

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 4, 1948



Among top contenders for cowboy singing-acting honors is Jimmy Wakely, shown here, second from left, with (l. to r.) Lee Gillette, director of Capitol Records folk music department; Lou Gray, producer of Wakely's Monogram films, and Fred Edwards, folk disk jockey of KRLD, Dallas (who turned screen actor in Wakely's Monogram film, "Silver Trails"). Wakely's Capitol platters (among them "Signed, Sealed and Delivered," "Easy To Please," "Night After Night," "For the Sake of Days Gone By," and his latest, "One Has My Name" with "You're the Sweetest Rose in Texas") have been moving well, and his cinema sagebrush sagas continue among the most popular in the horse opera category. Wakely, of course, is also a well-known folk tune cleffer, having such items as "Too Late," "I'll Never Let You Go, Little Darlin'" and others to his credit. He has just been signed as singing star of the Flying L Ranch Rodeo, a standout feature of the Texas State Fair, held in Dallas October 9 to 24.

Going Over
Bigger Than Ever!

SEND in Your Entry Pledge NOW!

**...and Get To Work on
Your Promotion Entry at Once!**

The Billboard's Eleventh Annual RADIO AND TELEVISION PROMOTION COMPETITION

COMPETITION RULES

ALL STATIONS AND NETWORKS IN THE UNITED STATES AND CANADA ARE ELIGIBLE TO ENTER.

Awards will be made in the following categories:

SALES PROMOTION . . . Essentially that type of promotion directed toward improving or maintaining a station's sales position, with promotion aimed at clients and agencies.

AUDIENCE PROMOTION . . . That type of promotion directed toward maintaining or improving a station's standing with respect to its audience size, competitively, actually and potentially.

PUBLIC SERVICE PROMOTION . . . Promotion of public service programs. The Competition is not concerned so much with the programs themselves—even tho they may be regarded as promotion on their own—but is concerned with the promotion backing up and exploiting such programing efforts.

AUDIENCE-SALES PROMOTION . . . Because so much radio-television promotion combines these two elements, and because so frequently such campaigns are virtually indivisible, such entries as are warranted should be entered in this category.

BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

- NETWORKS—NATIONAL
- NETWORKS—REGIONAL
- CLEAR CHANNEL NETWORK AFFILIATES
- REGIONAL CHANNEL NETWORK AFFILIATES
- LOCAL CHANNEL NETWORK AFFILIATES
- NON-NETWORK STATIONS, 250 to 1,000 WATTS
- NON-NETWORK STATIONS, 5,000 to 20,000 WATTS
- NON-NETWORK STATIONS, 50,000 WATTS
- FM STATIONS
- TELEVISION STATIONS
- TELEVISION NETWORKS
- STATIONS ON THE AIR AFTER JANUARY 1, 1948 — except for Television Stations, all of which will compete in the same division.

FORM OF ENTRIES

Entries may take any form, from typewritten presentations to any type of elaborate "art" presentation. However, only ONE presentation is permitted for each station's entry in a particular category, altho, of course, a station may enter one, two or all three of the categories. Thus, a station competing in the sales promotion, audience promotion and public service categories would have three entries—but the complete story on each category must be told in ONE presentation. Recordings are NOT permitted, either as all or part of a presentation. Winners will be judged purely on the basis of facts and the judges will not be swayed by elaborate presentation. We urge that you save yourself time, effort and expense by keeping your entry as simple as possible.

ELIGIBILITY DATES

Any promotion executed during any or all of the period from July 1, 1947, to November 1, 1948, is eligible.

DEADLINE

All entries must be at the New York office of The Billboard Monday, November 1, 1948. Sorry, no extensions—but none.

ADDRESS ENTRIES

The Billboard 11th Annual
Radio and Television Promotion
Competition
1564 Broadway, New York 19, N. Y.

THE ANNUAL Competition, analyzing the promotion efforts of stations and networks in all phases of sound and sight broadcasting, is under way again. This is the one and only event which affords broadcasters the opportunity to present to advertising agencies and advertisers, in one single package, under proper auspices and ideal conditions, a story of their promotion efforts thruout the past year. This is the one event which permits broadcasters to tell their customers what they've been doing in behalf of those self-same customers—and their programs; what they've been doing to maintain radio's position as the world's number one advertising medium—and what

they've been doing to help television up the ladder.

As in last year's Competition, final judging will be done by a notable panel of judges representing the leading advertisers and advertising agencies in radio and television. The full list is shown below.

As usual, all entries will be extensively exhibited by The Billboard so that all in radio, television and advertising may study and examine them. The first exhibit will be held in New York later this year; the second in Chicago. Exhibit dates will be announced later on. Both exhibits combine to give broadcasters a rare opportunity to tell radio's story to the advertising fraternity.

BOARD OF JUDGES

ADVERTISER PANEL

- J. M. Allen, Vice President in Charge of Advertising, Bristol-Myers Co.
- Howard M. Chapin, Director of Advertising, General Foods Corp.
- Albert S. Dempewolf, Advertising Manager, Celanese Corp. of America.
- Charles J. Durban, Assistant Advertising Director in Charge of Radio and Television, United States Rubber Co.
- John R. Gilman, Vice President in Charge of Advertising, Lever Brothers Co.
- R. E. Healy, Vice President Colgate-Palmolive-Peet Co.
- Harvey W. Manss, Vice President Sterling Drug, Inc.
- J. Ward Maurer, Advertising Manager The Wildroot Co.
- W. M. Ramsey, Director of Radio Media, Procter & Gamble Co.
- R. G. Rettig, Vice President Whitehall Pharmaceutical Co.

