusement game by Chicago Coin, hit the market. It was labeled an \$89.50 game for only \$74.50. . . . Other new equipment introduced this week included Bally's Klondike and the new Astro-Scope, which is being handled by Operators' Supply Company, national sales agent for the new arcade piece.

lected with a new code of ethics and constitution for the association at the special meet.

Twin Cities:

An experiment by Harry Partridge, Mora, Minn., operator, has the entire industry talking here but he's satisfied that his location is getting the best possible service. Here's his hook-up: A Wurlitzer Hideaway, Buckley Adapter, Seeburg Remote Control Stepper and Remote Wall-o-Matic Boxes and Filben Speakers. The hook-up was completed by the service department of Midwest Coin Machine and Partridge reports it works like a charm. . . . Bill Cohen, of Silent Sales Company, is reportedly giving up his firm's wholesale record business. . . . Hy Greenstein, of Hy-G Music Company, goes to Chicago September 15 to attend the meeting of the National Coin Machine Distributors Association.

The Minnesota State Fair has drawn dozens of operators into the Twin Cities and the coinmen take the occasion to visit distribs in both Minneapolis and St. Paul. . . . Those ops in from the farming areas report business is picking up, with the farmers cashing in on terrific crops this year. . . . City coinmen aren't nearly as optimistic. . . . Coinmen operating at the State fair report that while the crowds are big this year the spending is off considerably. Newspapers commented on the situation this year, pointing out that "things were changing." . . . Among coinmen at the fair are Sam Beberman, Selman Nelsen, Tommy Shogren and Bill Brede.

Glenn Addington, Bismarck, N. D., operator, spent several days fishing at his old stamping grounds, Mille Lacs, Minn., but managed to find enough time to come to Minneapolis to pick up a truck load of new machines to take home. . . . Don Leary, Mill City operator, altho busier than a bee with his retail radio, record and appliance business, is expanding his coin machine route. Installation of telephones in his service cars is working out very well, he reports.

Competitors on their home grounds in Mankato, Mark Coughlan and Pete Wornson buddied up on a trip to the Twin City market where they were looking for five-ball machines. The pair drove in together. . . . Carl Schumacher, of St. Cloud, is expanding his route. . . . A new Minneapolis operation is the Anchor Novelty Company, headed by Tucker & McCue, which is handling music and pins. . . . Archie Pence, of Automatic Piano Company, Minneapolis, is adding to his route in an expansion program. . . . Harry Lerner, Minneapolis, is getting back into full swing in the coin machine business with the purchase of new music equipment after months devoted to building up his retail record, radio and appliance store.

Joe Goldberg and Bob Waters, of Berkeley Amusement Company, St. Paul, are specializing in picking up used arcade equipment "as is" and reconditioning the units themselves.



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We have all Mills latest Bells in stock.

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Model 320 Wurlitzer Wall Boxes; will pay \$7.50 each. Heavy single, double or triple safes with turnarounds.

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Indianapolis:

Music Operators of Indiana, Chapter No. 1, had its monthly meeting August 31 in the Indianapolis Athletic Club. Abe Fleig, president, presided. Several matters of importance were discussed. . . . Frank Bannister, of Bannister & Bannister Distributing Company, visited Duquoin, Ill., during the week in the interest of business. . . . Richard White, salesman at Southern Automatic Music Company, is spending his vacation in Ludington, Mich.

Sam Weinberger, head of Southern Automatic Music Company, has returned from an extended vacation in the East. According to Weinberger, business at Southern Automatic during August was good. . . . Abe Fleig, local operator of music machines and coin-operated phonographs, recently visited the Lookout House, Covington, Ky., with his wife and a party of friends. . . . George Pollock, operator at Rochester, Ind., was visiting coin row and bought some new and used equipment.

Mrs. Otto Jensen, operator at Logansport, Ind., bought new and used equipment while on coin row during the week. . . . Paul Jock, of the Arrow Distributing Corporation, distributors for AMI phonographs, visited operators in Northern Indiana during the week. He reports business for August good and prospects for new business on the increase.

Fred Slough, of the Plymouth, Ind., Novelty Company, visited coin row on business during the week. . . . J. M. Mettler, general manager of the Metro-Electronic Company, reports the demand for the firm's Derby Winner is now far in advance of production. Derby Winner is not a coin-operated game.

. . . Max Lyford, who recently started operating in St. Paul, reports he is taking it slow and easy in this new business, wanting to make certain he knows it from every angle before expanding to bigger things. . . . Bill Suprenant, Red Lake Falls, Minn., operator, was in the Twin Cities looking not only for new phonograph equipment but for yellow bathroom fixtures for his new home. He got what he wanted and hauled it home to surprise his wife.

In business little more than a month, Joe Totzke, Fairmont, Minn., already is expanding and was around buying new pin games last week. . . . Richard Johnson, Bismarck, N. D., recently bought out the interests of Wally McFarland in Wally's Novelty Company there. The operation is all pins, and Johnson was in the Twin Cities with his ace service man, Gordie Chester. The two are revamping and expanding the business. . . . Frank Jordan, Eau Claire, Wis., was in picking up used pins and closeouts on new equipment. . . . Larry and Dan Sieg, Augusta, Wis., operator-brothers, in St. Paul-Minneapolis last week buying used pins, said the operators' only salvation is to buy low-priced used machines.

Midwest Coin Machines, Filben jobbers, are completing a remodeling-expansion job which includes installation of eight garage stalls at the rear of their main building. Several stalls will be used for warehouse purposes, the others as garages, Jack Karter, firm head, said. . . . Andy Benna, Ironwood, Mich., operator, on one of his rare visits to this area for used phonographs, said he is concentrating on music in his area and business is good. . . . Stub Schaefer, Valley City, N. D., was in buying music. . . . Don Hazelwood, Aitkin, Minn., was looking for music and records on his visit. . . . Pin games were the object of search by Don Nitterberg and his brother from Castlewood, S. D. . . . Lyle Kesting, Bellingham, Minn., was buying records. . . . Paul Feling, Sauk Center, Minn., just shopping.

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United PARADISE
—and all other latest 5 Balls

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Reconditioned

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Aireon SUPER DE LUXE, thoroughly reconditioned with new Guardian accumulator, late improved mechanism, etc.	\$249.50
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1/3 deposit with orders, balance C. O. D. or draft
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COLUMBIA DOUBLE JACKPOT BELL SPECIAL

Factory re-conditioned like new. **\$75.00 EA.**

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Size: 18 1/2" high, 14 1/2" wide, 12" deep. 50 lbs. wt.

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COIN-OPERATED 1c or 5c AMERICAN EAGLES OR MARVELS

Free Play Token Payout Cigarette Token Payout

Factory Reconditioned **\$20.50** Ea.

Government Tax-Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register.

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NEW 1948 IMPS

Specify 1c or 5c Play, Cigarette or Fruit Reels. **\$11.95** ea.

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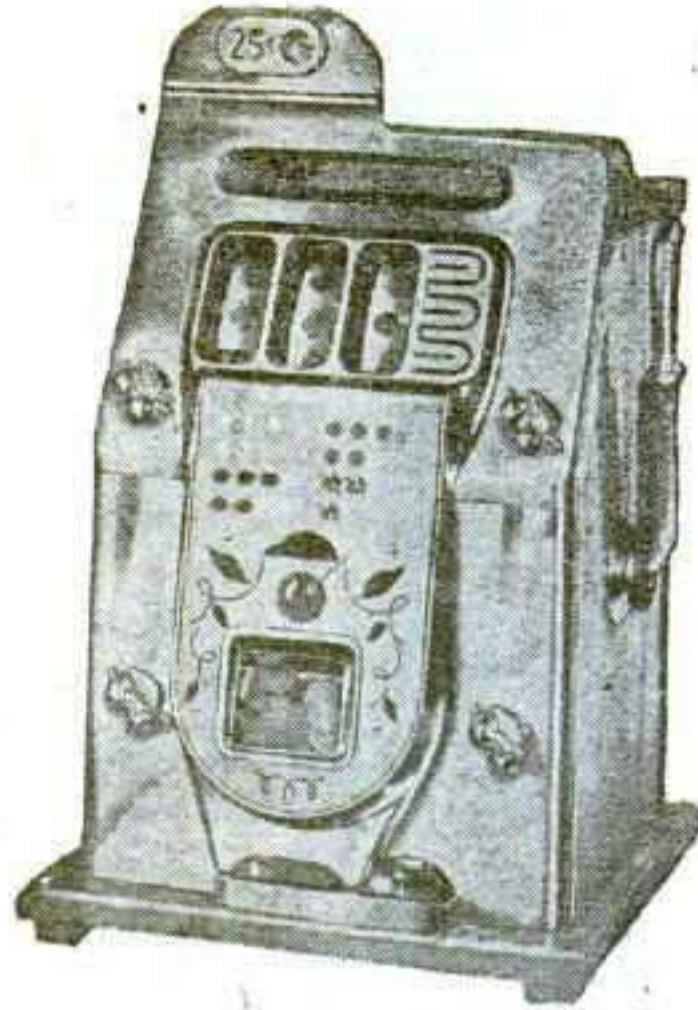
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COINMEN YOU KNOW

Los Angeles:

(Continued from page 112)

Company, in town from a Nevada trip to clean up some biz before he returned to Lake Tahoe and the Jennings' show, September 7-8. He says that Genco's Screwball is going well. . . . Phoenix coinman, H. L. Hill, seen on West Pico Street last week looking over new games. . . . Ditto Elmo Robinson from the same city. . . . Marie Solle, of Leuenhagen's Record Bar, has worked out a new mailing form on two mimeographed pages listing their top 10 sellers in pop, race, Western and Latin, with their choice of future hits. Back page is given over to trade items. Idea helps operators in the hinterlands take care of their orders by simply checking the numbers they want then dropping form in the mail. Miss Solle says she feels it's an added service to operators.

Dave Brymer, Redondo, and Russ Gibson, from the same beach city, in town last week. . . . Mac Sanders devoting most of his time to his arcade and golf course route. . . . Ivan Wilcox, Visalia, looking over shuffleboards at Ray R. Powers Company. . . . Coinman Carl Thompson on coin machine row for a look-see before returning to his home in Delano. . . . Walter (Solly) Solomon only member of the coin machine fraternity not complaining of the heat wave. He reports good biz with his Sterling Shuffleboard.

Seen on Pico Street last week were N. N. Badger, Glendale; E. S. Trimble, Huntington Park, and S. W. Ketchersid, San Bernardino. . . . Phil Robinson, of Chicago Coin, planed East last week for home office confabs. . . . Burbank coinman L. L. Ramsey looking things over on Pico Street last week.

Jack Simon, of Sicking Distributors, got in a new shipment of Genco games last week. . . . Bob Anderson ducking the Phoenix, Ariz., heat wave to get a load of the same thing here. . . . M. H. Stearns, Marysville, and Nat Smith, Barstow, were two out-of-town coinmen doing Pico Street last week. . . . Mike Hobart has severed his connections as sales manager with Minthorne Music Company to go in business for himself in Phoenix. . . . Westmoreland coinman Chris Torrez was a recent visitor here. Also Carl Collard, San Bernardino.

Making the rounds on Pico Street recently were Bob Chacon, Laguna Beach; Les Jordan, Coronado; Perry Irwin, Ventura, and William Black, Bakersfield. . . . Sammy Ricklin, of California Music Company, vacationing for two weeks at Arrowhead. Here's hoping he fares better than Gabe Orland, of the same firm, who just recovered from the reddest sunburn seen in these parts all year. . . . M. A. Wheeler, of Wheeler Ridge, looking over the local coin machine scene.

New York:

(Continued from page 112)

search Institute, was in town last week to confer with directors of the group before he sailed on the Queen Elizabeth for London. There he will represent the Association of Cocoa and Chocolate Manufacturers of the United States at an international technical conference.

Lou Forman, Videograph proxy, reports that a few of his combination television-juke boxes, recently installed at resorts in the Pocono Mountains, are getting excellent reception of telecasts originating in New York and Philadelphia. Altho the sets are located about 120 miles from the transmitters, their high elevation aids reception, Forman says.

Frank Nemshak, field engineer for Training Devices, Inc., was in town on biz last week. . . . Sam Sacks, head of Uneeda Shine Machine Company, says that play is heavy on Uneeda shiners, which are now attracting customers at arcades on Broadway, 42d Street and Sixth Avenue. . . . Morris Rood, of Runyon Sales Company, keeps things running smoothly at the distributor's coin row offices while Prexy Barney Sugarman is away on frequent biz trips.

Victor Bonomo, of Gold Medal Candy Company, who is chairman in charge of the Candy Executives and Associated Industries Club dinner, announces that the affair will be held at Luncy's Restaurant in Sheepshead Bay September 14. . . . Jerome S. Lang, former sales manager of the Hudson County Tobacco Company, has joined T. Miller & Son, Inc., in the same capacity. Miller firm distributes a variety of confectionery and tobacco products.

Jack Mitnick, former sales manager of Runyon Sales Company, and now a partner in Boston's Beacon Coin Machines, Inc., was in town again this week-end with glowing reports of the effectiveness of his current sales drive among New England operators. Jack has been traveling with a trailer stocked with AMI music equipment for on-the-spot demonstrations at operators' headquarters.

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SINGAPORE	\$45.00	TROPICANA	\$75.00
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800 & 500	90.00	Vogue & Classic	100.00
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Commando	85.00	MISC. WURLITZER & ROCK-OLA PRE-WAR	
'40 Super & Master	85.00	WALLBOXES, \$4.00 EACH.	
'39 DeLuxe & Stand	85.00		

RECORDS—NEW ENGLAND OPERATORS BUY THEIR RECORDS FROM REDD—ALL POPULAR RECORDS—SPECIAL DEAL THAT MAKES OPERATORS MAKE MONEY.

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Slot Tool Kit

For years Central Service vending machine repairmen have appreciated the need for specially designed tools that would simplify machine maintenance. To meet this necessity we have developed 13 essential tools so practical that it is now possible for operators and club managers to keep their vending machines working efficiently. It's the play that counts and these 13 tools will soon liquidate their small initial cost—\$24.95 f.o.b. Kokomo, Ind. Jobber's prices quoted on request.

WRITE FOR ILLUSTRATED LITERATURE
AND COMPLETE INFORMATION



Central Service SALES COMPANY

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KOKOMO, INDIANA

Immediate Delivery!

FROM STOCK!

RUNZEL Pushback Wire

18 or 20 Strand

68

Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

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We offer to the trade the most elaborate stock of location and arcade equipment ever concentrated under one roof, including New "AS IS" and Munves Factory Reconditioned Machines that Work and Look Like New.

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Singapore	\$35	Tropicana	\$64
Hawaii	25	Bermuda	85
Miami	25	Melody	85
Gold Mine	35		

1/3 Deposit With Order.

AMERICAN VENDING CO.
2389 Conny Is. Ave. Brooklyn 30, N. Y.
Exp. 5-1256
810 5th St. Miami Beach, Fla.

Chicago:

(Continued from page 112)

president, box switch which acts as a play booster, and can also be used to play advertising announcements after records. Max, formerly of Cleveland, is now working with local ops to set his unit in local machines.

With distributors all reporting sales on the upgrade, William W. Rabin, president of the Filben Manufacturing Company, was at his desk last week where he could keep close tabs on production figures. Rabin, together with Sam A. Drucker, vice-president of the National Filben Corporation, will remain here until September 17 when they will fly to Omaha for a two-day showing of the Filben Maestro at the newly formed Filben Sales Company of Nebraska headquarters in that city.

Charles J. Pieri, Exhibit Supply factory representative, is in the midst of a swing thru Pennsylvania, New York and the New England States. He phoned General Manager Joseph Batten last week that there was a noticeable upturn in business. Leo Weinberger, Southern Automatic, Louisville, was among the callers in to see Exhibit Supply's newest products and the new factory addition. Leo also stated that the coin business had turned the corner of the summer trade let-down and that steady fall business could be expected. . . . Herb Jones got back to his office at Bally from his Maine vacation just in time for Chicago's record heat wave.

J. F. Frantz Manufacturing Company's head, John Frantz, reports that the Arist-O and Mir-O scales are showing up in many of the better locations. Plans for his low-price coffee vender are still being held in abeyance pending definite promotional activity on same. . . . E. J. Novak, president of Crown Implement Company, promises early production on the Big Four bottle vender and adds the new price tag should be a spur for orders.

W. J. Ryan, president of J. H. Keeney & Company, is forging ahead these days, filling his new post with polished efficiency. John Conroe, who has charge of the firm's cigarette division, continues to be one of the company's traveling-est fellows. . . . Atlas Novelty Company welcomed Nate Feinstein back September 2 from his vacation. Nate enjoyed a stay in New Orleans and also visited Mississippi. "As long as it was so hot here, I thought I'd go where it's hotter," Nate said. Firm's Illinois representative, Joe Kline, is beating along the hot roads in the State, while Irv Kleinman is contacting the trade in the Chicago area. Eddie and Morrie Ginsburg anticipate an increasingly active fall season and are girding their sales muscles accordingly. The air-conditioned display room here is well patronized, boys state, and was especially crowded during the super-hot spell last week.

Clayton Nemeroff, Monarch Coin Machine Company, came back from a two-week vacation August 28. Clayton is another to forecast a good fall season. Carl Huppert, heading Monarch's bell division, is also an optimistic soul. Good activity here and more to come, he says.

Jimmy Johnson, major domo of Globe Distributing Company, is still touring the country on a combination business and pleasure trip. Jimmy, who left the city two weeks ago, is driving his new Mercury station wagon and making good use of the spacious area in the back where he is carrying coin-counting equipment. . . . Hume, Hagenson Manufacturing Company officials are pleased with the steady acceptance of their Pop 'n' Hot vender. National distributor Jack Nelson confirms their enthusiasm with some of his own.

Playing Tag

HILLSBORO, O., Sept. 4.—A patrolman, newly assigned to checking local parking meters, tagged an auto belonging to Fred Bennett. Bennett explained to the magistrate that he was repairing a faulty meter.

Pa. City Passes Pin-Juke Tax

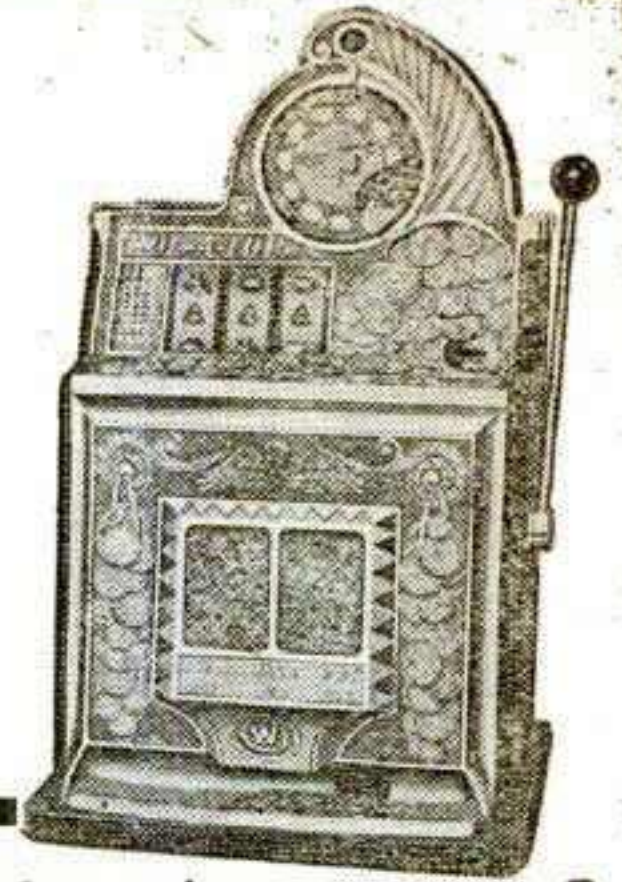
HOLLIDAYSBURG, Pa., Sept. 4.—An annual license tax of \$25 has been levied on all pinball and music machines operating in this borough. After the final action by borough council, some of the operators here were reportedly withdrawing their machines from marginal locations.

Rule Ala. Pins Out But Pin Levy Okay

MONTGOMERY, Ala., Sept. 4.—Altho pinball games offer no prize or reward, they are illegal according to Alabama law, Attorney General A. H. Carmichael declared this week. He made this decision after reviewing the previous decisions handed down by the State Supreme Court.

Acting on a request for an advisory opinion by Philip J. Hamm, State revenue commissioner, Carmichael quoted a court decision holding that two or more persons playing amusement games "are tempted to gamble on the result of the game" as the deciding factor of his ruling.

The attorney general added that, despite the illegality of pinballs, persons operating them still must pay a privilege tax.



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5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are Net F. O. B. Chicago

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- 4 Vest Pockets. All \$90.00
- 1 Undersea Raider 65.00
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- Bally Hy-Roll 169.50

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25 Total Rolls, 25 Packard Boxes
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NEW CONSOLES

- 5 25¢ Challenger Double Up \$595.00
- 5 25¢ Monte Carlo 542.50
- 5 25¢ Monte Carlo Challenger 600.00
- Evans Bang Tails 745.00
- Bally Reserve Bell, 5¢ 671.50
- Evans Winter Book 549.50
- 826.00

PHONOGRAPHS

- Wurl. 24 \$189.50
- Wurl. 500 189.50
- Wurl. 600 189.50
- Seeburg Lo-Tone 275.00
- Seeburg K20 89.50
- Seeburg K20 219.50
- Seeburg Colonel 175.00
- Concert Grand 250.00
- 9800 RO 175.00
- Classic 85 149.50
- Casino 375.00
- Rock-Ola 1422 89.50
- Rock-Ola Windsor 89.50

SUMMER SIESTA ENDS—

Back To Regular Hours:
WEEKDAYS: 9 A.M. to 6 P.M.
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CONSOLE BARGAINS

- 5¢ Pace Reels Jr. \$ 49.50
- Bang Tails (Floor Sample) 425.00
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- Turf King, P.O. 79.50
- 5¢-25¢ Jenn Challenger (Fl. Spl.) 395.00

5c WIRELESS WALL-O-MATICS (WS-2Z) \$19.50
5-10-25c WIRELESS BAR-O-MATICS (WB-1Z) 29.50
Each Unit completely reconditioned and re-finished. All worn parts replaced.

GUARANTEED PERFECT

EXTRA BELL CABINET (New slot cabinet, complete) \$49.50

NEW JENNINGS BELLS*

- Standard Chief, 5¢ \$289.50
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- Super DeLuxe Lite Up Chief, 10¢ 334.00
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- Standard Club Console 369.00
- Super DeLuxe Club Console 424.00
- *With Tic-Tac-Toe Reels, Same Prices.



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- 5¢ 4-Star Chief \$ 89.50
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- 5¢ Mills Bonus Bell 110.00
- 10¢ Watling Rotatop 60.00
- 25¢ Mills Brown Front 60.00
- 25¢ Mills War Eagle 89.50
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WURLITZER 1015 . . . \$469.00
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GUARANTEED REBUILT PHONOGRAPHS

- PROFESSIONALLY REFINISHED
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- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- TONE HEAD RENEWED
- TALKING GOLD GRILL

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800 169	COLONEL 139	DELUXE 89
780 179	COMMANDER 134	STANDARD 89
500 99	CLASSIC 109	PRESIDENT 89
600R 89	VOGUE 109	CELLAR JOB 59
24 69	1941 FACTORY R.C.	TWIN 12, METAL
500 VICTORY 69	SPEC. 199	CABINET 49
71 79		
61 59		

WALL BOXES: Seeburg, S-20-12, \$3.95; W5-2Z, Wireless, \$17.50; D5-20-12, 3-Wire, \$15.00; Post-War, Write; Wurlitzer 120, \$5.00; Rock-Ola Dial-A-Tune, \$3.50. Terms: 1/3 Deposit, Balance C. O. D.

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 Phone: Atlantic 5509

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 35)

- Music of the Volga Album—M. Weber and His Ork (4-10") Columbia C-168
- 1. Balalaika; 2. Haida Troika; 3. Russian Dozak; 4. Waltz; 5. Volga Boatman . . . Columbia 38273
- 1. Chrisanthemen; 2. Bublitchki; 3. Entschwundes Liebesgluck; 4. The Last Day; 5. The Moon Is Shining . . . Columbia 38271
- 1. Gopak; 2. For Me—It's No Spring; 3. Folk Tune From White Russia; 4. Russian Sailor's Dance . . . Columbia 38273
- 1. Kasbek; 2. Birch Tree in the Meadow; 3. Polonaise . . . Columbia 38272
- 1. Raspaschok; 2. Cross-Walker; 3. Cosack Dance . . . Columbia 38270
- 1. Two Guitars; 3. Sascha Drinking Song; 3. The Gull; 4. Moscow March . . . Columbia 38271
- 1. U Kamina (The Fireplace); 2. Uchar Kupiec (Uchar Salesman); 3. Posaale (I Am Sorry); 4. Caucasian Love Song (The Last Day) Columbia 38273
- 1. Volga Boatman; 2. Meadowland; 3. Dark Eyes . . . Columbia 38270
- No Regrets**
 J. Dane-J. Giles Ork (Love Is) Atlas D-153
- Oh! Nick-O-Deemo**
 R. Ingle and The Natural Seven-B. Holland (Serutan Yob) Capitol 15310
- On a Slow Boat To China**
 B. Goodman Ork-A. Henderson (I Hate To) Capitol 15308
- On a Slow Boat To China**
 K. Kyser Ork-H. Babbit-G. Wood (In the) Columbia 38301
- *Painted Rhythm**
 S. Kenton Ork (Southern Scandal) Capitol 15195
- Peepin' Polka**
 The Bachelors (Ring Telephone) MGM 10261
- Perhaps, Perhaps, Perhaps (Quissas, Quissas, Quissas)**
 D. Arnaz Ork (The Matador) Victor 30-3113
- Play the Players**
 S. Lanson (Rendezvous With) Mercury 5188
- Poinciana (Song of the Island)**
 T. Benke Ork-G. Stevens (The Man) Victor 30-3112
- Precious Little Thing Called Love**
 B. Green (The Girl) Rainbow 10088
- Put Your Arms Around Me, Honey**
 G. Davis (I'll Dance) Skating Rhythms SR-286
- Rendezvous With a Rose**
 S. Lanson (Play the) Mercury 5188
- Rendezvous With a Rose**
 Pled Pipers (Mind It) Capitol 15316
- Rendezvous With a Rose**
 B. Stewart-S. Dell Quartette (Corn Belt) Mero M-7489
- *Rika Jika Jack**
 S. Kenton Ork-J. Christy (Four Months) Capitol 15199
- Ring Telephone Ring**
 The Bachelors (Peepin' Polka) MGM 10261
- Say Something Sweet To Your Sweetheart**
 V. Damone-P. Page (Isn't It) Mercury 5192
- Say Something Sweet To Your Sweetheart**
 J. Stafford-G. MacRae and Starlighters (Bluebird of) Capitol 15307
- Searf Dance**
 G. Davis (Love's Dream) Skating Rhythms SR-289
- September Song
 H. James Ork (Ab-Mur) Columbia 38300
- Serutan Yob (A Song For Backward Boys and Girls Under 40)**
 The Natural Seven-K. Tedder and Hawthorne (Oh! Nick-O) Capitol 15210
- So Dear To My Heart**
 D. Shore-S. Burke Ork (Lavender Blue) Columbia 38299
- *Southern Scandal**
 S. Kenton Ork (Painted Rhythm) Capitol 15195
- *Tampico**
 S. Kenton Ork-J. Christy (And Her) Capitol 15196
- Tell Me, Marianne**
 J. Sablon-T. Camarata Ork (Lillette) Victor 30-3111
- The Click Song**
 T. Pastor (You Started) Columbia 38297
- The Curse of an Aching Heart**
 G. Paxton Ork (Whisper a) MGM 10263
- The Girl in My Dreams (Loves Somebody Else)**
 B. Green (Precious Little) Rainbow 10088
- The Little Old Mill**
 G. Davis (Kate) Skating Rhythms SR-288
- The Man I Love**
 T. Benke Ork (Poinciana) Victor 30-3112
- The Matador**
 D. Arnaz Ork (Perhaps, Perhaps) Victor 30-3113
- B. Garret (Buttons and)** MGM 10244
- The Night Has a Thousand Eyes**
 A. Mooney Ork-B. Brees (There's a) MGM 10260
- The Silver Wedding Waltz**
 L. Camber's Accordion Aces (Underneath the) MGM 10264
- There's a Barber in the Harbor of Palermo**
 A. Mooney Ork-Gall Sisters (The Night) MGM 10260
- Think of Me**
 J. Dane-J. Giles (What Can) Atlas D-154
- Time Alone Will Tell**
 C. Shane (Hair of) Columbia 38315
- Underneath the Arches**
 L. Chambers Accordion Aces (The Silver) MGM 10264
- Viennese Waltzes Album—F. Devo and His Ork (4-10")**
 Capitol CD-98
- Du und Du . . . Capitol 10148**
- Gold and Silver Waltz . . . Capitol 10151**
- Sari Waltzes . . . Capitol 10149**
- The Merry Widow Waltzes . . . Capitol 10151**
- Thousand and One Nights . . . Capitol 10149**
- Treasure Waltz . . . Capitol 10148**
- Vienna Dreams . . . Capitol 10150**
- Waves of the Danube Waltz . . . Capitol 10150**
- What Can I Say Dear**
 J. Dane-J. Giles Ork (Think of) Atlas D-154
- What Did I Do**
 H. Forrest-H. Mooney (I Love) MGM 10262
- What Did I Do**
 M. Whiting-F. Devo Ork (Heat Wave) Capitol 15209
- Whisper a Word of Love**
 G. Paxton Ork-D. Merrick (The Curse) MGM 10263
- Wildcat Victory**
 G. Davis (Abdallah "Kansas") Skating Rhythms SR-291
- You Started Something**
 T. Pastor (The Click) Columbia 38297
- *Reissue

HOT JAZZ

- Bad Whiskey and Wild Women**
 Champion J. Dupree and His Trio (Bus Station) Lenox L-506
- Bah-Looney Mah-Gooney**
 B. Mays Combo (By the) Lenox L-501
- Be-Bop on the Boogie**
 B. Langford Combo (Blues in) Lenox L-504
- Blue Lester**
 L. Young Ork (Jump Lester) Savoy 667
- Blues in Nashville**
 B. Langford Combo (Be-Bop on) Lenox L-504
- Bus Station Blues**
 Champion J. Dupree and His Trio (Bad Whiskey) Lenox L-506
- By the Candleglow**
 B. Mays Combo (Bah-Looney Mah-Gooney) Lenox L-501
- Corn Bread**
 H. Singer Sextette (Plug for) Savoy 671
- Don't Worry Bout Me**
 S. Getz (Jane's Bounce) Savoy 932
- Epistrophe**
 T. Monk Quintet (In Walked) Blue Note 548
- He's a Real Gone Guy**
 E. (Lockjaw) Davis (Leapin' on) Lenox L-502
- In Walked Bud**
 T. Monk Quintet (Epistrophe) Blue Note 548
- Jane's Bounce**
 A. Eager (Don't Worry) Savoy 932
- Jelly Roll Jam**
 The Beale St. Gang (Jumpin' in) Savoy 669
- Jump Lester Jump**
 L. Young Ork (Blue Lester) Savoy 667
- Jumpin' in Jack's House**
 The Beale St. Gang (Jelly Roll) Savoy 669
- Leapin' on Lenox**
 E. (Lockjaw) Davis (He's a) Lenox L-502
- London Donnie**
 D. Byas (Old Folks) Savoy 668
- Mad Be-Bop**
 J. J. Johnson (Seven-Up) Savoy 939
- Mad Lad Boogie**
 L. Parker's All Stars (Solitude) Savoy 929
- Mean To Me**
 S. Vaughan-D. Gillespie Ork (What More) Lenox L-500
- Old Folks**
 D. Byas (London Donnie) Savoy 668
- Plug For Cliff**
 H. Singer Sextette (Corn Bread) Savoy 671
- Ratio and Proportion**
 Lord Nelson and His Boppers (Stardust) King 4235
- Sellout**
 M. Lane Combo (Summertime) Lenox L-503
- Seven-Up**
 E. Stitt (Mad Be-Bop) Savoy 930
- Solitude**
 L. Parker's All Stars (Mad Lad) Savoy 929
- Spider Sent Me**
 P. Williams Sextette (Waxery Maxie) Savoy 670
- Stardust**
 Lord Nelson and His Boppers (Ratio and) King 4235
- Summertime**
 M. Lane Combo (Sellout) Lenox L-503
- Waxey Maxie**
 P. Williams Sextette (Spider Sent) Savoy 670
- What More Can a Woman Do?**
 S. Vaughan-D. Gillespie Ork (Mean to) Lenox L-500

ADVANCE RECORD RELEASES

LATIN-AMERICAN

- Acuerdate, Acuerdate**
Los Tres Vaqueros (El Caminante) Victor 23-0943
- Ba-Tu-Ca-Da**
Machito and His Afro-Cubans (Maina) Continental C-9010
- Comprension**
Conjunto Casino (Tocale La) Victor 23-0947
- Despreco**
Las Mochitecas Con El Mariachi Chapala (Errante Vagabundo) Victor 23-0924
- Dime Por Que**
Marie Luisa Landin Y Orq. Cosmopolita (Ya No) Victor 23-0929
- Dos Palomas a Volar**
Trio Tariacuri (La Pegajosa) Victor 23-0940
- El Caminante**
Los Tres Vaqueros (Acuerdate, Acuerdate) Victor 23-0943
- Errante Vagabundo**
Las Mochitecas Con El Mariachi Chapala (Depreco) Victor 23-0924
- Esa China Tiene Colmbre**
A. Rodriguez Y Su Conjunto (Soy Tu) Victor 23-0946
- La Pegajosa**
Trio Tariacuri (Dos Palomas) Victor 23-0940
- Maina**
Machito and His Afro-Cubans (Ba-Tu-Ca-Da) Continental C-9019
- Me Dijeron Ayer**
C. Campos (No Se) Victor 23-0920
- Mi Guitarra Gualfira**
P. Vargas (Mira Que) Victor 23-0931
- Mira Que Eres Linda**
Pedro Vargas (Mi Guitarra) Victor 23-0931
- Ne Dejo Mi Rancho**
Las Mochitecas Con El Mariachi Chapala (Pa Que) Victor 23-0918
- No Se Que Tienes**
C. Campos (Me Dijeron) Victor 23-0920
- Pa Que Decir**
Las Mochitecas Con El Mariachi Chapala (No Dejo) Victor 23-0918
- Soy Tu Destino**
A. Rodriguez Y Su Conjunto (Esa China) Victor 23-0946
- Tocale La Campana**
Conjunto Casino (Comprension) Victor 23-0947
- Triste Experiencia**
J. Gutierrez Y Su Orq (Un Poquito) Victor 23-0955
- Un Momento**
P. Vargas (Ven Pronto) Victor 23-0930
- Un Poquito De Tu Amor**
J. Gutierrez Y Su Orq (Triste Experiencia) Victor 23-0955
- Ven Pronto**
P. Vargas (Un Momento) Victor 23-0930
- Ya No Vuelvas**
Marie Luisa Landin Y Orq. Cosmopolita (Dime Por) Victor 23-0929

RELIGIOUS

- A Heaven in Heaven**
The Johnson Family Singers (Just Say) Columbia 20471
- Farther Along**
R. Acuff and His Smoky Mountain Boys (What Would) Columbia 20480
- I Have a Home**
The Harmonicers (Living With) Victor 20-3107
- John Saw the Number**
Elder Benj. H. Broadie (Prayer Number 1) Lenox L-507
- Just Say a Little Prayer, Brother**
The Johnson Family Singers (A Heaven) Columbia 20471
- Lead Me To That Rock**
B. Messner and the Skyline Boys (Safe at) Banner B-565
- Living With Jesus**
Harmonicers Quartet (I Have) Victor 20-3107
- Prayer Number 1**
Elder Benj. H. Broadie (John Saw) Lenox L-507
- Precious Memories**
The Dixieaires (Way Down) Lenox L-506
- Safe At Home**
B. Messner and the Skyline Boys-Slim Roberts (Lead Me) Banner B-565
- That Beautiful Picture**
R. Acuff and His Smoky Mountain Boys (The Great) Columbia 20478
- The Great Shining Light**
R. Acuff and His Smoky Mountain Boys (That Beautiful) Columbia 20478
- Way Down in Egypt Land**
The Dixieaires (Precious Memories) Lenox L-506
- What Would You Do With Gabriel's Trumpet**
R. Acuff and His Smoky Mountain Boys (Farther Along) Columbia 20480

CLASSICAL

- Gems From Sigmund Romberg Shows Vol. II Album—Lillian Cornell-Genevieve Rowe-Lawrence Brooks-S. Romberg Ork and Chorus (4-10")**
Victor MO 1256
- Desert Song Valse—L. Cornell and L. Brooks . . . Victor 10-1453**
- Lover, Come Back to Me—L. Cornell . . . Victor 10-1450**
- Mother—L. Cornell . . . Victor 10-1453**
- Silver Moon—L. Cornell and L. Brooks . . . Victor 10-1452**

CHILDREN'S RECORDS

- Bon Bon Street**
S. MacGregor (The Story) Junior J-100
- Bozo Under the Sea Album—"Pinto" Colvig-Billy May Ork (2-10")**
Capitol DBX 99
Sides 1 and 4 . . . Capitol 25021
Sides 2 and 3 . . . Capitol 25022
- Clickity-Clackity Train**
S. MacGregor (Monkey Shines) Junior J-1005
- Horton Hatches the Egg Album—Marvin Miller, Nar.-D. Castillo Ork (2-10")**
MGM L4-A
Sides 1 and 4 . . . MGM 50005
Sides 2 and 3 . . . MGM 50006
- Hotel for Dogs Album—The De Luxe Playhouse (2-10") De Luxe 26**
Parts I-IV . . . De Luxe 100-101 Inclusive
- Ipsy the Whale**
S. MacGregor (The Wishing) Junior J-1002
- It's Santa Claus**
S. MacGregor (Jingle Bells) Junior J-1001
- It's Sleepy Time**
S. MacGregor (Time To) Junior J-1004
- Jingle Bells**
S. MacGregor (It's Santa) Junior J-1001
- Many Moons Album—J. Lansing, Nar.-P. Affelder Ork (2-10")**
Columbia MJV-46
MJV (90030-V-90031-V)
- Monkey Shines**
S. MacGregor (Clickity-Clackity) Junior J-1005
- My Big Balloon**
S. MacGregor (The Cowboy) Junior J-1003
- Nursery Tune Tale**
S. MacGregor (Up, Up) Junior J-1006
- Rhumpy the Rhino Album—Craig McDonnell-K. Weber, Nar.-M. Ayres Ork (2-10")**
Columbia MJV-47
MJV (90032-V-90033-V)
- Sven Svenson's Tree**
S. MacGregor (The Train) Junior J-110
- The Animal Parade**
S. MacGregor (The Little) Junior J-107
- The Cowboy Mouse**
S. MacGregor (My Big) Junior J-1003
- The Cuckoo Clock**
S. MacGregor (The Mouse's) Junior J-108
- The Little Brown Duck**
S. MacGregor (The Animal) Junior J-107
- The Mouse's Birthday Party**
S. MacGregor (The Cuckoo) Junior J-108
- The Story of Narcissus**
S. MacGregor (Bon Bon) Junior J-109
- The Three Billy Goats Gruff Album**
Frank Luther-Milt Herth (1-10") Decca CUS-10
The Three Billy Goats Gruff . . . Parts I & II . . . Decca 88012
- The Train Ride**
S. MacGregor (Sven Svenson's) Junior J-110
- The Wishing Well**
S. MacGregor (Ipsy the) Junior J-1003
- Time To Get Up**
S. MacGregor (It's Sleepy) Junior J-1004
- Up, Up, Up**
S. MacGregor (Nursery Tune) Junior J-1006

CLASSIC & SEMI-CLASSICAL

- Family Album of Musical Portraits—F. Green Ork (4-10")**
MGM 29
Andantino . . . MGM 30128
Barcarolle . . . MGM 3029
Cavatina . . . MGM 30130
Elegie . . . MGM 30127
Romance . . . MGM 30129
Salut D'Amour . . . MGM 30126
Serenata . . . MGM 30128
Souvenir . . . MGM 30130
- Hindemith: Lively From Five Pieces for String Orchestra in the First Position, Op. 44 No. 4—Stuyvesant Sinfonietta-S. Shulman, Dir. (Hindemith: Pieces in) (1-12")**
Columbia 72606-D
- Hindemith: Pieces in the First Position for String Quartet or String Choir, Op. 44, No. 3—Stuyvesant Sinfonietta-S. Shulman, Dir. (Hindemith: Lively) (1-12")**
Columbia 72606-D
- Mozart: Concerto No. 7 and in F Major for Three Pianos (K. 242)—Lhevinne-Vronsky-Babin-The Little Orchestra Society-T. K. Scherman, Dir. (3-12")**
Columbia MM-771
MM (72610-D-72612-D)
- Weber: Jubilee Overture, Op. 59, Parts I and II—Minneapolis Symphony Ork-D. Mitropoulos Dir. (1-12")**
Columbia 12891-D

INTERNATIONAL

- Charlie Was a Boxer**
V. Horton and His Polka Debs (Gold and) Continental C-1246
- Gold and Silver**
Continental Waltz Ork (Charlie Was) Continental C-1246
- Song of Love—G. Rowe and L. Brooks . . . Victor 10-1451**
- Stout-Hearted Men—L. Brooks . . . Victor 10-1451**
- Wanting You—G. Rowe and L. Brooks . . . Victor 10-1450**
- Your Land and My Land—L. Brooks . . . Victor 10-1452**

West Coast Bottlers Set Sights on Venders Plus Market—But for Future

See Trend Toward Selective Bottle Merchandising

By Dean Owens

LOS ANGELES, Sept. 4.—West Coast soft drink bottlers favoring vending machines' plus market are definitely on the increase, but plans for capturing those plus sales are still in the formative stage, a survey just completed by *The Billboard* reveals.

Altho some of the companies contacted during the survey are not currently bottling their product for the vending machine market, most of them will include venders in future sales plans in an attempt to increase their volume by realizing additional sales, which can be secured only thru automatic merchandising.

Altho the number of selective bottle venders currently on location in West Coast cities is not large, there are many signs that a trend toward selective thinking has set in.

One of the largest users of venders here, Pepsi-Cola, is currently operating both cup and bottle units. Pepsi officials say they have edged their product into locations which would have been impossible to reach without venders.

As for selective equipment, Pepsi officials here say they use both single and multi-flavor equipment—the choice is left with the location as to which type should be used.

Pepsi is offering venders to its customers on either an outright sales plan or on a contract basis, paying a commission as do other automatic merchandising firms. Various conditional sales contracts are used, depending on the location's financial responsibility.

Nesbitt Operation

An exclusive user of selective vending equipment here is Nesbitt. Using American Vendor and Roulette machines, Nesbitt is servicing approximately 100 stops in the Los Angeles area. In contrast with other bottler-operators, Nesbitt is not overly interested in filling station locations. Service demanded by the filling stations, Nesbitt spokesmen say, too often makes the cost of maintaining the location prohibitive.

The vending machine department is expanding at the local Nesbitt plant. New equipment and new personnel are being added steadily. But the company does not contemplate going into cup machines, since Nesbitt's products are sold only in bottles. Biggest user of bottle machines in Southern California, of course, is Coca-Cola, which has tie-ups with chain service stations and chain markets. Using Vendo, Mills and Vendolator units, Coca-Cola has thus far turned thumbs down on selectivity.

From all indications, only the larger West Coast bottlers have definite plans for vending machines. For example, bottlers of Barq's Root Beer here, which does most of its business with groceries and cafes, firmly believes it is too small an organization to engage in vending.

Hires' Plans

Hires Root Beer—one of this area's largest bottlers—is not yet in vending, but the company is weighing the possibility of mapping an over-all program for automatic merchandising. When the summer rush is out of the way, Hires executives plan to huddle to clarify these problems: What make and type of box ought to be used; how should sales be handled; should the firm concentrate on single or selective machines? The answer to the last question will, of

course, largely determine what type of equipment Hires buys.

Meanwhile, Hires plans to set up a new department to handle vending and work out the details of that company's vending program this winter. Whatever course is followed the company will continue to explore the cup vending field—selling its sirup to independent operators as it has in the past. Actually, the firm seems to show more enthusiasm for this phase of the business than for bottle operation.

Typical of another group of bottlers here is the attitude of the Globe Bottling Company. Globe favors the idea of entering vending, but feels that the time is not opportune, since it would be financially impractical for the company to set up the vitally necessary separate department for vending.

Sales Promotion

Meantime, a bottle vending manufacturer—American Vendors—is working a new wrinkle in sales promotion here. The company has effected a tie-in with Cappell-MacDonald, of Dayton, O., to set up a merchandise prize incentive plan. The plan is designed to give drivers and salesmen on bottling routes added incentives to sell vending equipment. For every sale completed the men receive 2,000 points—worth \$15 to \$20 in cash toward acquisition of merchandising listed in the Cappell-MacDonald catalog.

One bottler here has been left temporarily out of the bottle vending field. Birely's, a subsidiary of General Foods, has found that its 45mm. Crown bottle will not fit in many machines. At the present time the company is in process of making a national change-over to a 26mm. standard Crown bottle, which will enable Birely's to go after its share of the vending market.

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Finest Quality Aluminum. Standard Thick-
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Call POplar 5-3299 Philadelphia 21, Pa.

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ALL CRATED READY TO SHIP.
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SMARTY		TORCHY		STEP UP	
KILROY	FOR	OYCLONE	FOR	SPELLBOUND	FOR
LIGHTNING		ROCKET		AMBER	
HAVANA		GOLD BALL		SUPERLINER	
BALLYHOO	\$175.00	LUCKY STAR	\$325.00	FASTBALL	\$150.00

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SEEBURG		SEEBURG	
REGALS	\$99.50 EA.	COLONELS	\$239.50 EA.
CROWNS		ENVOYS	
CASINOS		8200 ESRC	\$235.00
9800 ESRC	\$210.00 EA.	COMMANDER	179.50
8800 ESRC			
ROCK-OLA		WURL.	
SUPER	\$99.50 EA.	500 K	\$99.50 EA.
MASTERS		600 K	
ARCANE		ROCK-OLA	
GOALEES	\$99.50	STANDARD	\$89.50 EA.
ALL STAR	\$49.50 EA.	ROLL DOWNS	
HOCKEY		TALLY ROLL	\$49.50 EA.
SCIENT.		DOUBLE UP	
BATTING	PINCH		
PRACTICE		HITTER	
DRIVEMOBILE	\$99.50	SUPER	
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BOOMERANG	64.50	ADVANCE ROLLS	WRITE
		BING-A-ROLLS	

TERMS: 1/2 Deposit, Balance C. O. D.

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S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

THEY SAY PRICE WILL SELL ANYTHING!

WE ARE GOING TO FIND OUT. ALL OF THE FOLLOWING FIVE BALL FREE PLAY GAMES ARE READY FOR LOCATION.

Gottlieb Bowling League	\$49.50	Exhibit Star Lite	\$74.50
Gottlieb Flying Trapeze	52.50	Exhibit Co-Ed	44.50
Gottlieb Maisie	30.00	Exhibit Crossfire	34.50
Genco Broncho	35.00	Exhibit Mam'selle	30.00
Genco Honey	30.00	Exhibit Ranger	30.00
Genco Bubbles	30.00	Exhibit Tallyhoo	64.50
Chi-Coin Baseball	44.50	Exhibit Treasure Chest	84.50
Chi-Coin Kilroy	20.00	Exhibit Vanities	20.00
Chi-Coin Playboy	34.50	Williams Yanks	135.00
Chi-Coin Sea Isle	64.50	Williams Flamingo	49.50
Keeney Hi-Ride	42.50	United Hawaii	42.50
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United Tropicana	89.50	United Mexico	49.50
United Manhattan	89.50	United Manhattan	89.50

IMMEDIATE DELIVERY ON ALL NEW GAMES. We are Genco Factory Distributors for this territory. Come in and shop in our Air-Conditioned show room. Wire! Write! Phone! Send one-third deposit in cash, cashier's check, or money order. State method of shipment preferred.

SERVICE OUR WATCHWORD

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WE HAVE ALL THE NEW GAMES IN STOCK

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USED FIVE BALL FREE PLAY—Thoroughly Reconditioned. Flippers added at no additional cost.

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Baseball	65.00	Hi-Ride	55.00	Sea Breeze	35.00
Big Hit	30.00	Honey	50.00	Sea Isle	90.00
Bowling League	65.00	Kilroy	40.00	Show Girl	40.00
Canteen	30.00	Lucky Star	65.00	Silver Streak	75.00
Carousel	45.00	Maisie	50.00	Smarty	30.00
Co-Ed	60.00	Major League	180.00	Smoky	50.00
Crossfire	55.00	Mam'selle	50.00	Spellbound	30.00
Cyclone	50.00	Marjorie	75.00	Superliner	30.00
Dynamite	30.00	Mystery	40.00	Superscore	30.00
Fast Ball	30.00	Nevada	90.00	Surf Queens	30.00
Fiesta	40.00	Play Boy	50.00	Suspense	30.00
Flamingo	60.00	Ranger	55.00	Tornado	45.00
Gold Ball	50.00	Rio	40.00	Starlite	65.00
				Torchy	65.00

Exhibit FLIPPER KITS\$3.95 | Exhibit ANTI-LIFT TILT\$2.75

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
Phone: Franklin 3620

50,000 Changers in Use; 90% Of Units on Location Built-In

(Continued from page 101)

space on the sides of the changers would be sold to help defray leasing costs. This advertising promotion has been successful in a limited way. For example, the General tire distributor in Kansas City has purchased advertising space on a number of Vendo changers placed in industrial plants, thus bringing the rental fee down to \$2.50 per month instead of the \$6 fee customarily obtained in the Kansas City area. (Monthly leasing fees on Vendo equipment vary from a low of \$2.50 to a high of \$7.50, depending on the territory and the operator.)

Altho the company has not completely abandoned its idea of eventually selling advertising space on Vendo units nationally, that program must necessarily wait until such time as intensive and extensive changer coverage can be offered a potential national account.

Bell Products, of Chicago, will continue producing a large and junior size change-maker of the service type. Al Sebring, Bell Products' executive, reports his larger size unit is listing currently at \$129.50, while the smaller model lists at \$49.50. Like Vendo, Bell Products makes only a service changer. Like Vendo, too, Bell Products is pushing its changers as an operator item in addition to selling the changer outright to department stores and other similar locations.

A third company, getting under way with limited production, is Mech-o-Vending, Seattle, which is producing a strictly service changer, electrically actuated. No price is available on this changer, but trade sources indicate the changer will list between \$70-\$80.

Meantime, this week, there were announcements of two new changers on the way, one being readied by Johnson Fare-Box and the other being readied by Guardian Electric. Both are Chicago firms. Johnson Fare-Box has had the Harris changer, designed for cup-type drink machines. Officials at Guardian say they are completing test runs now and expect to start production on their unit in December. Details on the Johnson Fare-Box changer must await future developments.

Douglas Merger

In Portland, Me., the Douglass Manufacturing Company, Inc., has been merged with American Coin Changer Corporation. American was the patent holding company, and the company, which produces two electrically operated built-in units, will henceforth be known as American Coin Changer Corporation. President and treasurer of the firm is John E. Millea. Millea was in charge of production for the Army Air Corps during the war, later became director of the New England War Assets Corporation. Prior to his army service, Millea was a management consultant.

Robert T. Gorrie, who was sales manager for Douglass, will continue as sales manager for the American Coin Changer Corporation. The Douglass changers have been used by Drink-o-Mat and Spacarb, and have been sold to a number of Coca-Cola bottlers for installation in coke machines.

Millea told *The Billboard* this week that no price has been set on the changers which American will manufacture. One changer is for nickel vending and will accept nickels, dimes and quarters; the other is for dime vending and will accept two nickels or a dime, or a quarter. Both units are completely interchangeable.

In addition, the firm is tooling a mechanical coin changer for nickel vending. This unit will be adapted to various types of manually operated venders, will accept nickels, dimes and quarters and perform substantially the same functions as the electrical changer except that the mech-

anism is operated as the customer pulls the lever for his selection.

Another Eastern company which has shown coin changers, Bell Aircraft Corporation of Buffalo, has never started production of its unit. Lester P. Faneuf, executive assistant to the president, commenting on Bell Aircraft's changer, said, "While there has been a great deal of interest in this machine, we have never manufactured it except in experimental models. We are, however, prepared to discuss the possibility of placing our machine in manufacture or of permitting its manufacture under license at the discretion of any interested, responsible party."

Bell Aircraft's model is an electrically operated built-in changer. No price for it was ever set.

National Rejectors

Just as Vendo leads in the production of stand or service changers, National Rejectors, Inc., of St. Louis, is acknowledgedly the leading producer of built-in change-makers. F. C. Steffens, vice-president and general manager of National, says his firm has increased its 1948 production six times over 1947 and is shooting for even higher production goals. Price for the change-maker, which is sold only to merchandise machine manufacturers for resale as part of the vending equipment, ranges from \$55 to \$60.

Within the near future, Steffens said, his company will introduce a new and improved 1949 change-maker model.

Currently, National's built-in changers are serving a long list of merchandise vending machine makers. Users include Arctic Vendor Sales (ice cream), Craig Machine Company (ice cream), General American Aerocoach (drink vender), G. & P. Engineering (drink vender), Lion Manufacturing Company (drink vender), Westinghouse (drink vender), Spacarb (drink vender), Drink-o-Mat (drink vender), Guiberson Company (drink vender), Highway Steel Products (drink vender), Rudd-Melikian (coffee vender); Vendorlator, Automatic Canteen and Cavalier Corporation (all of whom make drink machines).

Mills Industries, Inc., Chicago, is making its own change-maker for use in the Mills Automatic Fountain, a single-flavor drink machine. Thus far, the changer has been used on no other machine and Mills executives have expressed no desire to sell the changer to any other manufacturer.

A West Coast firm, headed by Sam May, has produced a number of machines which are being marketed under the name Redy-Nickels by Weymouth Service, Los Angeles. This service changer is being sold at \$49.50 and takes both quarters and dimes.

A number of other companies have announced their intention of producing stand-type change-makers. But a survey check failed to disclose any, other than the firms mentioned here, actually in production.



MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTH COAST AMUSEMENT CO.

314 E. Eleventh St., Houston 8, Texas
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

SEPTEMBER 14



This date, MR. DISTRIBUTOR, is important in the life of YOUR BUSINESS



"ALL MUST PROFIT"

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- Irv Blumenfeld, General Vending Sales Corp., Baltimore, Md.
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These Blue Ribbon Distributors
Members of N.C.M.D.A.
Sell only location-tested New Games
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The best—thoroughly overhauled
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- David S. Bond, Trimount Coin Machine Co., Boston, Mass.
- Norwood Veatch, Central Distributors, St. Louis, Mo.
- I. H. Rothstein, Banner Specialty Co., Phila., Pa.
- Henry H. Greenstein, Hy-G Music Co., Minneapolis, Minn.
- Samuel London, S. L. London Music Co., Milwaukee, Wis.
- George Lang, Waldrop Distributing Co., Baltimore, Md.
- Phillip Greenberg, Atlas Novelty Co., Pittsburgh, Pa.
- Gilbert Kitt, Empire Coin Machine Co., Chicago, Ill.

September 14 is the date of our next big meeting in Chicago. All Distributors of Five-Balls with a direct factory franchise are invited to come — and to join this worthwhile Association which has been created to correct the abuses which have been penetrating our industry and causing loss of profits to manufacturers, distributors and operators alike. It's time to establish sound and profitable merchandising principles which have made other industries great.

LET'S BE CONSTRUCTIVE

The members listed here subscribe to the principles of fair trade practices and believe that a National Association of Distributors can make definite contributions to our industry. We know that problems can be solved by close cooperation with the CMI, representing the manufacturers and with the various operators groups throughout the country.

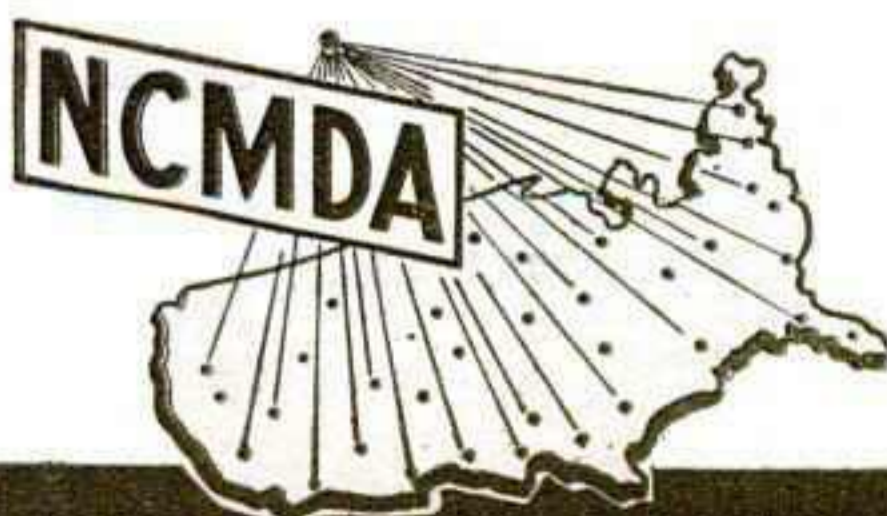
We made a good start at our August meeting and the manufacturers have promised full cooperation. We all know our problems, we each have certain ideas for solving them.

Come to our meeting, submit your ideas and let's do something about it. Protect your business, your investment, your future.

Membership open without restrictions to all qualified distributors
For further information write
ALFRED J. FINGULIN, MANAGING DIRECTOR,
130 N. WELLS ST., CHICAGO 6, ILLINOIS

**ALL DISTRIBUTORS OF FIVE BALLS WITH A DIRECT FACTORY FRANCHISE
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ATTEND THE BIG MEETING IN CHICAGO ON SEPTEMBER 14
At our meeting the next day, on September 15, there will be a joint session with
the C. M. I.



NATIONAL COIN MACHINE DISTRIBUTORS ASSOCIATION

WHY GRIPE?

SURE it's fun to gripe. It's an old American safety-valve when the going gets rough. But too much of it is dangerous, too, for it's all too easy to begin feeling sorry for yourself.

Take the coin machine business—your business—for instance. Why gripe about it? Unless you DO something about your gripe, it won't put a plugged nickel into one of your coin chutes.

Look at the facts—employment is at an all-time high. Wages and salaries were never higher. There's more money in circulation in the United States than ever before in our history. Are you getting your share? If not—do something about it. Griping won't help.

Look around you—Isn't the coin machine business still just about the BEST business in the world for you? Ask yourself. What other business lets the "little guy" grow faster if he's got what it takes? What other business is so full of living "Horatio Alger" examples.

It's time to stop griping and roll up our sleeves. To go to work to make the rest of '48 pay the dividends it should.

Start right now by making your plans to check your route thoroly, to visit your locations, take an inventory of your equipment needs. Plan, too, to read carefully The Billboard's Fall Coin Machine Special. It will contain plenty of new equipment announcements, helpful articles and valuable lists that will get you off to a fast start in the Big Fall ahead.

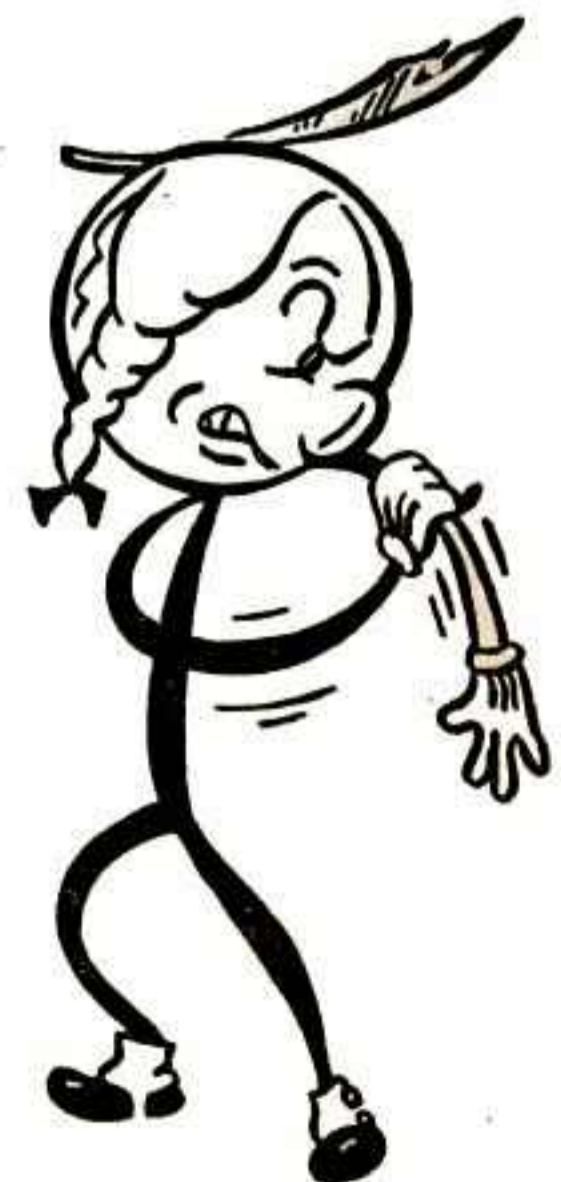
The
Billboard

FALL COIN MACHINE SPECIAL

Dated: SEPTEMBER 25th

Distributed: SEPTEMBER 21st

Advertising Deadline: SEPTEMBER 16th



Canada Ops Sing Embargo Blues; New Machs. Fade Out

(Continued from page 100)

dustry in the Dominion are fairly well agreed that there is an extreme shortage of American dollars in their country at this time.

When the control measures went into effect last year most coin machine dealers, distributors and jobbers, forewarned that the embargo was coming, had considerable stock of machines on hand. The most plentiful machines at the time were penny venders and postage stamp units. Larger machines and soft drink venders were scarce as dealers were cautious about stocking up on expensive equipment not knowing the exact formulation of the restrictive regulations.

Now, in a little better than nine months, practically all of the new equipment has disappeared from stock, and, in most cases, only used equipment is available to the operator.

Prices of equipment is a source of much aggravation to the average operator in Canada, especially in view of the shortages of many supplies which is also in evidence in most parts of the country. In the latter regard, the shortage is especially prevalent in such items as chewing gum and candy.

Most operators queried by *The Billboard* agreed that the price of new equipment (those machines imported prior to the embargo) had returned to wartime levels, or had increased from 50 to 60 per cent over the pre-embargo lists. In the used machine market, at the present time at least, a sales resistance program which is of recent origin, has held the price increases, in many cases, on this type of equipment to from 10 to 25 per cent. However, continuation of the controls may well break this market wide open, especially in the game field where there has been no manufacturing to speak of in years.

In the music machine field, which, together with heavy venders such as soft drink machines, is the only type of new equipment available, and that on a limited basis the upsurge in prices is obvious. The Wurlitzer 1015 (an older model), which listed at \$1,015 at the time of the embargo, dropped to \$1,000 and is now listed at \$1,386. The Lanier Amusement Machine Exchange, in a price list issued August 1, 1948, showed a new Seeburg 147 for \$1,150 and a Model 148 for \$1,295. The Aireon Super De Luxe was \$600.

Game Prices

Prices on post-war pin games are best illustrated by the lists which are being circulated to the operators.

In the post-war game field prices run as follows: Amber, \$300; Play Boy, \$450; State Fair, \$375; Broncho, \$525; Havana, \$375 to \$440; Stage Door Canteen, \$225 to \$305; Superliner, \$275 to \$350; Sea Isle, \$525; Cyclone, \$425; Mystery, \$395; Spellbound, \$335; Step Up, \$350; Super Score, \$400; Surf Queen, \$280, and Suspense, \$325.

These are games that are available, and it is stressed that they are not new, rather they are rebuilt models.

Pre-war game prices vary, but range from a low of \$50 for a Bally Booster, which was originally released in March of 1937 at a list of \$69.50 to a high of \$250 or more. While too numerous to list, a few examples of the used machines now on the market in Canada are Brazil, first introduced in 1943 and now listing for \$250; Double Play, introduced in early 1941 with a list price of \$109.50 and now selling for \$79.50; Hi Hat, a 1941 Genco game which is selling for \$115, and Seven Up, which listed for \$104.50 in January, 1941, and is now selling for \$95 in Canada.

While play on the various types of equipment on location in the Dominion has been erratic in the past

nine months, the embargo itself is believed to have had little effect on the patronage. The bulk of the load, instead, is on the operator who must keep his older equipment in top operating condition, and, in the case of the vending machine operator, must search out short supply items.

In the music machine field, operators in the Edmonton, Alta., area reported that collections had been off for some time now, but that within recent weeks there were indications of a pick-up. Some music machine operators believed that the embargo had been a boon to them and that with the limited supply of new equipment on hand at the time of the controls, distributors and manufacturers would remove the pressure to buy the new machines, a fact that actually came into being. Operators who reported they were paying about \$1,200 for a new phonograph said it would take them at least three years to get their money out.

Manufacturing

Taking advantage of the control restrictions, several Canadian firms entered the coin machine manufacturing field, augmenting the few firms that were already in business. Among the products which they have turned out, but which are not as yet achieving the popularity of the known brands, are wall boxes, coin radios, cigarette and stamp venders. The radios sell for \$80; postage stamp machines, \$48, and cigarette machines list at \$575. Generally speaking, the market for this equipment has been poor.

Polarmat, Ltd., of Montreal, is a manufacturer of vending machines, while the Opal Manufacturing Company is making cigarette machines for Vendomatic in Toronto.

Regarding bell machines, in practically all areas the pay-out units are illegal at this time, while the non-paying units are operating on a semi-legal basis.

ROSENBERG & CO.

(Continued from page 100)

mended charge for play will be 10 cents a person. As many as four can play the games at the same time.

To stimulate play, once enough boards are placed, attempts may be made to have operators set up leagues of six to 12 teams. This device has been found useful by the American Shuffleboard Company in promotion of games sold direct to locations. Under American's plan, storekeepers pay a nominal fee to the manufacturer who supplies a trained organizer, promotion placards and booklets, as well as a trophy for the winning team. Cost of maintaining leagues may be shared between operators and storekeepers.

The American Shuffleboard Company, located in Union City, N. J., was formed 17 years ago. Coinmen are said to have operated their equipment successfully on the West Coast.

DISTRIB ASSOCIATION

(Continued from page 100)

4. That all games be marked with the serial number in a prominent place for easy identification.

The nine-man board of directors represents old-line firms from all parts of the country. They are Irv Blumenfeld, General Vending Sales Corp., Baltimore; J. D. Lazar, B. D. Lazar Co., Pittsburgh; Leo Weinberger, Southern Automatic Music Co., Louisville; Sam London, S. L. London Music Co., Milwaukee; Dave Bond, Trimond Coin Machine Co., Boston; Bill Marmer, Sicking, Inc., Cincinnati; Joe Ash, Active Amusement Machines Co., Philadelphia; Lou Wolcher, Advance Automatic Sales Co., San Francisco, and George Prock, General Distributing Co., Dallas.

EVERYBODY'S TALKING ABOUT

JENNINGS

"Live Jackpot"

SEPT. 17-18

EDGEWATER GULF HOTEL

EDGEWATER PARK, MISSISSIPPI

O. D. JENNINGS & CO.

4307-39 W. LAKE ST. CHICAGO 24, ILL.

BUY FROM BOOTS STRANGE



MILLS QT

Write or Phone for Prices

IMMEDIATE DELIVERY

IN STOCK



SURF QUEENS	\$20.00	2 BLACK CHERRY, 5c, 2-5.	
BIG LEAGUE	17.50	Like new.	\$135.00
OKLAHOMA	17.50	2 BLACK CHERRY, 10c, 2-5.	
SANTA FE	17.50	Like new.	140.00
MIDGET RACER	17.50	2 BLACK CHERRY, 25c, 2-5.	
STEP UP	20.00	Like new.	145.00
VICTORY	12.50	5 POP UPS	7.00
SHOW GIRL	27.50	4 BEST HAND	12.50
KNOCK OUT	20.00	5 NEW EXHIBIT CARD	
JEEP	12.50	VENDERS	10.00
STARS	15.00	5 USED EXHIBIT CARD	
BIG PARADE	12.50	VENDERS	7.50

SOUTHERN VENDING MACHINE CO.

528 CRAGHEAD STREET

PHONE 2414

DANVILLE, VA.

EVERYBODY WILL WANT A

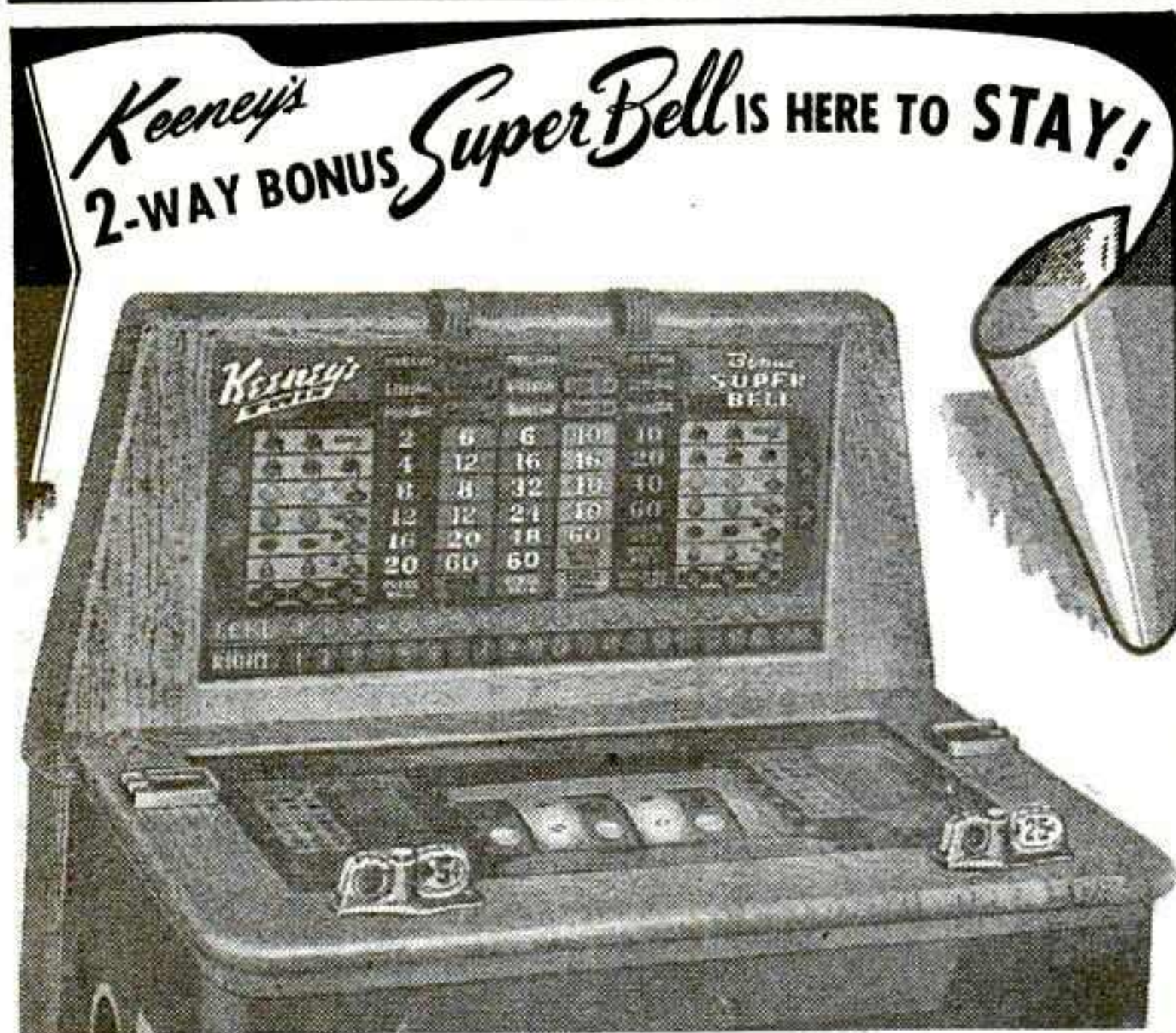
THRILL!

A Pin Game
worth waiting for

THRILL!

THRILL!

WATCH FOR IT!



CONSOLES COME and consoles GO—but the habit forming, bell-fruit reel scoring of Keeney's 2-Way Bonus Super Bell keeps this famous 5-multiple (up to 5 coins each chute) at **TOP EARNINGS** year in-year out! Order yours **NOW!**

★ **GOLD NUGGET**—sensational Twin Multiple 4-coin play—Keeney's Gold Nugget is a perfect team-mate for Super Bell. Fans like it. Pays operators rich returns.

★ **WILD BELL**—has tantalizing "wild" symbol, single coin, 2 chutes. A Big Money winner!

Any combination of 5c-10c-25c chutes available for each machine
Order from your Keeney Distributor NOW!

J. H. Keeney & CO., INC.
"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTH STREET, CHICAGO 32, ILLINOIS

States' Income From Tobacco Products Up 100% Since 1946

WASHINGTON, Sept. 4.—Income of the individual States from taxes on tobacco products has more than doubled in the last three fiscal years, Census Bureau reported this week. The take from this source amounted to \$339,000,000 in the year ending June 30, 1948, as compared with \$145,000,000 in the 1945 fiscal year. During the 1947 fiscal year the States collected \$245,000,000 in tobacco taxes.

Of the 38 States levying a tobacco tax during the 1948 fiscal year, New York and Pennsylvania collected the largest amounts, a little over

Pins, Jukes Burn

HARRIMAN, Tenn., Sept. 4.—More than a dozen pinball machines and juke boxes were damaged when fire broke out in the storage and repair department of operator Clyde Williams' headquarters here last week. Entire building on Byrd Street was extensively damaged by the fire.

\$37,000,000 each. Illinois was third with \$27,000,000 taken in.

According to the census report, Indiana, Michigan, Minnesota, Montana, Nebraska and Nevada were the latest States to add a tobacco tax, each State making the levy effective July 1, 1947.

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Weeks to date	POSITION	Artist	Label
1	16.	UNTIL	Tommy Dorsey Ork-H. Prime
4	20	17. YOU CALL EVERYBODY	Jack Smith
14	13	18. WOODY WOODPECKER	Kay Kyser
7	29	19. BLUEBIRD OF HAPPINESS	Art Mooney
2	28	19. YOU CALL EVERYBODY	Jerry Wayne
3	30	21. RAMBLING ROSE	Perry Como
10	16	22. LITTLE WHITE LIES	Dick Haymes
3	18	23. A TREE IN THE MEADOW	J. Laurenz
1	—	24. HINDUSTAN	Ted Weems
10	—	24. WILLIAM TELL OVERTURE	Spike Jones
10	21	26. YOU CAN'T BE TRUE, DEAR	Ken Griffin
2	—	27. UNDERNEATH THE ARCHES	P. Scala
1	—	28. FAR CRY	Buddy Johnson
1	25	29. HAIR OF GOLD	J. Emerson
3	—	30. COOL WATER	Vaughn Monroe

SONGS WITH THE MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS

(Continued from page 25)

Songs	Publisher	Heard in N.Y.				Heard in Ohl.				Heard in Calif.				Tot. Pls.
		SI	SV	CI	OV	SI	SV	CI	OV	SI	SV	CI	OV	
It's Magic (Romance on High Seas)	Witmark	0	11	0	10	5	3	7	13	9	7	9	9	205
Just for Now	Advanced	3	9	0	4	0	5	1	3	6	4	1	3	91
Little Girl	Leeds	1	3	2	5	2	3	6	6	11	22	2	4	160
Little White Lies	B. V. O.	2	3	0	3	1	6	3	4	12	4	0	3	90
Love Somebody	Kramer-Whitney	2	8	1	10	0	8	1	10	1	10	1	9	170
Maybe You'll Be There	Triangle	3	12	0	6	3	6	1	5	8	9	0	5	135
My Happiness	Biasco	1	6	0	7	1	1	0	7	7	3	0	8	107
P. S.—I Love You	LaSalle	4	6	1	4	6	3	2	4	4	3	0	4	93
Put 'Em in a Box (Romance on High Seas)	Remick	3	10	1	4	5	6	4	4	4	10	1	4	120
Rambling Rose	Laurel	2	14	0	6	1	7	0	6	4	8	0	6	127
Take It Away	Pemora	7	6	3	1	6	2	3	1	4	5	3	1	82
The Things I Love	Campbell	4	12	0	2	2	8	0	2	9	5	0	2	79
This is the Moment (Lady in Ermine)	Miller	3	19	2	10	3	13	3	9	20	20	1	11	233
You Call Everybody Darlin'	Mayfair	0	13	2	8	0	5	2	6	4	9	2	5	144
You Came a Long Way From St. Louis	Jewel	6	4	0	4	0	2	0	4	3	0	0	4	75

Milw. Firm Has New Sales Audit Device For Drink Vender

MILWAUKEE, Sept. 4.—Durant Manufacturing Company here is marketing, thru an exclusive distributor, Chalex Corporation, New York, an automatic sales audit recorder adapted for use in bottle and cup venders. Recorder, priced at \$39, measures 7 1/4 by 4 7/8 by 2 1/2 inches, and mounts within the machine on the dispenser unit.

Number wheels, totaling sales, are actuated by solenoids which connect directly behind the relays, and which in themselves are actuated by the coin in the mechanism and by the merchandise dispensed relay mechanism. Unit prints a sales ticket by impact, utilizing a carbon type form. Numbers are one quarter inch in size.

Name E. W. Chapman V.P. At Tuthill Pump Company

CHICAGO, Sept. 4.—Tuthill Pump Company, firm supplying parts to cup drink venders, announced the appointment this week of E. W. Chapman as vice-president in charge of engineering.

Chapman served in a similar capacity for Bowser, Inc., before joining Tuthill, and prior to that was associated with the Blackmer Pump Company as development and chief engineer.

COLUMBIA EAGLE



Size: Height 24", width 18", depth 15", weight 58 lbs.

Plays any foreign coin, size U. S. quarter to half dollar.

Convertible "instantly" from 25c to 50c on location. Jackpot hand loaded ... 20 stop reels.

GROETCHEN

TOOL & MFG. COMPANY
126 N. Union Ave. Chicago 6, Ill.
Telephone: Randolph 2807

Slug-Happy

PHILADELPHIA, Sept. 4.—Slug-dropping Grover Gasber, of Akron, who was a guest at the Normandy Hotel here last week, found himself dropped into a police cell when he was trapped using slugs in the hotel telephone coin box. Police, who confiscated eight pounds of slugs found in Gasber's car, slated him for using \$1 worth of slugs in lieu of legal tender in part payment for a call.

New Eng. Locations Show Business Drop

WASHINGTON, Sept. 4.—July business of coin machine locations slumped in the New England cities of Boston, Providence and Hartford, the Commerce Department announced this week.

Receipts of taverns and restaurants dropped 10 per cent from June receipts in Boston and Providence, and 4 per cent in Hartford. Drugstore business during July decreased 8 per cent in each of the three cities, while confectionery stores reported business down 25 per cent in Boston and 20 per cent in Hartford and Providence. Business of all retail stores was off 29 per cent in Boston, 12 per cent in Providence, and 9 per cent in Hartford.

Okay Omaha 1-Balls When City Licensed

OMAHA, Sept. 4.—In a ruling handed down in municipal court, Judge Dennis O'Brien declared that city licensed one-ball amusement games are not gambling devices since the city collects license fees for their operation.

Judge O'Brien's ruling came about as a result of charges brought against a local owner in whose establishment one-balls were ready for play. The charges specifically stated that the location owner "was keeping a device to win or gain money." Following the decision, the case was dismissed.

William Adams New NAMA Staff Member

CHICAGO, Sept. 4.—National Automatic Merchandising Association headquarters here announced the addition of William Adams to the staff as assistant to director of membership Howard Olsen.

Adams recently graduated from Northwestern University, where he majored in marketing and sales management. Before entering the armed forces during the war he attended North Bank College here. He is a resident of this city.

Pa. Police Search Cars For Tax-Free Cigarettes

PHILADELPHIA, Sept. 4.—Pennsylvania State Police were charged this week with over-reaching their authority in stopping automobiles at the Delaware State border in a campaign against cigarette smuggling. Robert C. L. Price, resident counsel of the Keystone Automobile Club, said he could find "no legal right" for what he termed indiscriminate stopping and searching of cars entering Pennsylvania from Delaware.

The border searches are the result of Delaware having no State tax on cigarettes against a 4-cent-per-pack tax in Pennsylvania. Until July, when tax-free New Jersey imposed a 3-cent tax, similar border searches were made for untaxed cigarettes there.

We'll be Seeing You

at EDGEWATER GULF HOTEL
EDGEWATER PARK, MISS.

SEPT. 17 & 18

JENNINGS SOUTHERN CONVENTION
AND FIRST PUBLIC SHOWINGS OF

Monte Carlo

ALSO - - JENNINGS' NEW
MYSTERY ATTRACTION - "LIVE JACKPOT"

E. Heath

Heath Distributing Co.
217 Third St.
Macon, Georgia

W. Phillips

C & P Sales Co.
407 Madison Ave.
Memphis, Tenn.

Smith & Montgomery

S & M Sales Co.
1074 Union Ave.
Memphis, Tenn.

J. H. Moore

Ace Novelty Machine Co.
801 Rose Circle
Atlanta, Georgia

D. Franco

Franco Distributing Co.
24 N. Perry
Montgomery, Ala.

Luther Clary

Crestview, Florida

O.D. JENNINGS & COMPANY

4307 WEST LAKE STREET CHICAGO 24, ILLINOIS

NO FREE PLAY

Robin Hood \$49
Melody 49
Manhattan 45
Singapore 34
Tropicana 39
Catalina 49
Cover Girl 39
Madrid 29
Sea Isle 18

Humpty Dumpty \$45
Free Play \$20 additional
Ginger, New (in crate, FP) 39
Bonanza, New (in crate, FP) 69
Chicago Coin Base Ball,
New, F.P. 45

ROLL DOWNS

Advance Roll \$85
Pro Score 89

1/3 DEPOSIT WITH ORDER

AMERICAN VENDING CO.

2858 Coney Is. Ave., Bklyn, N. Y. Exp. 5-1836

Esso Star \$29
Esso Arrows 39
Auto Roll 39
Big City 29
Singapore 34
Hawaii 29
Gold Mine 34
Bermuda 79
Melody 79
Tropicana 59

ALABAMA

Mills Cherry Bells, 5¢ \$75.00
Mills Brown Fronts, 5¢ 75.00
Mills Gold Chromes, 5¢ 75.00
Mills Gold Chromes, 10¢ 80.00
Mills Jumbo Parades, OPO \$ 75.00
Mills Four Bells, New Cab. 100.00
Bally Deluxe Draw Bell, 5¢ 225.00
Columbias, Brand New 100.00

All machines are checked in my shop ready for location.

A. L. KROPP, JR., 506 13th Avenue Tel. 7977 Tuscaloosa, Alabama

ENVOY'S VOGUES

\$79.00 Each
Perfect Condition.

GLOBE SALES
536 Collins, MIAMI BEACH, FLA.

Keeney's Bonus Bells

AA-1 Condition
2 Twins, 5-25 \$ 550.00
1 Twin, 50-50 795.00
Both Twins on One Sale 1000.00
Coin Machine Service
1509 State St. BOISE, IDAHO
Phone 7960-R

GIVE TO THE DAMON RUNYON CANCER FUND

Silver King Plant Addition Completed

CHICAGO, Sept. 4.—H. F. Burt, head of Silver King Corporation, has announced the completion of an addition to the firm's Aurora, Ill., plant, including the installation of a new large infra red bake oven and enlargement of the paint shop. Additional production space (120 by 40 feet) and production equipment was made necessary by continued high output, he said.

Current unit being stressed in firm's production line is the recently introduced Pistol Target vender,

Dixie Cup Co., Ltd., To Erect New Plant

TORONTO, Sept. 4.—The Dixie Cup Company, Ltd., announced this week that it has let contracts for erection of a new manufacturing plant for Dixie cups at Brampton, Ont.

Plant, scheduled for completion within a year, will have a total area of 50,000 square feet.

which offers patrons a free shot with every purchase of ball gum.

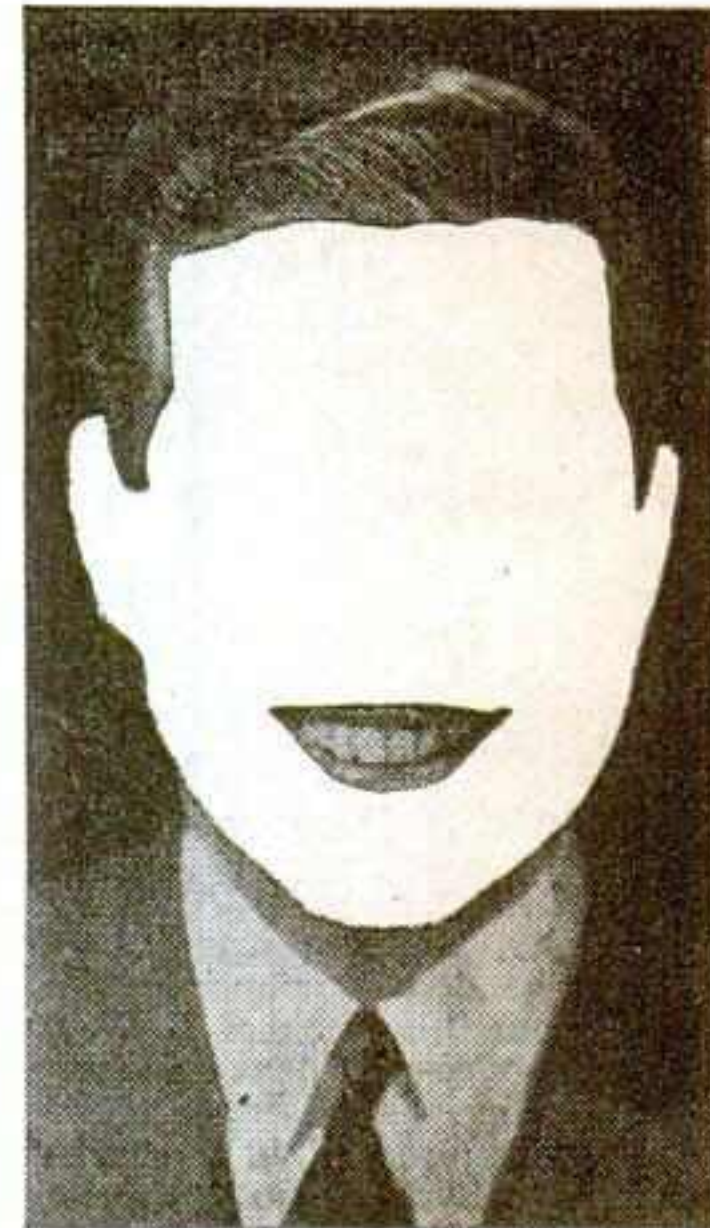
Department Store \$\$\$ Sales Up 16 Per Cent

WASHINGTON, Sept. 4.—Federal Reserve Board reports that department store sales, dollar-wise, increased 16 per cent in the week of August 7 over sales for corresponding week last year. All districts shared in the gain, department stated.

Percentage gains by districts were, first for week ending August 7 and second for year to August 7: Boston, 9 and 3 per cent; New York, 12 and 6 per cent; Philadelphia, 13 and 8 per cent; Cleveland, 22 and 9 per cent; Richmond, 12 and 4 per cent; Atlanta, 16 and 10 per cent; Chicago, 21 and 8 per cent; St. Louis, 24 and 10 per cent; Kansas City, 23 and 10 per cent; Dallas, 15 and 13 per cent; San Francisco, 7 and 7 per cent.

Ohio Cig Tax Returns Rise

COLUMBUS, O., Sept. 4.—State department of taxation has reported total cigarette tax receipts for seven months ended July 31 of \$10,101,672.99. Similar period in 1947 returned \$9,131,433.06. For July, this year, cig tax take was \$1,656,844.59, compared with \$1,543,736.11 for the same month, 1947.



WHO IS THE SMILING MAN?

CLUES:

1. His children's education is as good as paid for.
2. He's moving into his dream house in 1958.
3. He's going to get \$4 back for every \$3 he invests today, after 10 years.
4. He's helping his country and himself, at one and the same time.

ANSWER: The Smiling Man is the man who invests regularly in U. S. Savings Bonds. What he has done—actually—is to guarantee his own future, to insure the security and happiness of his family.

Every Savings Bond you buy will stretch your smile a little further. They're the wisest investment you can make, today—guaranteed to pay you back \$4 for \$3 after ten years.

What's more, every dollar you invest in Savings Bonds is helping to fight inflation over here, helping to maintain democracy over there.

If you draw a salary, enroll in the easy, painless, automatic Payroll Savings Plan. Or, if you aren't on a payroll but have a checking account, use the equally convenient Bond-A-Month Plan.

Inquire today about these sure, profitable savings plans. And watch your smile grow along with your savings!

AUTOMATIC SAVING

IS SURE SAVING—

U. S. SAVINGS BONDS



Contributed by this magazine in cooperation with the Magazine Publishers of America as a public service.

WANTED
Bally DeLuxe Draw Bells, Triple Bells, Double Up and Wild Lemon, Keeney's Super Bonus Bells, Single, Double and Triple. Will buy or take in trade—quote price—quantity—and condition.

USED CONSOLES
3 Mills 3 Bells, '47 Model \$250.00
3 Bally Triple Bells 540.00
3 5¢ Keeney Super Bells, Comb. 75.00
2 25¢ Keeney Super Bells, Comb. 85.00
5 Baker's Paces, D.D. 175.00
2 Silver Moon, F.P. 75.00
1 Bally Royal Flush, P.O. 75.00
6 Paces Reels & Saratogas 75.00
2 Keeney Three-Way Super Bonus Bells. 695.00

NEW CONSOLES
Keeney Twin Super Bonus Bells \$800.00

SLOTS AND BELLS
5 Mills Blue or Brown Fronts, 5¢ \$ 75.00
5 Mills Blue or Brown Fronts, 10¢ 85.00
5 Mills Blue or Brown Fronts, 25¢ 95.00
2 Mills Gold Chrome, 25¢ 125.00
4 Mills 25¢ Club Consoles 165.00
2 Mills Black Cherry Bells, 5¢ 135.00
2 Mills Black Cherry Bells, 10¢ 145.00
2 Mills Black Cherry Bells, 25¢ 155.00
1 Mills 25¢ Golf Ball Vendor 275.00
1 Columbia 69.50
1 Watling 10¢ 75.00
3 Watling 25¢ Rolatops 95.00
1 Jennings 10¢ 4-Star Chief 75.00
4 Jennings 5¢ 4-Star Chief 75.00
1 Jennings 50¢ 4-Star Chief 75.00
2 Jennings 5¢ Club Consoles 165.00

GUSHERS
85 Brand New 5¢ J.P. Models. Ea. \$22.50

SKEE BALLS
15 Wurflitzer Skee Balls, 14-ft. \$165.00
10 Bank Balls, 14-ft. 110.00
1 Bank Ball, 9-ft. 85.00



M. S. GISSER, Sales Mgr.

VEST POCKETS
Brand New, Special . . \$ 82.50
Used 39.50
10 POP BEZ POP-OORN VENDORS, Like New, Ea. 149.50

NEW COUNTER GAMES
Penny Target \$ 39.50
A.B.T. Challenger 42.50
Kicker & Catcher 35.00
Acme Electric Shocker 19.50
Camera Chief 19.95
A.B.T. Model F 47.50

USED COUNTER GAMES
A.B.T. Challenger . . \$ 20.00
Pop Up 14.00
Post Card Vendors 15.00
Smiley 10.00
Whizz 20.00
Kicker & Catcher 18.00
Bingo 12.00
Home Run Gun 12.00
Penny Pistol Shot 12.50
3 Way Grippers 15.00
Line-a-Basket 20.00
2 Rex Line-Ups 10.00
2 Daval 21's 10.00
4 Daval 5¢ Free Plays 20.00

USED VENDORS
25 N.W. 1¢ #33 Ball Gum Vendors with Plastic Globes . . \$ 5.50
25 1¢ Silver King Ball Gum Vendors. 8.50
25 5¢ Silver King 5¢ Nut Vendors 8.50
5 1946 Du Grenier Challengers, 7 Col. 125.00
10 1946 U-Need-A-Pak Monarchs 135.00
4 10 Col. Rowe Cigarette Machines 95.00
8 National 930's Cigarette Machines 75.00
8 U-Need-A Pak U-500 15 Col. Cigarette Machines 110.00
5 DuGrenier W's 9 Col. Cigarette Machines 60.00
20 N. W. DeLuxe 1¢-5¢ Vendors 17.50
15 Brand New MURROE MATLACK STAMP VENDORS 17.50
1 Brand New Downey Johnson Coin Sorter 195.00

WOOD BALL ROLL DOWNS
15 TRI SCORES . . \$ 69.50
3 ESSO STARS 69.50
6 TALLY ROLLS 49.50
2 SPORTSMAN ROLLS 75.00
3 BIG CITY ROLLS 75.00
1 SUPER SCORE 75.00
15 ONE WORLDS 69.50
TOTAL ROLLS 85.00
ADVANCE ROLLS 95.00
TIN PAN ALLEY 85.00

ADVANCE MODEL 21F
Machines, 25¢ Operated. Write

TERMS: 1/2 DEPOSIT, BALANCE C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE • CLEVELAND 15, OHIO

Prospect 6316 • 6317

SHOE SHINE MACHINE
Already location proven by thousands of satisfied operators. 5¢ and 10¢ operated for one-half minute. NOW DELIVERING, \$175.00

SPECIAL
100 Brand New WHIRL-A-BALLS Counter Games. Originally \$47.50, \$19.50 Each. In lots of 10 or more, \$17.50

USED GAMES
AMBER \$37.50
Chi Coin BASEBALL. 49.50
BIG HIT 29.50
CROSSFIRE 49.50
CYCLONE 55.00
DOUBLE BARREL 34.50
DYNAMITE 49.50
FIESTA 49.50
GOLD BALL 59.50
HAVANA 49.50
HI RIDE 59.50
HONEY 59.50
VANITIES 64.50
KILROY 49.50
LIGHTNING (Flip) 49.50
MYSTERY 49.50
NEVADA 69.50
RANGER 49.50
RIO 39.50
ROCKET 39.50
SHOOTING STARS 34.50
SMARTY 39.50
STAR-LITE 69.50
SUPERLINER 85.00
SUPER SCORE 39.50
SURF QUEEN 29.50
SUSPENSE 39.50
SEA BREEZE 29.50
SAMBA, F. S. 150.00
MAJOR LEAGUE BASEBALL, F. S. 165.00
BAFFLE OARD 29.50
CO-ED 49.50
MIDGET RAGER 29.50
TOROHY 59.50

ARCANE EQUIPMENT
PANORAMS \$195.00
2 STRIKES & SPARES 395.00
3 Photomats, inside Lites 325.00
3 Bally Heavy Hitters 75.00
1 Super Bomber 150.00
2 Claw Type Rotaries 225.00
Rotary, Pusher Type. 225.00
Williams All Stars 250.00
2 Rapid Fires 110.00
1 Pitohem & Katchem 75.00
1 Scientific Baseball. 75.00
Jafoe 9-Ft. Barrel Roll 75.00
10 Ten Strikes 69.50
2 Batting Practices 75.00
3 Chicken Sams 95.00
3 Keeney Air Raiders 95.00
3 New Bowl-A-Scors Keeney Submarine 95.00
2 Western Baseballs. 95.00
2 Goals 150.00
8 Boomerangs 95.00
Jack Rabbit 150.00
Hootie Mon Golf 75.00
1 Under Sea Raider 195.00
1 Chicago Coin Basketball 285.00
1 Exhibit Vitalizer 95.00
2 Bat-A-Ball Srs. 39.50
1947 Photomats 750.00
Voice-O-Graph 550.00
Groetchen Metal Typor 195.00

Springfield, Mass., Cig Price Lowest in State

SPRINGFIELD, Mass., Sept. 4.—Cigarette retailers here were told by the State Department of Corporations and Taxation this week that this city is the only one in the commonwealth where leading brands are being sold for 19 cents per package (without matches) and \$1.88 per carton, also without matches.

All other cities and towns in the State sell cigarettes for 20 cents per pack, \$1.98 per carton, with or without matches, as dealer prefers.

The almost uniform price control has been effected by a gentlemen's agreement, local dealers were told.

Cig Mfrs. Set Dividends

NEW YORK, Sept. 4.—P. Lorillard Company has declared a quarterly stock dividend of \$1.75 on preferred shares, payable October 1 to stockholders of record September 10. A 25-cent dividend was declared on the common stock, payable on same basis.

Liggett & Myers Tobacco Company has also declared a dividend of \$1.75 on its preferred stock, payable October 1 to stockholders of record September 10.

WANTED

Exhibit's

GOLDEN GATE

(Pin Game)

Box 200, c/o The Billboard
155 N. Clark Chicago 1, Ill.

WE OFFER

\$250,000.00 STOCK OF

PIN GAMES • PHONOGRAPHS • CONSOLES

ROLLDOWNS • ARCADE

at drastically reduced prices.

WRITE OR WIRE WHAT YOU CAN USE AND THE QUANTITIES

BELL PRODUCTS CO.

2000 N. OAKLEY
CHICAGO 47, ILLINOIS

DISTRICT ORGANIZERS WANTED

For a rapidly expanding fraternal organization

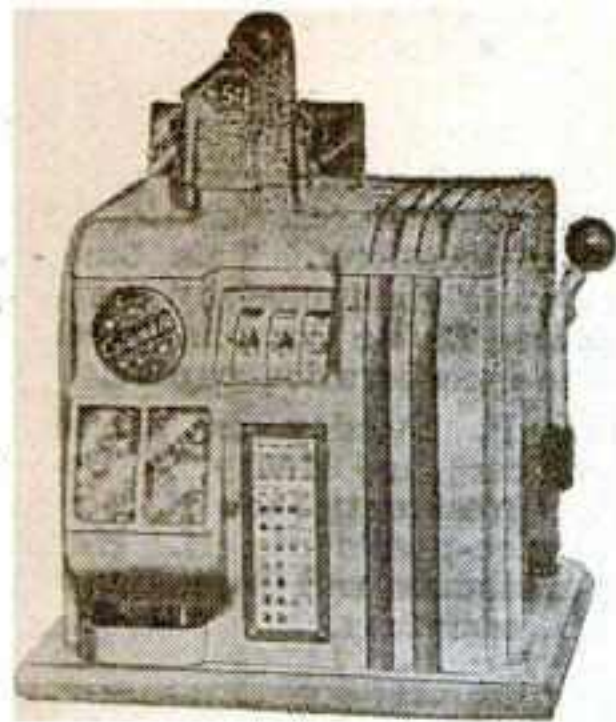
All cities of 2,000 population or more provide a fertile field for the installing of one or more chapters. Liberal commissions paid. One man made \$700 in July. Opportunity to advance into state organizer with override on all state business.

A financially sound organization with a plan of operation that is easy to sell because it is generally recognized as being far superior to old established fraternal groups. Write:

NATIONAL ORDER OF FALCONS

301 Boarrit Arcade Building, Kansas City, Mo.

COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18 3/4"; Width, 12 1/2"; Depth, 12"; Weight, 43 lbs. Plays pennies, nickels, dimes and quarters. 10 OR 20 stop reel.

WRITE FOR PRICES

FOREIGN TRADE

This machine takes any foreign coin as big as U. S. 25¢ piece or as small as U. S. 10¢ piece.

GROETCHEN TOOL & MFG. CORP.
126 N. Union Ave. Chicago 6, Ill.

Complete stock of new and used equipment at lowest prices. Phone or write.

- Triple Bells\$525.00
- Draw Bells, R.B. 225.00
- Big Inning, New 389.00
- Drivemobile 139.00
- Exh. Crossfire 40.00

EXCLUSIVE DISTRIBUTOR OF BALLY'S
Carnival • New Reserve Bell
Gold Cup (One Ball) Trophy (One Ball)
Double Up • Wild Lemon
Triple Bell

We will buy Bally Draw Bells, Deluxe Draw Bells, Triple Bells, Bally One Balls. All types of Slots. Late type Pin Games.

COVEN Distributing Co.
3181 ELSTON AVE. CHICAGO, ILL.
INDEPENDENCE 2210

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★

TRIMOUNT IS NOW DELIVERING

Gottlieb's "BARNACLE BILL"
Williams' "GIZMO"
Exhibit's "CIRCUS"
Genco's "SCREWBALL"
United's "SUMMERTIME"

ALWAYS THE NEWEST AND THE BEST AT TRIMOUNT

TRIMOUNT

COIN MACHINE CO.
40 WALTHAM ST., BOSTON 12, MASS. PHONE: LIB. 9480

METAL TYPER MACHINES

PARTS AND SUPPLIES

FINEST ALUMINUM DISCS
Plain or Colored
BUY DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

GOTT. BARNACLE BILL
GENCO SCREWBALL
EXH. CIRCUS
OHIOIN CRAZY BALL
UN. SHORT STOP
UN. MAJOR LEAGUE
GENCO MERRY WIDOW
WMS. DEW-WA-DITTY
BALLY GARNIVAL
MARV. HIT PARADE
UNITED'S PARADISE
EX. JAMBOREE \$190.00
UN. RONDEVOO 189.50

NEW ONE BALLS

BALLY GOLD CUP, F.P. \$645
BALLY TROPHY, P.O. 645

NEW COIN COUNTERS

Downey-Johnson \$198.50
Coin Sorter, Electric 290.00
Hand Operated 225.00
Master Changer 27.95
Junior Changer 17.95

NEW SKILL GAMES

BAT-A-BALL SR. \$49.50
EV. BAT-A-SCORE 355.00
SCIENTIFIC PITCH
'EM & BAT 'EM 499.50

NEW COUNTER GAMES

MARVEL POP-UP \$29.50
ABT MODEL F 52.50
ABT CHALLENGER 49.50
SHIPMAN ART SHOW 49.50
GRIP-VUE 49.50
KICKER & CATCHER 34.50
GOTT. GRIP SCALE 29.50
NON-COIN MARVEL 34.50
DAVAL'S ACE OR CUB 14.50
BAT-A-BALL JR. & STAND, Originally \$79.50, Now... \$21.50

NEW SLOTS

MILLS JEWEL BELL
MILLS BLACK GOLD, H.L.
MILLS MELON BELL
MILLS BONUS BELL
COLUMBIA, JP \$189.50
VEST POCKETS 85.00

NEW CONSOLES

MILLS 3-BELLS
KEEN. GOLD NUG. WRITE
EVANS RACES \$800.00
BAL. TRIPLE BELL 931.00
EV. WINTERBOOK 895.00
EVANS BANGTAILS 826.00
EV. CASINO BELL 671.50
JENN. CHALLENGER 637.50
BAL. WILD LEMON 595.00
BAL. DOUBLE UP 542.50
BAL. RESERVE BELL 549.50

NEW VENDORS

HAWKEYE POP CORN
WARMER \$69.50
SHIPMAN SELEC-A-BAR, 3-OOL. 59.50
ARISTOCRAT POP CORN VENDORS 225.00
MARION SCALE 79.50
SILVER KING 13.95
SILVER KING HOT NUT VENDOR 29.95
5¢ 4-WAY MINT 17.50
ADVANCE 25¢ MODEL 21¢ VENDOR 29.50
N-W STAMP VEND. 69.00
N.W. DE LUXE 27.00
N.W. MODEL 33 12.60
N.W. MODEL 39 14.40
N.W. MODEL 40 11.00
N.W. 33 BALL GUM 11.55

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES — DE LUXE
Single \$132.00 • Double \$192.00 • Triple \$288.00
UNIVERSAL Single Safe \$87.50 • Double Safe 128.50
FLIPPER BUMPER KIT \$5.95 • NICKEL NUDGER 3.95
BOX STANDS \$27.50 • FOLDING STANDS 12.50
EXH. ROLL TILT 2.75
WICO'S WHIRLWIND SPINNER 11.95

VICTOR VENDORS

UNIVERSAL \$13.95
MODEL V-K 12.95
MODEL V 12.50

WANT TO BUY! TOP PRICES PAID—SEND LIST NOW!
LATE FLIPPER-TYPE 5-BALLS — JOCKEY SPECIALS — GOLD CUPS — EUREKA — DRAWBELLS — SLOTS

SAVE 3 WAYS!

No. 1 Spend Less for Reconditioned, Refinished, Guaranteed 5-Balls.
No. 2 With Flipper Kit Installed
No. 3 With Spinner-Bumper Installed.

	No. 1	No. 2	No. 3
CROSSFIRE	\$69.50	\$74.50	\$84.50
HAVANA	69.50	74.50	84.50
HONEY	69.50	74.50	84.50
MAISIE	69.50	74.50	84.50
MYSTERY	69.50	74.50	84.50
CYCLONE	59.50	64.50	74.50
TORNADO	59.50	64.50	74.50
ROCKET	59.50	64.50	74.50
RIO	59.50	64.50	74.50
VANITIES	59.50	64.50	74.50
BALLYHOO	59.50	64.50	74.50
PLAY BOY	59.50	64.50	74.50
KILROY	59.50	64.50	74.50
FIESTA	59.50	64.50	74.50
SUPER SCORE	49.50	54.50	64.50
SPELLBOUND	49.50	54.50	64.50
MISS AMERICA	39.50	44.50	54.50
DYNAMITE	39.50	44.50	54.50
SMARTY	39.50	44.50	54.50
SHOW GIRL	39.50	44.50	54.50
BAFFLE CARD	39.50	44.50	54.50
STEP UP	39.50	44.50	54.50
STATE FAIR	39.50	44.50	54.50
SUPERLINER	39.50	44.50	54.50
FAST BALL	39.50	44.50	54.50
SEA BREEZE	39.50	44.50	54.50
SUSPENSE	39.50	44.50	54.50
MIDGET RACER	39.50	44.50	54.50
LIGHTNING	39.50	44.50	54.50
CANTEEN	39.50	44.50	54.50
SURF QUEENS	39.50	44.50	54.50
BIG LEAGUE	39.50	44.50	54.50
BIG HIT	39.50	44.50	54.50
ANY PRE-WAR PIN GAME	24.50	29.50	39.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

SLOTS

50¢ MILLS GOLD CHROME \$209.50
MILLS BLACK CHERRY, Orig. 5¢ \$144.50; 10¢ \$149.50; 25¢ 154.50
5¢ MILLS BLUE FRONT, ORIG. 89.50
5¢ MILLS BONUS BELL 119.50
5¢ MILLS ORIG. CHROME, 2-5 109.50
10¢ BROWN FRONTS 109.50
JENN. SILVER CHIEF, 5¢ 79.50
JENN. SIGAROLA XV 89.50
GROET. COLUMBIA, J.P. 69.50
5¢ MILLS VEST POCKET 44.50
WATL. ROL-A-TOP, 5¢, 10¢ or 25¢ 60.00

ARCADE

P. D. Q. CAMERA & BOOTH \$419.50
CHI. COIN BASKETBALL CHAMP 359.50
WMS. ALL-STARS 259.50
DRIVEMOBILE 159.50
FOOTBALL, IDEAL 159.50
CHI. COIN GOALEE 149.50
ROLL-A-BARREL, 10 FL. 149.50
SUPER BOMBER 129.50
UNDERSEA RAIDER 109.50
SUPER TORPEDO 109.50
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KIRK ASTROL. SCALE 99.50
SOI. POKERINO 99.50
EXH. MERCHANTMAN DIGGER 99.50
BATTING PRACTICE 79.50
WEST. DE LUXE BASEBALL 89.50
HOCKEY, CHICAGO 89.50
LIBERATOR OR PERISCOPE 79.50
ROCKET BUSTER 79.50
TEN STRIKE 69.50
BUCKLEY DE LUXE DIGGER 139.50
BUCKLEY TREAS. IS. DIGGER 119.50
NEW HEAVY HITTER & STAND 99.50

ONE BALLS

SPECIAL ENTRY, F.P. \$349.50
VICTORY SPECIAL, F.P. 199.50
VICTORY DERBY, P.O. 189.50
LONGACRE, F.P. 89.50
TURF KING, P.O. 79.50
PIMLICO, F.P. 79.50
'41 DERBY 79.50
CLUB TROPHY, F.P. 74.50
JOCKEY CLUB, P.O. 69.50
KENTUCKY, P.O. 62.50
BLUE GRASS, F.P. 59.50
RECORD TIME, F.P. 59.50
LONGSHOT, P.O. 59.50
SPORT KING, P.O. 59.50

CONSOLES

5-25 TWO-WAY BONUS SUPER \$565.00
BALLY TRIPLE BELL, 5-10-25¢ 565.00
5¢ KEEN. BONUS SUPER BELL 345.00
DE LUXE DRAW BELL 285.00
DRAW BELL, Regular 235.00
4-WAY SUPER BELL, 5-5-5-25¢ 169.50
MILLS 3-BELLS 159.50
2-WAY SUPER BELL, 5-5¢ 125.00
HI HAND, COMB. 99.50
MILLS 4-BELLS, 5-5-5-5 99.50
BALLY CLUB BELL 89.50
MILLS JUMBO COMB. 89.50
KEENEY 5¢ SUPER BELL COMB. 79.50
WATLING BIG GAME, P.O. or F.P. 69.50
5¢ PACE SARATOGA SR., P.O. 69.50
BALLY BIG TOP, P.O. or F.P. 69.50
MILLS JUMBO, LATE HEAD 69.50
PACE REELS—CHR. RAIL 69.50
JENN. FAST TIME, P.O. 59.50

MILLS BELLS!

We have all Mills latest Bells in stock.

MARVIN J. BLAND
INDIANA MUSIC CO.
705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

STEP-UP-COILS

Bargain Prices

20-6 Gottlieb 75¢
SM 20 Gottlieb
123 United or Exhibit
W25 Williams

COMPLETE STOCK AT ALL TIMES. DISCOUNT FOR QUANTITY BUYERS.

FLIPPER KITS

2 Flippers\$3.95
4 Flippers 6.95
United Flipper (metal) 5.95

1/3 deposit, balance C. O. D.
ROYAL MUSIC CO.
76 Main St. Tel.: 649-W Webster, Mass.

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone EVERGLADE 2600 • CHICAGO 22, ILL.
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

EVERYBODY WILL WANT A

THRILL!

A Fun Game

worth waiting for

THRILL!

THRILL!

WATCH FOR IT!

Card, View Mchs. Big Hit at Fair

PITTSBURGH, Sept. 4.—During the five-day run of the Allegheny County Free Fair here (2-6), post card venders and view machines in the exhibit of *The Pittsburgh Post-Gazette* drew so much attention that the exhibitor had a rush order of cards air-expressed from Exhibit Supply, Chicago, manufacturer of the two machines.

The Pittsburgh paper vended pictures of baseball and movie stars thru the exhibit machines, with promotional plugs for the paper's sports column and movie page imprinted on the back of each card.

See-a-View machines were exhibited with a special 35mm. color film which showed pictures of Pittsburgh industry as well as shots depicting the inner workings of *The Post-Gazette* plant.

The local newspaper's success with this type of pay-as-you-go promotion might touch off a new market for this type of coin machine, officials at Exhibit Supply Company believe.

Williams Hits Top Production On New 5-Ball

CHICAGO, Sept. 4.—Gizmo, a new five-ball game by Williams Manufacturing Company, is now in full production, Fulton Moore, firm sales manager, announced this week. Game features an unusual use of its five kick-out pockets which give extra points or replays depending upon at which point of play a ball drops into the pockets.

Rapid action of the new Williams product also revolves around the making of five numbered bumpers and two numbered roll-over switches. When player has made all seven contacts he wins one replay. Other replays can be gained by putting a ball thru either of the two numbered roll-overs after making the 1 thru 7 bonus.

Bonus score stores up to 100,000 points in multiples of 10,000. Two roll-over buttons (one at the top of step up bonus score by 10,000 points when contacted. A kickout near center bottom of playfield advances bonus score by 50,000 points when activated. Another unusual application of the scoreboard on Gizmo is the fact that after the 1 thru 7 series has been made, either of the game's bottom kickout pockets lights up on an alternate basis. If the player can drop a ball in the lighted kick-out he collects between one and 10 replays depending on the number of points indicated on the bonus scoreboard. Game also has two saucer type kick-outs which collect bonus score when lit (lights when 1-7 series has been completed), registers 5,000 points when not lit. Replays can also be garnered by players going thru a roll-over switch (near mid-playfield) when lit. This switch lights only when bonus score reads 90,000 points.

Vaughn-Smith Nuptials

ATLANTIC CITY, Sept. 4.—Elsie Vaughn and F. McKim Smith, president of the Automatic Association of Automatic Machine Owners (NAAMO), will be married in the fall, it was learned here this week. Miss Vaughn, acting secretary of NAAMO, is well known in the coin machine industry and played an active part in Smith's organization of mechanics' schools last year. Smith, who operates a large arcade on the Boardwalk, announced his engagement to Miss Vaughn last week.

Form Musicast Firm in Alabama

MOBILE, Ala., Sept. 4.—Musicast, Inc., with an authorized capital of \$16,000, has filed incorporation papers in probate court here.

The firm will produce and transmit music by wire to restaurants, stores and other locations. This business formerly was conducted by the Gulf Coast Wired Music Company, according to the incorporation papers.

Louise P. Pursley is president. Other officers are Henry T. Bailey, first vice-president; Jack H. Cowart, second vice-president; H. Hayden Rector, treasurer, and Garet Van Antwerp III, secretary.

CONSOLES

Completely Reconditioned

THOROUGHLY CHECKED
READY FOR LOCATION

- Red Button Draw Bell\$199.50
- De Luxe Draw Bell 275.00
- Keeney Bonus Bell, Single 275.00
- Keeney Bonus Bell, Twin (5¢-25¢) 395.00
- Keeney 3-Way Bonus Bell (5¢-10¢-25¢), Like New 695.00
- Bally Triple Bell 395.00

BRAND NEW BALLY RESERVE BELL

With Build-Up Reserve Up to 100
IMMEDIATE DELIVERY
Write for Price

1/2 Deposit, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712



MILLS BELLS!

We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.

912 Poydras St., New Orleans 13, La.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

100%

RETURN PRIVILEGE WITHIN 10 DAYS IF NOT SATISFIED WITH OUR RECONDITIONED EQUIPMENT.

SEND TODAY

FOR OUR NEW LIST

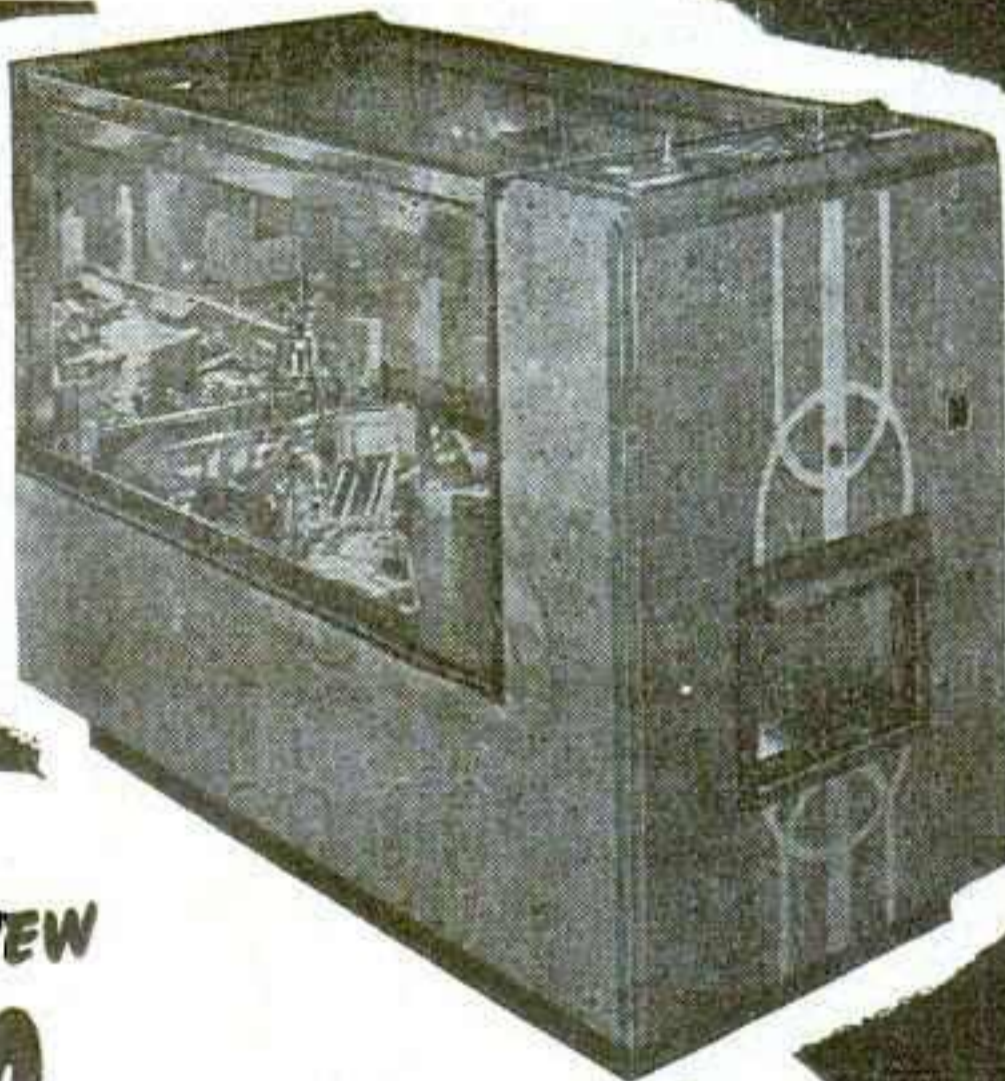
DAVID ROSEN, INC.

Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave. Baltimore 23, Md.
Edmonson 5322

FOR SALE

HIGH SCORE Wurlitzer Skee Balls @ \$125.00 Each
Regular Wurlitzer @ \$100.00
Advance Rolls @ \$85.00
All in best operating condition.
1/3 deposit, balance C. O. D. Crating extra.
AUTOMATIC COIN
1627 Superior Pros. \$160 Cleveland, Ohio

- Playfield 30" x 20"
- Only 2 Levers Operate Crane
- Easy Access for Dressing Field
- Console Cabinet
- Cheat-Proof Construction



THE NEW

"Hollycrane"

LIFTS YOUR PROFITS TO A NEW HIGH!

WILL OPEN CLOSED TERRITORIES!
WILL MAKE GOOD TERRITORIES TERRIFIC!

It's the greatest money maker of all—barring none!
Simple trouble-free operation!

Location tested for almost two years on the West Coast!

SENSIBLY PRICED!

Brilliant Fluorescent light-ed!
Matched wood and chrome fitted cabinet!
Don't confuse HOLLY-CRANE with any other

merchandise machine of the past—it's different—you have to see it to appreciate it!!!

Send for Descriptive Folder

WE ARE ALLOCATING TERRITORY TO FINANCIALLY STABLE AGGRESSIVE DISTRIBUTORS

COMO INDUSTRIES, INC.

2532 N. ELSTON AVE.
CHICAGO 47, ILL.
PHONE: ARM 9266

AUTOMATIC COIN
America's Bell Machine Center

Exclusive Authorized Distributor for Mills Bell Products

NOW DELIVERING BRAND NEW MILLS
JEWEL BELL • MELON BELL
BLACK GOLD HAND LOAD

GUARANTEED SLOTS

- Reconditioned—Refinished—Repainted
- MILLS GOLD CHROME, HAND LOAD, 1P, 2/5 or 3/5, 5¢, 10¢ or 25¢ ..\$129.50
 - MILLS GOLD CHROME, 2/5 or 3/5, 5¢, 10¢ or 25¢ 119.50
 - MILLS BONUS, 5¢ or 10¢ 119.50
 - MILLS BROWN FRONT, 5, 10¢ or 25¢ 104.50
 - MILLS BLUE FRONT, 5¢, 10¢ or 25¢ 99.50
 - JENNINGS 4-STAR CHIEF, 5¢ or 10¢ 69.50
 - JENNINGS BLACKHAWK, Postwar, 5, 10¢ or 25¢ 109.50
 - JENNINGS 5¢ BRONZE CHIEF, Postwar 129.50
 - JENNINGS DE LUXE LITE-UP, Postwar, 5¢, 10¢ or 25¢ 149.50



DELIVERING AGAIN! BRAND NEW MILLS
5¢ Q. T. \$115.00

MILLS BLACK CHERRY (Post-War)
Reconditioned 2/5 or 3/5, 5¢, 10¢ or 25¢ **\$154.50**

MILLS GOLDEN FALLS, H.L. JP
(Post-War) Recond. 2/5 or 3/5, 5¢, 10¢ or 25¢ **\$164.50**

- MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT
- 11 Col. Du Grenier Cig. Machine ...\$119.50
 - Uneeda Pak Cig. Vendors, like new. 129.50
 - Evans Bat-a-Score, like new 225.00
 - Buckley Track Odds (No Daily Double) 149.50
 - A. B. T. Challengers\$ 24.50
 - Wurlitzer 500 Phonograph 149.50
 - Seeburg Casino 139.50
 - Seeburg Mayfair 149.50

BRAND NEW MILLS \$65.00 VEST POCKET ... **DOWNY-JOHNSON COIN COUNTER \$198.50** **NEW METAL BOX STANDS FOR SLOTS\$22.50**

TERMS: 1/3 Deposit, Balance C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

BRAND NEW 5-BALL GAMES—CLOSEOUTS! CALL OR WRITE FOR PRICES

Thoroughly Reconditioned Equipment Ready for Location

- | CONSOLES | | ARCADE |
|--------------------------------|--------------------------------|------------------------------|
| Bally Hi-Hand ...\$ 89.50 | Ev. '40 Pacer ...\$275.00 | Batting Practice ...\$ 75.00 |
| Bally Club Bell ... 89.50 | Mills 25¢ Golf Ball ... 275.00 | Sky Fighter ... 89.50 |
| Del. Draw Bells ... 295.00 | Sup. Bell Twin, 5¢-5¢ 135.00 | Chooch Hockey ... 89.50 |
| Jenn. Silvermoon, FP, 5¢ 59.50 | Sup. Bell Twin, 5¢-25¢ 155.00 | Ez. Merchantmen Dig. 135.00 |
| 10¢, \$89.50; 25¢ 79.50 | Sup. Bell 4-Way ... 179.50 | Keeney Submarine ... 89.50 |
| Ev. Lucky Lucre, 5¢-25¢ 179.50 | Keeney Bonus, Single 325.00 | Panorama ... 195.00 |
| | Keeney Bonus, Triple 795.00 | Zingo ... 89.50 |
| | Pace Reels, 5¢-25¢ 89.50 | Photomatics ... 245.00 |

JEWEL BELLS

MILLS BLACK CHERRY—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$150.00 EA.

SPECIAL—5¢, 10¢, 25¢, 50¢ New and RECONDITIONED

ANY MILLS ESCALATOR BELLS REBUILT INTO LATEST MODELS. WRITE OR CALL.

WRITE

MILLS GOLDEN FALLS, H.L.—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$155.00 EA.

SPECIAL—TUMBLERS & BOOMERANGS Brand new in orig. crates. Sensational upright games. **\$129.50 Ea.**

WRITE FOR COMPLETE LIST: 1-Balls, 5-Balls, Arcade, Phonographs, Slots, Etc. FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. CABLE: MOCCOIN.

RECONDITIONED 5-BALLS

- Trade Winds ...\$145.00
- Gunderella ... 145.00
- Trinidad ... 139.00
- Tennessee ... 139.00
- Yanks ... 135.00
- Wisconsin ... 129.00
- Lady Robin Hood ... 129.00
- Bermuda ... 125.00
- Triple Action ... 119.00
- Ballerina ... 119.00
- Stormy ... 119.00
- Humpty Dumpty ... 119.00
- Catalina ... 108.00
- Manhattan ... 99.50
- Tropicana ... 89.50
- Singapore ... 74.50
- Nevada ... 74.50
- Ginger ... 74.50
- Bonanza ... 74.50
- Mexico ... 69.50
- Hawaii ... 69.00
- Bowling League ... 49.00
- Honey ... 49.00
- Lucky Star ... 49.00
- Havana (with motor) (*Indicates Flippers) 49.00

NEW 5-BALL EQUIPMENT

FOR IMMEDIATE DELIVERY

WRITE FOR PRICES

- | | |
|------------------------|-------------------|
| Gottlieb Barnacle Bill | Bally Carnival |
| United Paradise | Exhibit Circus |
| Genco Screwball | Williams Gizmo |
| Chicago Coin Thrill | Marvel Hit Parade |

RECONDITIONED MUSIC

- | | |
|------------------------|-------------------------|
| Wurlitzer 500 \$120.00 | Wurlitzer 1015 \$475.00 |
| Wurlitzer 800 120.00 | Seeburg 146-M 480.00 |
| Wurlitzer 750E 225.00 | Rock-Ola 1422 300.00 |
| Wurlitzer 800 185.00 | Rock-Ola 1426 400.00 |
| Wurlitzer 850 200.00 | |

SPECIAL

10 MILLS 25¢ BLUE FRONTS, REBUILT.....\$95.00 EACH

MEMBER CMI

NATIONAL COIN MACHINE EXCHANGE

141-13 DIVERSEY BLVD. Phone: BUCKingham 6466 CHICAGO 14

We'll be Seeing You

at **EDGEWATER GULF HOTEL**
EDGEWATER PARK, MISS.

SEPT. 17 & 18

JENNINGS SOUTHERN CONVENTION
AND FIRST PUBLIC SHOWINGS OF

Monte Carlo

ALSO -- JENNINGS' NEW
MYSTERY ATTRACTION -- "LIVE JACKPOT"

Bill Williams

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New Orleans, La.

O.D. JENNINGS & COMPANY

4307 WEST LAKE STREET CHICAGO 24, ILLINOIS

SLOTS

Completely Reconditioned and Guaranteed

MILLS

- Blue Front, 5¢\$ 80
- 10¢, \$85; 25¢ 100
- Brown Front, 10¢ 105
- 25¢ 110
- Extra Bell, 5¢ 105
- Gold Chrome, 10¢ 110
- Bonus Bell, 5¢ 90
- Melon Bell, 5¢ 85
- War Eagle, 25¢ 85

JENNINGS

- Standard Chief, 5¢ ...\$175
- 25¢ 195
- Bronze Chief, Postwar, Set 5, 10¢, 25¢ 450
- Other sets, 5¢ 85

WATLING

- Ref-a-Top, 5¢\$ 45

FIVE-BALLS

Brand New Now Delivering

- Williams GIZMO
- Genco SCREW BALL
- United PARADISE
- Chicago Coin CRAZY BALL
- Exhibit CIRCUS
- Bally CARNIVAL
- Marvel HIT PARADE
- Gottlieb BARNACLE BILL

NEW CONSOLES

- KEENEY WILD BELL, 5¢, 25¢ \$800
- TWIN BONUS, 5¢, 25¢ 800
- GOLD NUGGET, 5¢, 25¢ 800

BALLY DOUBLE UP Write

RESERVE BELL Write

CONSOLES

Fully Reconditioned and Guaranteed

- Keeney TWIN BONUS SUPER BELL, 5-25 \$575
- Evans RACES, 1948 Model, Comb. F.P. & P.O., Floor Sample 675
- Bally DRAW BELL, 5¢ 280
- Mills JUMBO PARADE, Cash P.O. 65
- Mills JUMBO PARADE, F.P. 58
- Mills JUMBO PARADE, Comb. F.P. and P.O. 75

TERMS: 1/3 Deposit, Balance Sight Draft.



2330 N. WESTERN AVE.

CHICAGO 47 Phone: EVERGLADE 7300

PACE DELUXE BELLS

10,675 JAK-POTS LAST WEEK FROM
210 PACE BELLS IN HAROLD'S CLUB RENO

ALL BELLS NOW WITH 4 REELS
IF DESIRED AND WITH SUPER
JAK-POT PAYING UP TO
\$ 50.00 in 5c Play \$125.00 in 10c Play
\$250.00 in 25c Play \$500.00 in 50c Play
\$1,000.00 in \$1.00 Play

WORLD'S LARGEST GAMBLING
CASINO
PACE BELLS USED
EXCLUSIVELY

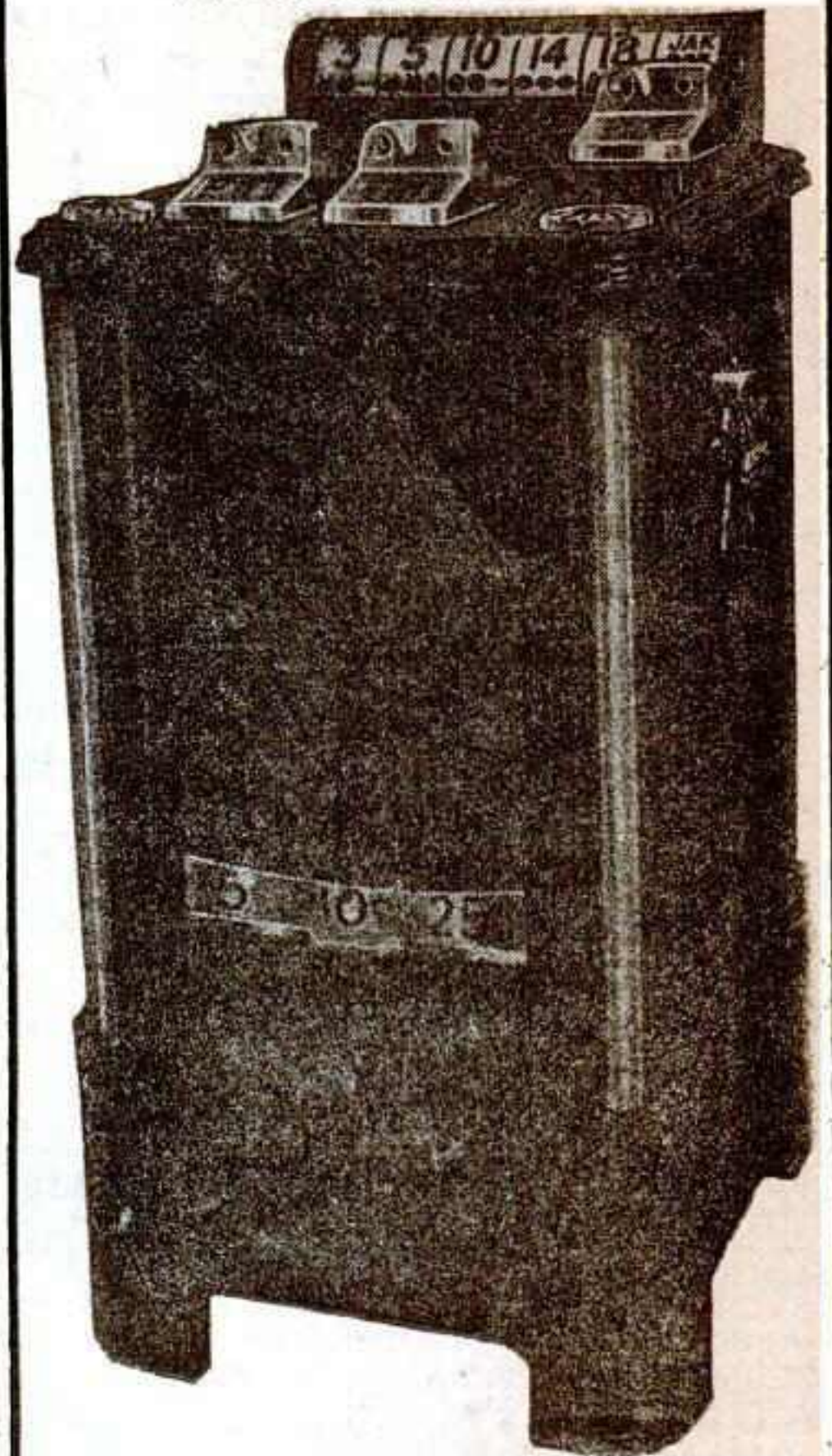
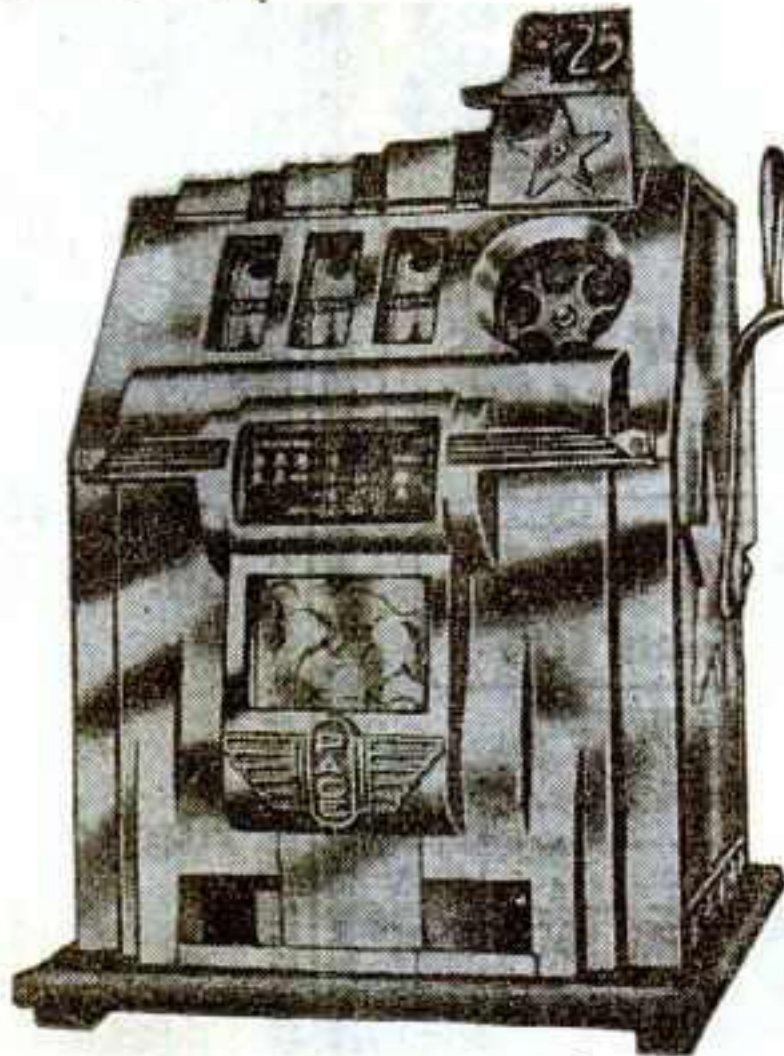
NEW REDUCED PRICES ON

STANDARD 3 REELS OR WITH
4 REELS AND SUPER JAK-POT
DOUBLE YOUR RECEIPTS BY USING PACE
4 REEL BELLS! ONE SAMPLE WILL CONVINCe YOU.

PACE ROCKET SLUG PROOF BELLS

Same Mechanism as DeLuxe Bells
CHROME FRONTS—STAINLESS STEEL SIDES
in 5c-10c-25c PLAY ONLY
Special Prices for Limited Time

5c—\$125.00 10c—\$137.50 25c—\$150.00



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Operated

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9, 12 and 14-FT. "KEE BALLS"
\$129.50 Ea.

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and Deluxe Draw Bells, Evans Winter Books,
Free Races Sangalls, All one-war One-Balls
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Also 10 Supreme Skee Balls @ \$90.00 Each.
COMPLETE LIST NEW AND USED POST-
WAR 5-BALL PIN GAMES, MILLS AND
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Hi Ride 39.00
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Play Boy 30.00

Ranger \$ 36.00
Rid 18.50
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Rocket 26.00
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Stop Up 17.50
Stormy 102.50
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SPECIAL: VICTORY SPECIAL, CHROME RAIL.....\$135.00



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Stage Door .. \$14.50	Bonanza .. \$49.50
Superliner .. 24.50	Nevada ... 64.50
Ranger ... 37.50	Dolly 49.50
Hi-Ride .. 39.50	Marjorie ..
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Trapeze .. 49.50	Manhattan . 89.50
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One-third deposit with order,
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LEAGUE-BASEBALL
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Triple Tested for . . .

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4 A.B.T. BLUE WHITES	17.50 Ea.
1 GOTT. SINGLE GRIPPER	12.50
2 BAT-A-BALL JR.	15.00 Ea.
1 BAT-A-BALL BASE	5.00
5 BASES FOR GRIPPERS, Wtd.	2.50 Ea.
2 MILLS FLIP SKILLS	17.50 Ea.
1 SKILL JUMP	20.00
1 MINIATURE BASEBALL	15.00
1 WHIRLWIND	15.00
1 NORTHWESTERN BOOK MATCH VENDER	5.00
1 COIN-O-METER MONEY CHANGER	75.00
1 ABBOTT MONEY COUNTER, 1c to 50c	75.00
2 EXHIBIT'S COUNTER CARD VENDERS	10.00 Ea.
6 EXHIBIT'S STREAMLINED FLOOR CARD VENDERS	35.00 Ea.
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All this equipment is in A-1 shape.
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Also a number of floor machines.
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- EXHIBIT SAMBA
- UNITED RENDEZVOUS
- UNITED WISCONSIN
- UNITED MANHATTAN
- UNITED MAJOR LEAGUE
- GENCO MERRY WIDOW
- CHI COIN SPINBALL
- BALLY CARNIVAL
- CHI COIN CRAZY BALL

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- 5¢-25¢ Bonus Super Bells \$800.00
- 5¢-25¢ Gold Nuggets 800.00
- 5¢ Bally Wild Lemons 542.50
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USED

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- Draw Bells, Red Buttons 259.50
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- 5¢-25¢ Twin Bonus Supers 595.00
- 5¢-5¢ Twin Bonus Supers 575.00
- 5¢-10¢-25¢ Keeney Triples 795.00
- 5¢-5¢-25¢ Bally Triple 545.00
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- 5¢ Paces Reels, Comb. 49.50
- 5¢ Paces Reels, C.P. 49.50
- 5¢ Bally Big Tops, C.P. 79.50
- 5¢ Evans Gal. Deminos, '47 415.00

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- Batting Practice \$ 79.50
- Sky Fighter 119.50
- Air Raider 79.50
- Tommy Gun, Late 79.50
- Panorams 259.50
- Undersea Raiders 149.50
- Lite League 149.50
- Voice Recorder 89.50
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- Scientific Baseball 69.50
- Jack Rabbit, New 300.00
- Buckley Diggers 99.50
- 2 Exhibit Rotary Diggers 195.00
- Champ Basketball, New 49.50
- Pokerino, Scientific 199.50
- Goalie, New 225.00
- Wurl. Skee Rolls, 14-Ft. 185.00
- 10 1/2-Ft. Premier Skee Rolls WRITE

LATE PIN BALLS

TROPICANA	\$119.50	BIG LEAGUE	\$ 29.50
ROCKET	59.50	BAFFLE CARD	49.50
AMBER	59.50	SEA BREEZE	32.50
PLAYBOY	64.50	RIO	32.50
TORNADO	59.50	MANHATTAN	119.50
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CANTEEN	29.50		
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- VICTORY SPECIALS \$169.50
- BIG PARLAYS 149.50
- BIG PARLAYS (New) 249.50
- DAILY RACES 215.00
- SPECIAL ENTRY 349.50

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	5¢	10¢	25¢	50¢
Mills Black Cherry	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50			
Jennings Std. Chief	269.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia				145.00
Watling Rotatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe				550.00

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5¢ Blue Fronts	\$ 79.50	REBUILTS LIKE BRAND NEW
10¢ Blue Fronts	89.50	5¢ COPPER, GOLD AND BLUE, Hammeroid Finish
25¢ Blue Fronts	99.50	10¢ COPPER, GOLD AND BLUE, Hammeroid Finish
5¢ Brown Fronts	99.50	25¢ COPPER, GOLD AND BLUE, Hammeroid Finish
10¢ Brown Fronts	109.50	(Drill Proof and Knee Action)
50¢ Chiefs	249.50	
50¢ Blue Fronts	249.50	
\$1.00 Chief	475.00	

COUNTER GAMES

- 1¢ Sparks Check, P.O. \$12.50
- 1¢ Daval Marvels 19.50
- 5¢ Gushers, New 29.50
- 5¢ Davals, Free Play 39.50
- 1¢ Marvel Pop Up, New 25.00
- 1¢ Target Skills 22.50
- 1¢ Gottlieb Grip Scales 32.50
- 1¢ Daval Buddy Cigarette 27.50
- 5¢ Jennings Grandstands 12.50

SAFES & STANDS REVOLVAROUNDS

- Single \$ 79.50
- Single DeLuxe 119.50
- Double 116.50
- Double DeLuxe 162.50
- Triple DeLuxe 262.50
- Heavy Double 265.00
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1/3 DEPOSIT WITH ORDER

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"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

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KEENEY BONUS 3-WAY, 5-10-25	\$695.00	KEENEY BONUS 1-WAY, 5¢	\$275.00
BALLY TRIPLE BELLS, 5-10-25	550.00	KEENEY BONUS 2-WAY, 5-25	550.00
BALLY TRIPLE BELLS, 5-5-25	545.00	KEENEY GOLD NUGGET	WRITE
MILLS 1947 THREE BELLS	395.00	KEENEY WILD BELL	WRITE
MILLS 1941 THREE BELLS	169.50	BALLY DRAW BELLS (R. B.)	245.00
JENNINGS CHALLENGER, 5-25¢	375.00	BALLY DRAW BELLS (M. B.)	225.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, LATE P.O.	39.50
MILLS JUMBO, LATE F.P.	39.50	1946 BUCKLEY TRACK ODDS	445.00
1947 EVANS BANGTAILS, P.O.	250.00	NEW KEENEY FAVORITE, F.P., P.O.	WRITE
NEW BALLY GOLD CUP, F.P.	WRITE	1948 BANGTAILS	WRITE
1948 GALLOPING DOMINOES	WRITE		

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WURLITZER MODEL 1015	\$475.00	SEEBURG MODEL 1-47 M	\$525.00
WURLITZER MODEL 1080	495.00	SEEBURG MODEL 1-46 M	425.00
A.M.I. 1946 MODEL A	575.00	ROCK-OLA MODEL 1426 (1947)	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	375.00
1946 SEEBURG MODEL 246	295.00	1946 ROCK-OLA PLAYMASTER	325.00
PACKARD MODEL 400	195.00	1940 ROCK-OLA PLAYMASTER	149.50

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG., 10¢	159.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG., 25¢	169.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG., 50¢	285.00	SINGLE WEIGHTED STAND	22.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

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Special!

- Chicago Coin Hockey \$49.50
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- DeLuxe Hockey 39.50
- Bally Rapid Fire 89.50

WANTED CHICKEN SAM DOLLS

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Completely reconditioned and repainted. Money-back guarantee. Terms: 1/2 deposit with order. **\$124.50**

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Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts. Write for List.

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- 2 GOTTLIEB DAILY RACES, F. P.
- 6 VICTORY SPECIALS
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These machines have been thoroughly overhauled and are exceptionally clean. MAKE US AN OFFER!

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ONE OF THE MOST LUCRATIVE PIN, CONSOLE AND MUSIC ROUTES IN NORTHERN INDIANA

Has been established in field for over 20 years. Equipment is exceptionally clean and greater portion of it is entirely late. Other interests reason for selling. Route includes 100 pins, 50 juke, 40 arcade pieces, and 10 console locations. Grosses operator \$60,000.00 per year. Will stand rigid investigation. Inventory includes complete parts supply and 1946 pickup truck. Sale price, \$55,000.00.

BOX D-44

THE BILLBOARD

CINCINNATI 22, O.

RECONDITIONED 5 BALL FREE PLAY GAMES

AT BARGAIN PRICES
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\$25.00
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MID-STATE CO. 2369 MILWAUKEE AVE., CHICAGO 47, ILL. PHONE: DICKENS 3444

EVANS' RACES

FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS!

One each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

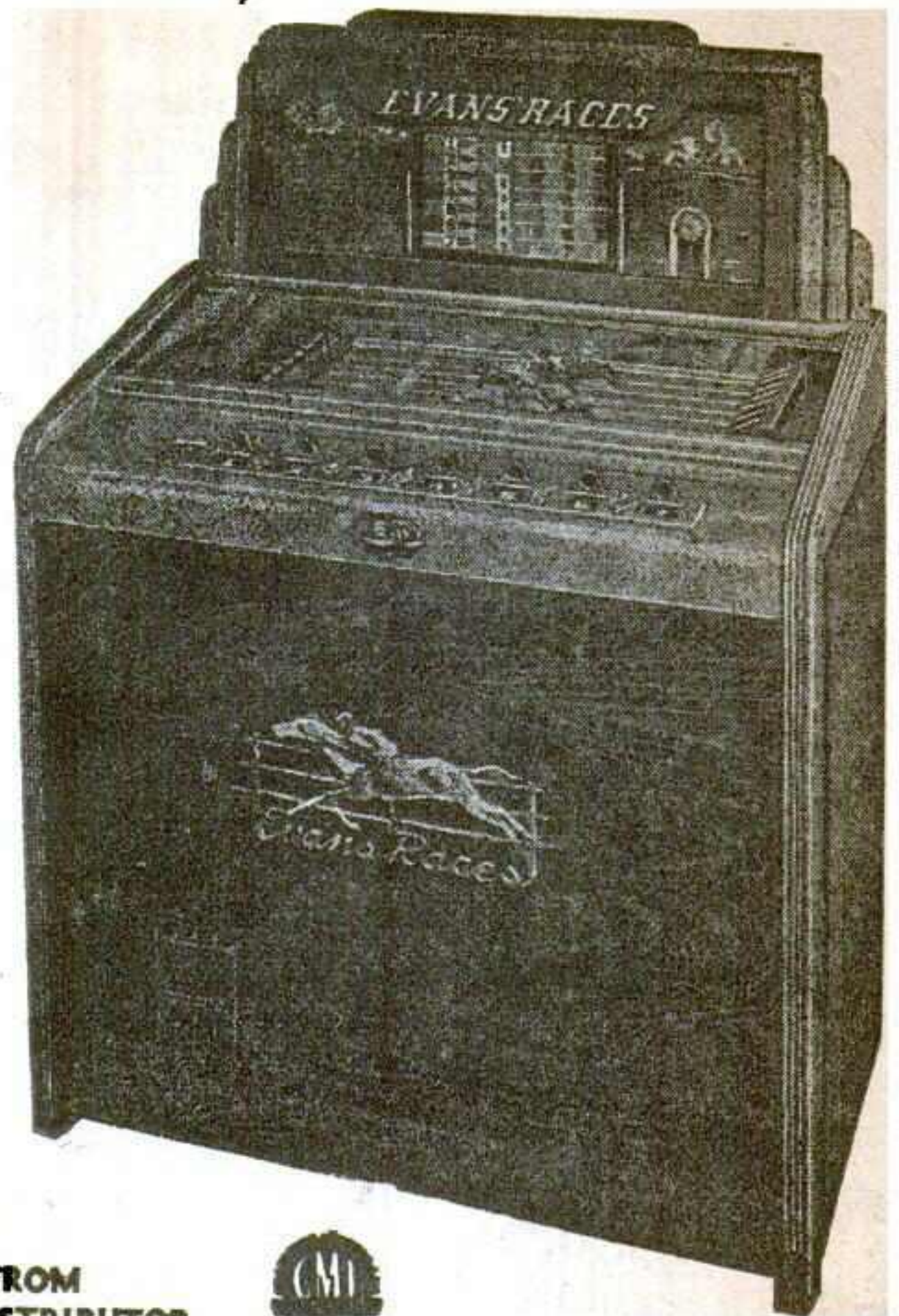
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ODDS CHANGE WITH EVERY SELECTION
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SMOKY VANITIES

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Write for Complete List of Other Equipment



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MAYFLOWER SPECIALS

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Wurl. Mod. 800	225.00
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Wurl. Mod. 61	55.00
Wurl. Mod. 616	65.00
Vio. Mod. 24	75.00
Seeburg Mod. 147M	495.00
Seeburg Mod. 9800 Hi Tone	190.00
Seeburg Concert Master	185.00
Seeburg Commander	150.00
Seeburg Maestro, E.S.	150.00
Rock-Ola Commande	100.00
Rock-Ola Throne	85.00
Empress	100.00
AMI Hi Beg. 40 Rec.	75.00

ARCADE

New Heavy Hitter	\$ 75.00
Bally Hi Roll	275.00
Bally Bowler	475.00
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Strikes & Spares	200.00
Premier Barrel Roll, New	175.00
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Whiz, with Stand	40.00
Mutoscope Sky Fighter	60.00

PINS

Double Barrel	\$ 25.00
Midget Racer	20.00
Big League	20.00
Stage Door Cartoon	20.00
Rocket	35.00
Kilroy	30.00
Raisle	35.00
Surf Queen	20.00

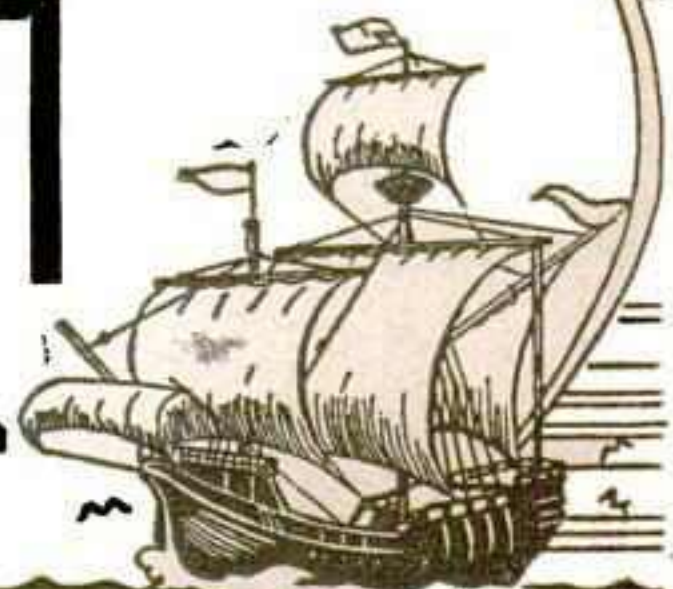
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New Daryl Quaker	\$ 19.50
New Non-Coin Am. Eagle	24.50
New Skill Thrill	22.50
New Oomph	17.50
New Mexican Baseball	17.50

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Triple Bell	Write
Double Up	Write
Reserve Bell	Write
Gal. Dominoes	Write
Bangtalls	Write
Used 1947 Gal. Dominoes	\$250.00
Used 1947 Bangtalls	225.00
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Fast Time, P.O.	25.00
Bob Tall, P.O.	30.00
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Light Weight Tone Arm
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Fits All Wurl. and Seeburg
Specify Model
Nothing to Change
Just Plug In
\$14.00



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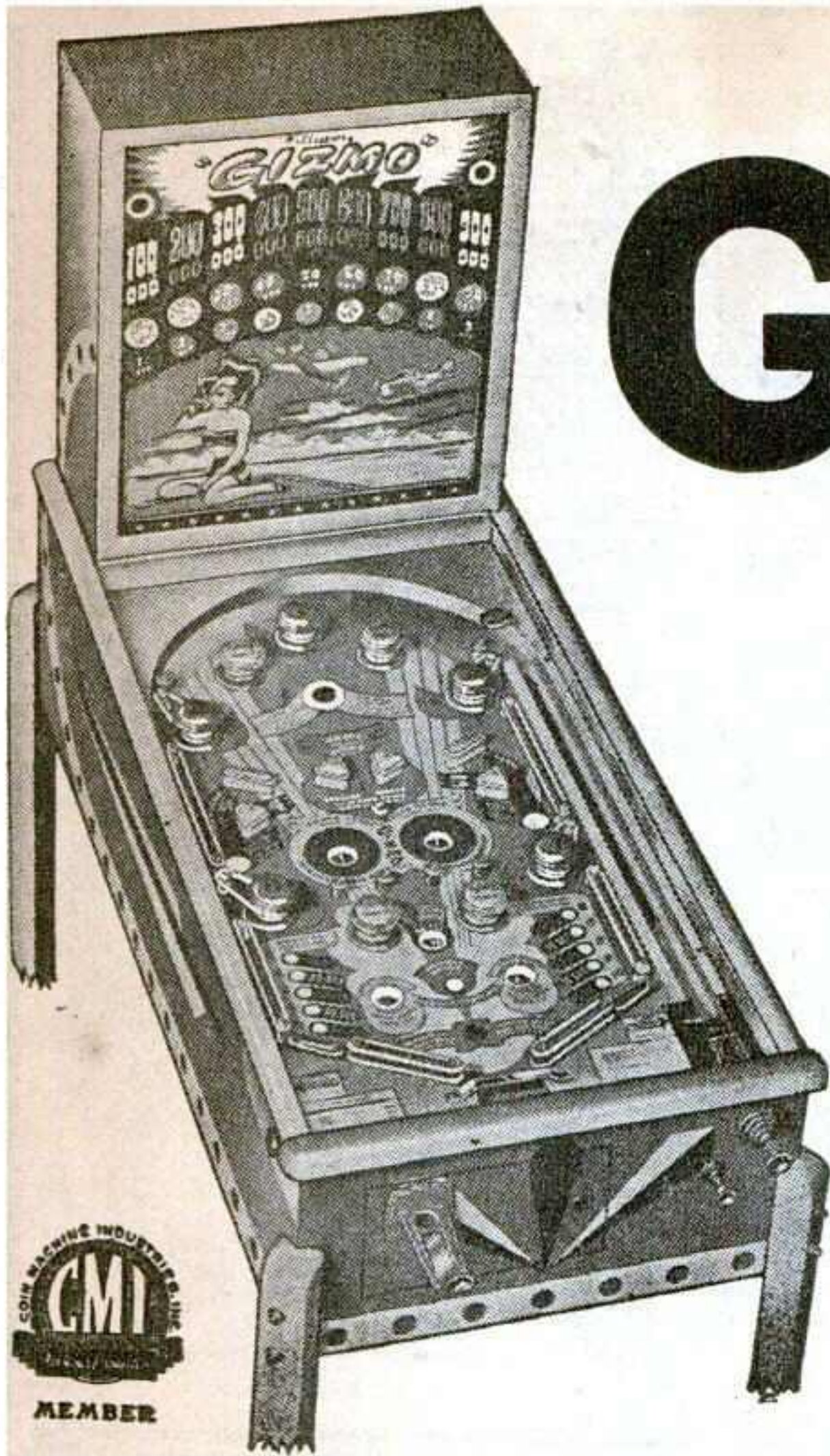
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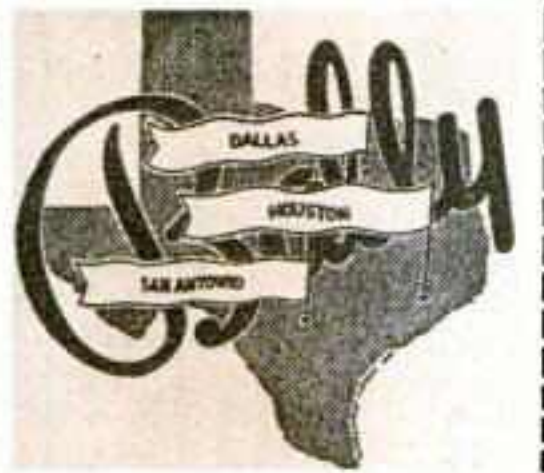
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**MANUFACTURING
COMPANY**

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**FACTORY AUTHORIZED—BALLY REGIONAL
DISTRIBUTORS FOR ENTIRE STATE OF TEXAS
—ALWAYS A COMPLETE STOCK OF CURRENT
GAMES, REPAIR PARTS AND ACCESSORIES**

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Ballerina	\$135.00
Ballyhoo	35.00
Bermuda	95.00
Big Hit	20.00
Big League	20.00
Big Parade	20.00
Bonanza	65.00
Baseball	45.00
Brazil	20.00
Broncho—Flippers	45.00
Catalina	124.50
Click	50.00
Cross Fire	40.00
Double Barrel	25.00
Fiesta	30.00
Havana	35.00
Lucky Star	30.00
Melody	100.00
Midget Racer	20.00
Miss America	25.00
Nudgy	35.00
Ranger	40.00
Riviera	20.00

Rocket	\$ 35.00
Sea Isle—Flippers	75.00
Shanghai	145.00
Silver Streak	45.00
Singapore	75.00
Sky Chief	20.00
Smarty	20.00
Stage Door Canteen	20.00
Step Up	20.00
Streamliner	20.00
Superscore	30.00
Superliner	20.00
Trade Winds	125.00
Trinidad	135.00

ARCADE

Atomic Bomber (New)	\$285.00
Basketball Champs (New)	265.00
Challengers w/stand	27.50
Chicago Coin Goatee	72.50
Mexican Baseball (New)	27.50
Oomph (New)	27.50
Skill Thrill (New)	25.00
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CONSOLES

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Bonus Super Bell, 5¢	295.00
Deluxe Draw Bell	260.00
Draw Bell	235.00
Galloping Domino	85.00
Jennings Fast Time	35.00
May Bell	160.00
Mystic Derby (New)	95.00
Super Bell	60.00
Super Bonus Bell, 5-25	575.00

ROLL DOWNS

Hy-Roll (New)	Write
Hy-Roll (Used)	\$195.00
Melody Roll Down	67.50
Singapore Roll Down	67.50

ONE BALLS

Jockey Club	\$435.00
Jockey Special	435.00
Special Entry	285.00
Victory Special	125.00

SLOTS

Black Cherry, Orig. 5¢	\$145.00
Black Cherry, Orig. 10¢	155.00
Black Cherry, Orig. 50¢	250.00
Blue Front, 5¢	65.00
Buckley Criss Cross (New), 5¢	220.00
Buckley Criss Cross, 25¢	220.00
Club Chief, 5¢	165.00
Pace Chrome (New), 25¢	185.00
Watling Roll Top, 25¢	75.00
Daval Free Play (New)	20.00

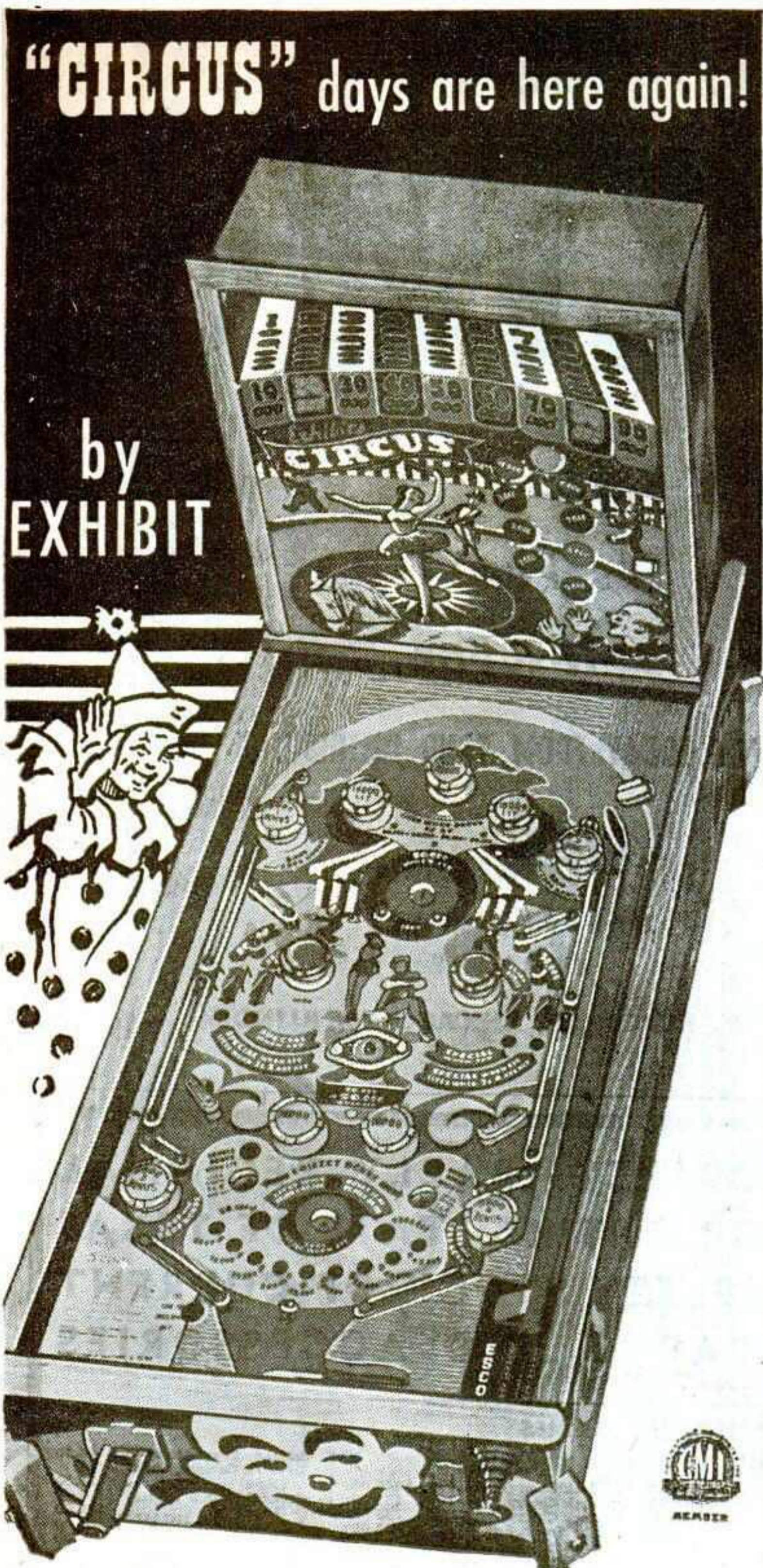
MUSIC

Packard Manhattan	\$625.00
'39 Deluxe, Rock-Ola	125.00
New Packard Hide-Away—Manhattan Style	387.50
Packard Musical Bars (New)	400.00
Twin 12, Rock-Ola	40.00
Rock-Ola Spectravox	25.00
Seeburg Remote Stroller	50.00
Packard Boxes	20.00
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Packard #1000 Spkrs. (New)	100.00
Packard Boxes (New)	35.00
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Rock-Ola Commando	95.00
Wall-o-Matic Wireless Boxes, 5¢	25.00
Packard Spkr. #700 (New)	14.85
Packard Spkr. #1000 (New)	35.00
Packard Spkr. #950 (New)	30.00
Packard Spkr. #800 (New)	15.00
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Nelson Double Point Phonograph Needles	.30
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by
EXHIBIT



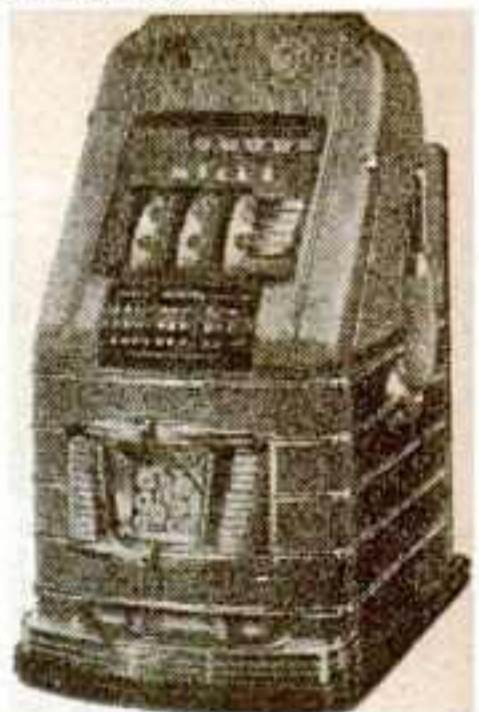
- with **AGITATING BUMPER**
that **FLIPS** and **SCORES**
- BOTTOM KICK BACK HOLE
 - 4 SPECIAL SCORING LANES
 - HOLD OVER BONUS (ADJUSTABLE)
 - BOTTOM OF THE BOARD FAST SCORING ACTION
 - BUTTON CONTROL FLIPPERS

GET IT! from your **NEAREST DISTRIBUTOR**
EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST., CHICAGO 24, ILL.
(ESTABLISHED 1901)

MILLS LATEST MACHINES



← GOLDEN FALLS
You can make **MORE MONEY** with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**

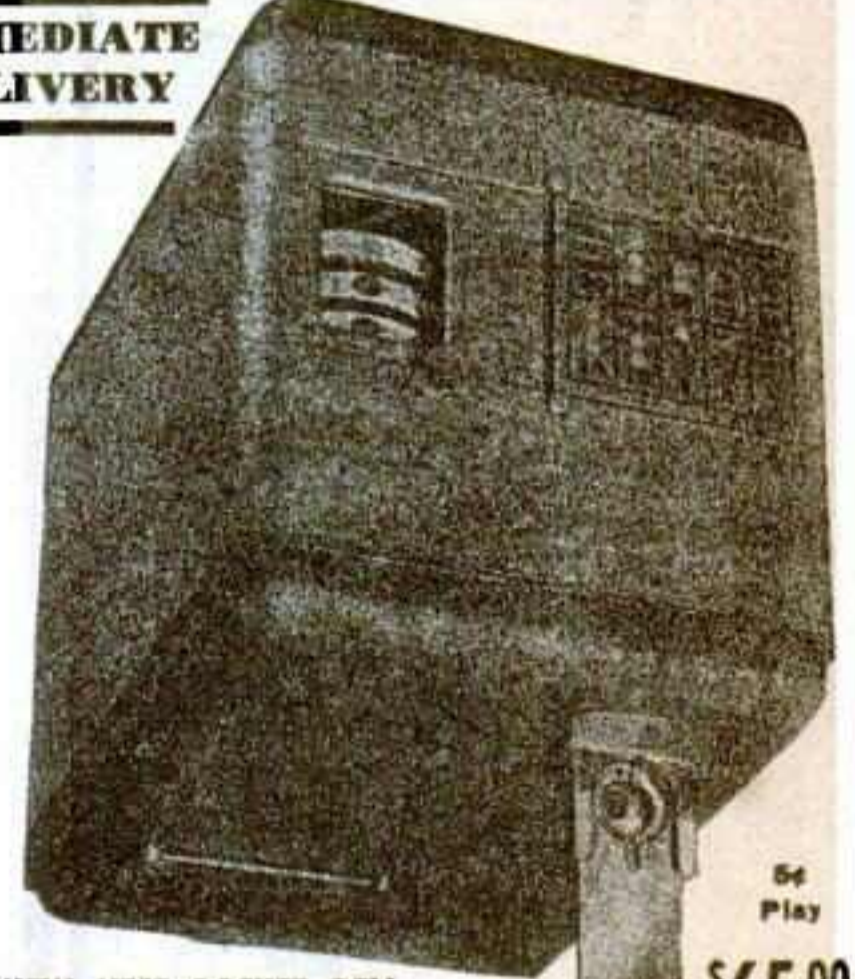


JEWEL BELL →
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**



MILLS QT
A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit
New Box Stands, Single, Double and Triple Safes



NEW VEST POCKET BELL
The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.** \$65.00
5¢ Play
1/3 Deposit

SICKING, INC. Established 1401 CENTRAL PARKWAY
1895 CINCINNATI 14, OHIO
Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.



ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

YOUR CHOICE	\$17.50 Ea.	3 FOR \$47.50	
BIG LEAGUE		STAGE DOOR CANTEN	
MISS AMERICA		STEP UP	
SEA BREEZE		SUPERLINER	
SPELLBOUND		SURF QUEEN	
HAVANA	\$27.50	RIO	\$24.50
HAWAII	54.50	SINGAPORE	74.50
MANHATTAN	84.50	TROPICANA	79.50
		NEVADA	\$59.50

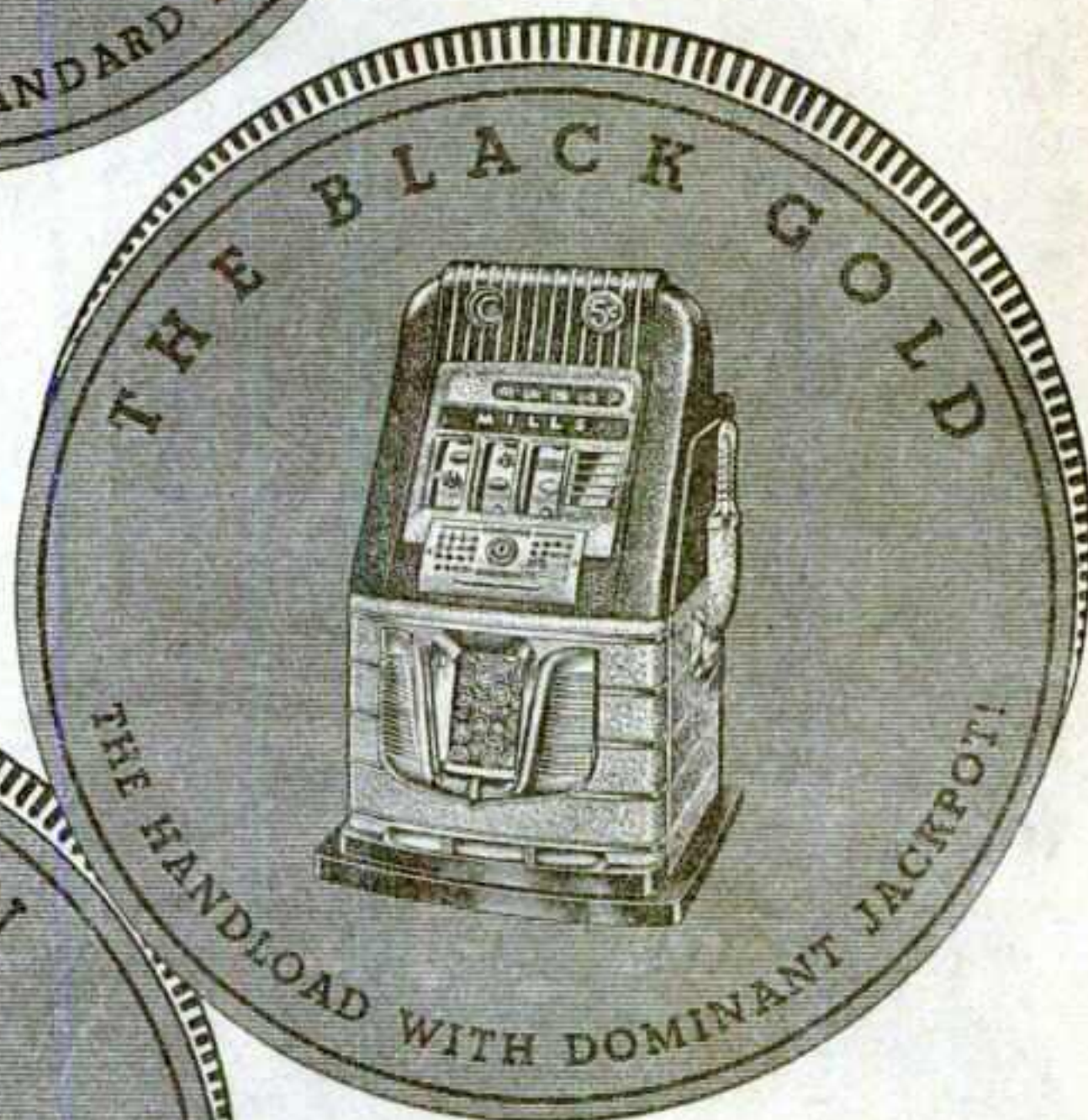
BALLY CLUB BELLS \$49.50
KEENEY SUPER BELLS . . . 59.50

1/3 With Order - Balance C. O. D.
ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St. Philadelphia 30, Pa. Fremont 7-4495
98 Clinton Ave. Newark 5, N. J. Mitchell 2-8527
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"YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS"

**ALL
FOUR**

**COLLECTIONS
SOAR**



**ALL
FOUR**

**COLLECTIONS
SOAR**



BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR:

MILLS BELL PRODUCTS

4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

NO BUMPER!



Screwball MORE ACTION!

Screwball LIVELIER!

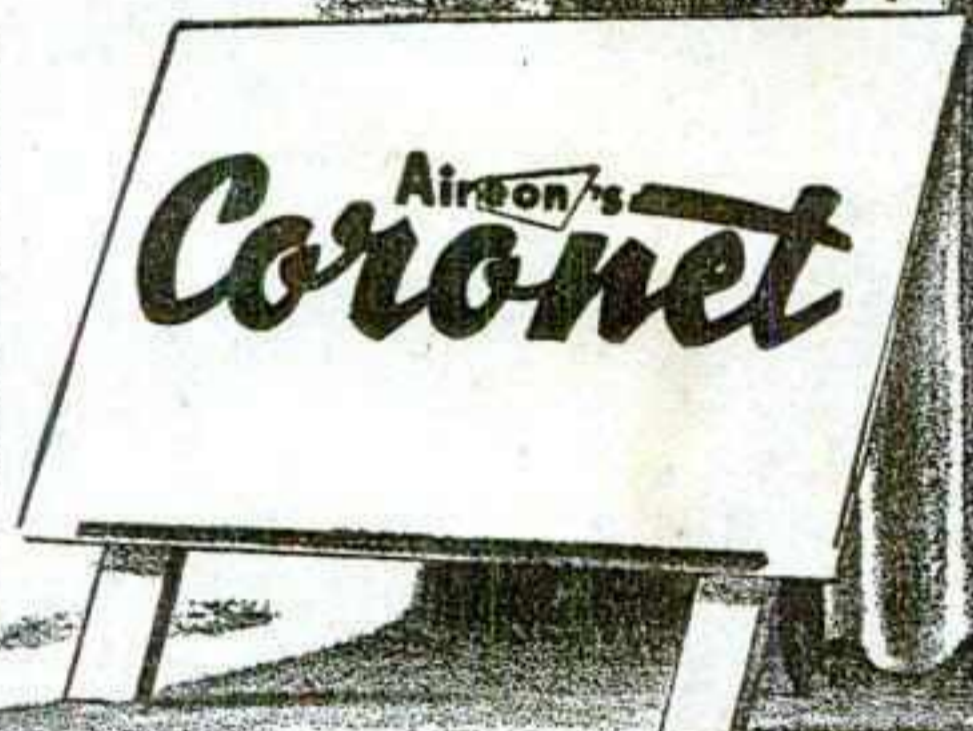
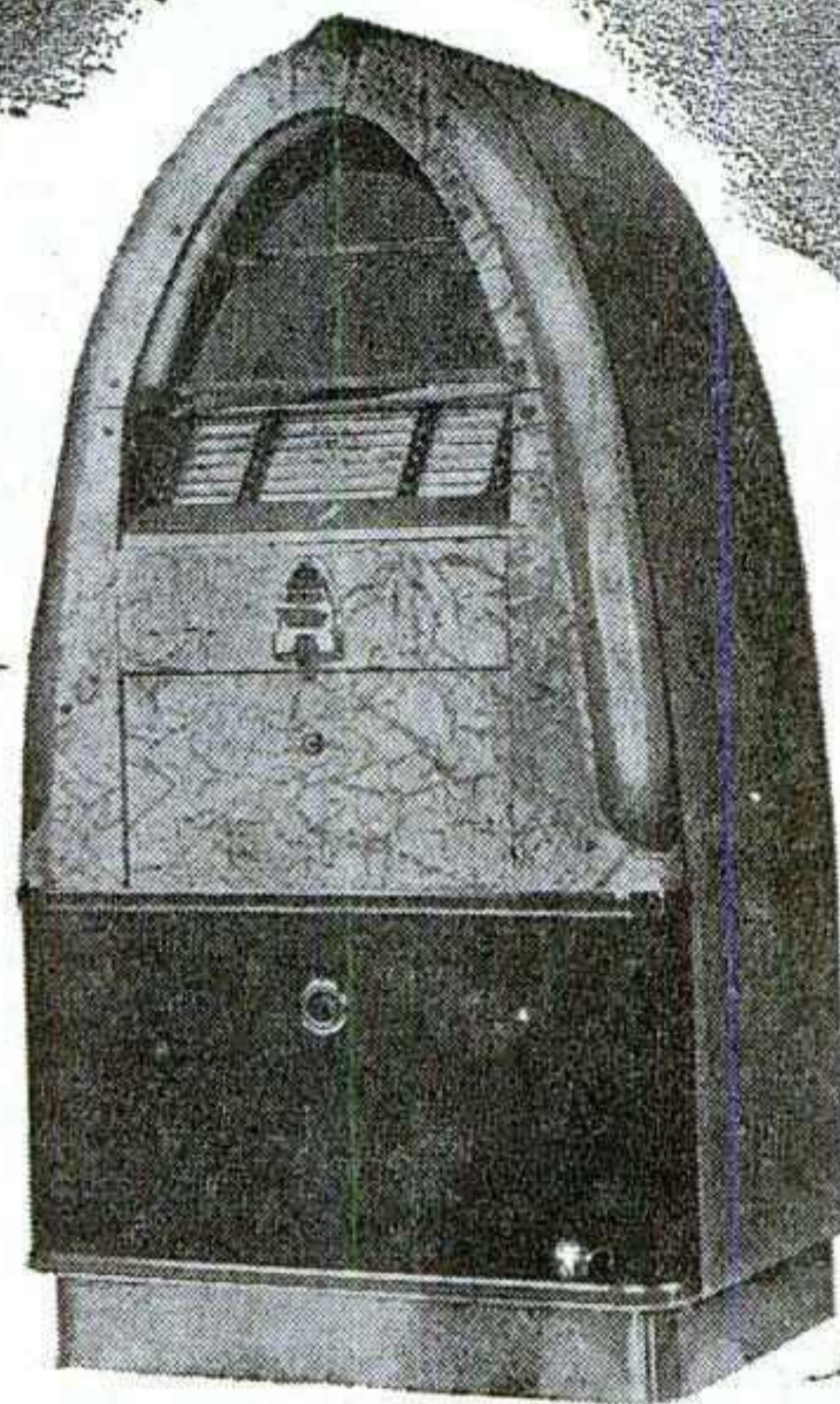
Screwball FASTER!



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CHICAGO 14, ILL.

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YOUR NEAREST
DISTRIBUTOR

THIS PROFIT PERFORMER
Is Now Playing
ALL OVER AMERICA



CORONET is a hit with *profit-minded* operators ... and there's a reason!

Why pay twice as much for a phonograph? CORONET'S low initial cost ... *plus* low service cost ... *plus* greater take—means profits you can take home!

Know a good thing when you see it? You bet! So, get your locations set for that long successful run. Get CORONET now ... and start rolling!

**The World's Finest Phonograph Equipment
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- ✓ **BUILD-UP--HOLDING BONUS**
(Resets only at Start of Game)
- ✓ **SUPER BONUS**-Increases 4 Times in Value
- ✓ **2 WAYS TO SCORE REPLAYS**

KICKER CONTROL
BUTTON
EACH SIDE



REPLAY BUTTON



**FIVE-BALL
NOVELTY
REPLAY**

**SEE YOUR
DISTRIBUTOR**

UNITED MANUFACTURING COMPANY

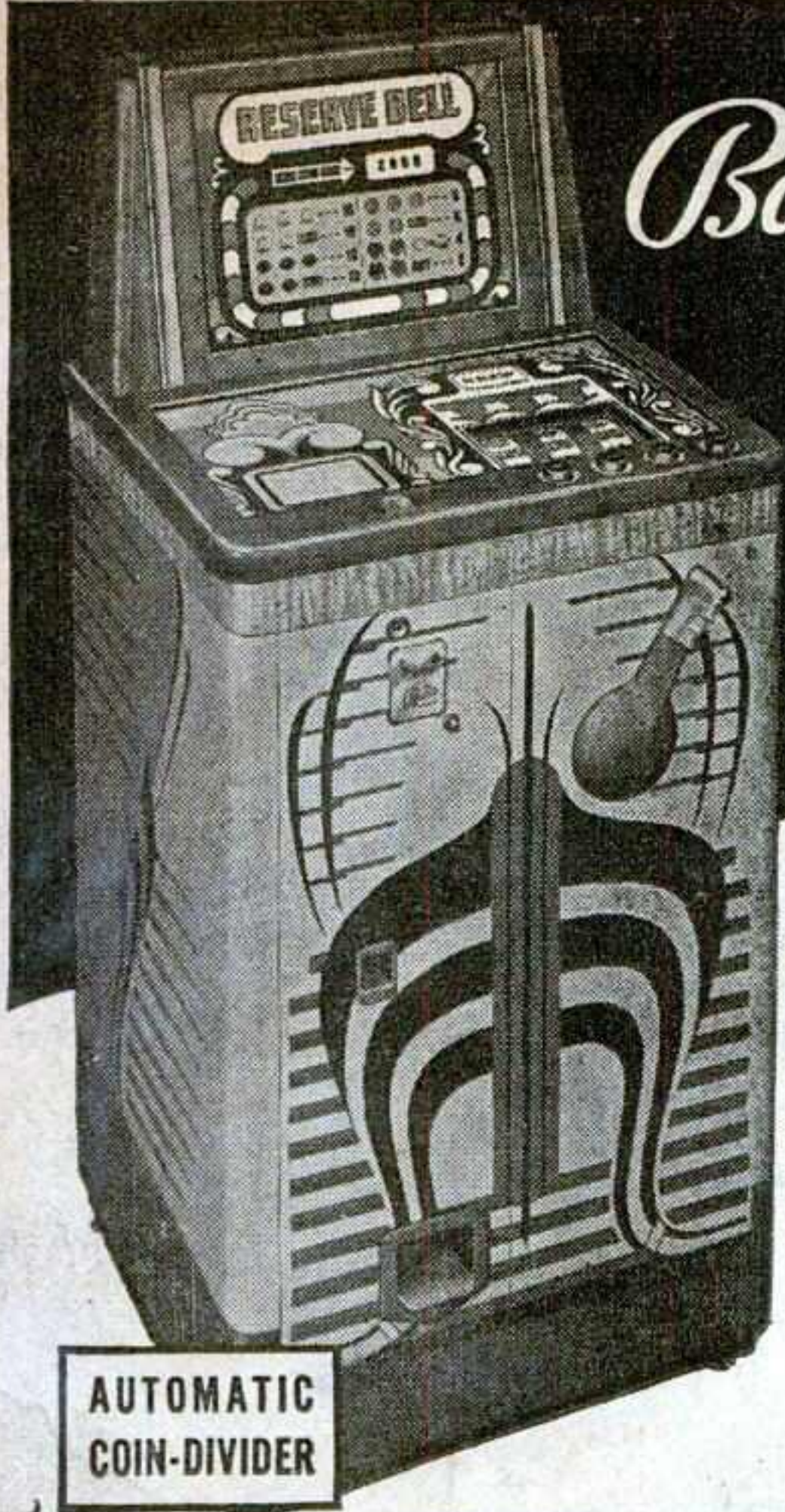
5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

Bally Reserve Bell

NEW HOLD AND DRAW BELL-CONSÖLE WITH NEW BUILD-UP BONUS



AUTOMATIC COIN-DIVIDER

BALLY BALLY BALLY
3-BAR WINNER RECEIVES BONUS
BONUS "GROWS" FROM 100 TO
2000 TOP

PLUS PLENTY OF
BELL-FRUIT
WINNERS

CAN BE OPERATED AUTOMATIC OR DISPLAY
NICKEL OR QUARTER PLAY

DOUBLE YOUR EARNINGS IN EVERY 5-BALL LOCATION IN YOUR TERRITORY



WITH *Bally*
CARNIVAL
FAMOUS BUILD-UP BONUS...
AND "ALL-12" SKILL FEATURE
PLUS HIGH-SCORE
COMPETITIVE PLAY APPEAL

**KICKER-BUMPER
BUTTON
ON BOTH SIDES
OF CABINET**

A BALLY GAME
FOR EVERY SPOT

- BIG INNING
- TRIPLE BELL
- WILD LEMON
- DOUBLE UP
- HI-BOY
- HY-ROLL
- DELUXE BOWLER

★

Bally ONE-BALL MULTIPLES!

GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC



PROFIT-PROVED
HORSESHOE FLASH
with
NEW "FAN" FLASH

PLAYERS PLAY
UP TO
6, 8, OR 10
COINS
PER GAME



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

LOCATION LIFESAVER!



BARNACLE BILL



New AS TOMORROW'S
HEADLINES!

2 SCORING SEQUENCES TO
INCREASE BUMPER VALUES!

NEW TYPE BONUS with
RAPID FIRE BUILD-UP
and HIGH SPEED TAKE OFF!

100,000-BUMPERS!
IMMEDIATE DELIVERY FROM
YOUR DISTRIBUTOR!

SUPER-SENSITIVE
CONTROL BUTTONS
ON BOTH SIDES

"There is no substitute
for QUALITY!"

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PRODUCTION
AND
CONTROLLED
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Protect
Your Investment!

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1140-50 N. Kostner Ave.
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MEMBER

Originators of
FLIPPER BUMPERS



Curtis Stephens says

**"MY WURLITZER 1100s
TAKE IN 24% MORE THAN MY
PREVIOUS BEST-PAYING PHONOGRAPHS
with 50% Less
RECORD-NEEDLE-SERVICE COST"**

CURTIS STEPHENS

"The Music Merchant"
Macon, Georgia

"From practical experience I can heartily recommend the Wurlitzer 1100 to all operators of Music Machines — what with their tremendous earning power and their savings in operation."

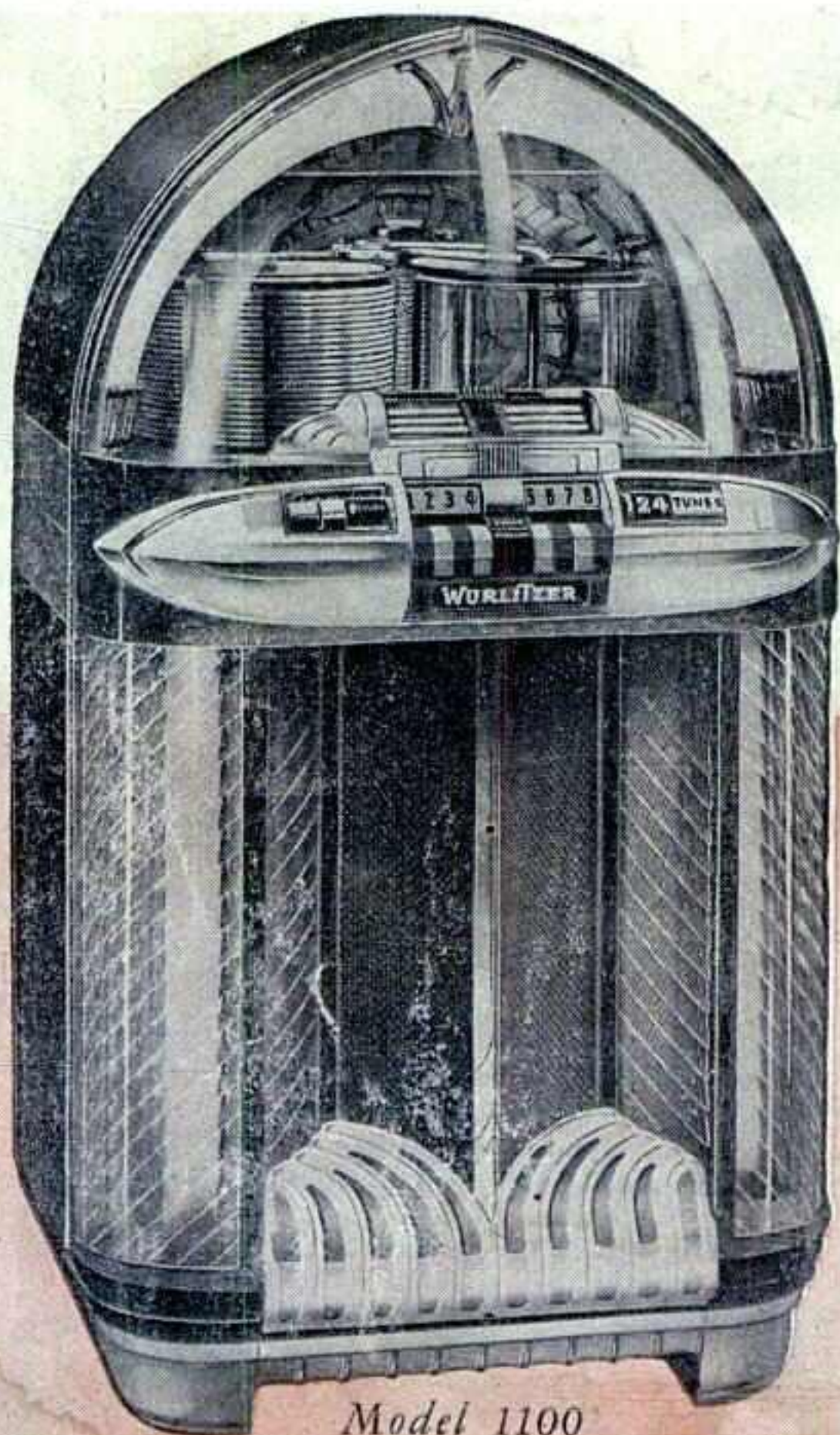
Curtis Stephens

Hails Wurlitzer 1100 as greatest boon to music business since the advent of the juke box . . .

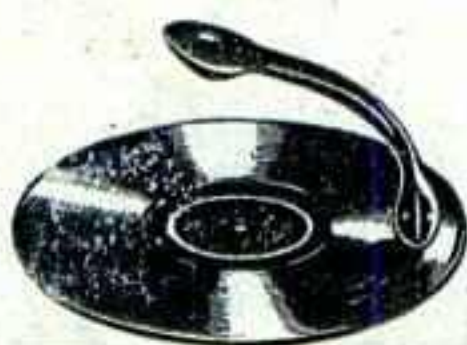
Twenty-five percent of Curtis Stephens' operation is now in Wurlitzer 1100s. He has experienced a 24% increase in take and a 50% decrease in record, needle and service costs compared with the phonographs they replaced.

Says Curtis Stephens, "They render perfect tonal quality. They practically eliminate record and needle wear."

Everywhere other Music Merchants are experiencing the same results. It boils down to this. Wurlitzer 1100s take in more money. At the same time they cost less to operate. Combine the earnings with the savings. You're way out in front of the competition. Selling Wurlitzer 1100s. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



Model 1100



ZENITH

COBRA TONE ARM

Among all commercial phonographs, only the Wurlitzer offers this tremendous contribution to play-stimulating tone and substantial longer record-needle wear.

Ask your Wurlitzer Distributor about
**GENEROUS TRADE-IN
ALLOWANCES**
on your old phonographs
EASY TERMS ON WURLITZER 1100s

R_x PRESCRIPTION:

*for a good time...
add music with a
complete Seeburg
installation.*



Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1948

J. P. SEEBURG CORPORATION
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• Music—properly reproduced—is always welcome where guests gather for refreshment or relaxation.

To capitalize on this universal appeal, be certain to give music every possible advantage in your locations. You do just that when you install a Seeburg Music System. Two Seeburg developments—Scientific Sound Distribution and Remote Control—permit tailoring the system to the exact musical requirements of the location—without adapters or converters.

See your Seeburg Distributor for a demonstration.



Wireless and 3-Wire Wallomatics

Pre-Amplifier and Public Address System

Auxiliary Remote Control Amplifier

Dual Remote Volume Control

Mirror and Tear Drop Speakers