ADVERTISING AGENCY PANEL

- Ralph B. Austrian, Vice President in Charge of Television, Foote, Cone & Belding.
- Lee Cooley, Director of Television, McCann-Erickson, Inc.
- Walter Craig, Vice President in Charge of Radio and Television, Benton & Bowles, Inc.
- Wickliffe W. Crider, Vice President Batten, Barton, Durstine & Osborn, Inc.
- Carlos Franco, Manager Radio Time Buying, Young & Rubicam, Inc.
- G. D. Gudebrod, in Charge of Television and Moving Pictures, N. W. Ayer & Son, Inc.
- Thomas L. Harrington, Vice President Ted Bates, Inc.
- Frank B. Kemp Assistant Media Director, Compton Advertising, Inc.
- William B. Lewis, Vice President Kenyon & Eckhardt, Inc.
- Chester MacCracken, Director of Radio and Television Productions, Doherty, Clifford & Shenfield, Inc.
- Linnea Nelson, Chief Time Buyer, J. Walter Thompson Co.
- Stanley Pulver, Media Manager for American Home Products, Dancer - Fitzgerald - Sample, Inc.
- Don Stauffer, Vice President in Charge of Radio, Sullivan, Stauffer, Colwell & Bayles, Inc.
- Raymond F. Sullivan, President Stauffer, Colwell & Bayles, Inc.

YOU CAN HELP US PREPARE MORE INTELLIGENTLY FOR EXHIBIT SPACE AND OTHER PHASES OF THE COMPETITION BY FILLING IN THIS ENTRY PLEDGE AND MAILING IT TO US TODAY

ENTRY PLEDGE

The Billboard Radio and Television Promotion Competition
1564 Broadway, New York 19, N. Y.

Gentlemen:

We are planning to submit an entry in the 11th Annual Radio and Television Promotion Competition. We will enter in the following category(ies) (check any or all):

- Sales Promotion; Audience Promotion; Public Service Promotion; Audience-Sales Promotion. Our entry will be in the following division (check one):
- Network (national); Network (regional); Clear Channel Network Affiliate; Regional Channel Network Affiliate; Local Channel Network Affiliate; Non-Network, 250-1,000 Watts; Non-Network, 5,000-20,000 Watts; Non-Network, 50,000 Watts; FM; Television; New Station.

We expect to have our entry in by
(.and Please Make It as Early as Possible)

Name

Title Station

Address

City State

AFRA'S MERGER SUBSTITUTE

New Royalty Plan Offered Top Diskers

AFM Scheme Submitted to 5

By Hal Webman

NEW YORK, Aug. 28.—Despite an earlier opinion by Sen. Robert A. Taft that such a plan was illegal, a proposal by the American Federation of Musicians (AFM) to collect recording royalties thru the Guaranty Trust Company was laid before representative of five top transcription firms in a hush-hush meeting held Thursday (26) at the Waldorf-Astoria Hotel. AFM Prexy James C. Petrillo and AFM attorney Milton Diamond were present.

Confab, results of which were not learned at press time, was highlighted by a heated blow-off between Diamond and uninvited representative. (See *New Disk Royalty* on page 17)

Music-Pix Pact Extended Year

NEW YORK, Aug. 28.—After a week of negotiation between James C. Petrillo, president of the American Federation of Musicians (AFM), and eight major film producers here, an accord was reached Thursday (26) at the Waldorf-Astoria Hotel, extending for one year the existing contract covering employment of musicians in films. Agreement reserves the right to renegotiate. (See *AFM EXTENDS PACT*, page 17)

BRITIS BAN WAXING BY YANKS

Musician Org Clamps Down On U.S. Talent

Artists' Deals Called Off

LONDON, Aug. 28.—The British Musicians' Union (BMU) this week announced a new policy forbidding its members to perform on British-made recordings for American artists. The effective yesterday, provides that American artists can record only if permission is given by the BMU. The permission clauses are strict, however, records featuring American artists could not leave the country in any form. It is generally assumed that American artists will be unable to comply. The ban was immediately at the Andrews and Renshaw, who had already cut some deals for English and American Decca. (See *ENGLAND BANS U. S.* on page 16)

Wax-Easies Flourish; Indie Diskers Bootleg Unabashed

NEW YORK, Aug. 28.—With each week bringing forth a new crop of records of dubious origin, the waxery flouting of the Petrillo ban, both by majors and indies, is rising conspicuously. Recording, however, continues as individual waxery maneuvers, rather than any co-ordinated, industry-wide opposition to the American Federation of Musicians (AFM) edict (*The Billboard*, August 21).

With the exception of RCA Victor, which is known in the trade to have no intention of flouting the AFM stop order, a slew of indies and virtually all the remaining majors are releasing "no comment," "made in Erewhon," "We just bought the master," and "pre-ban" platters. Capitol, on record as being most intransigent ban-wise, hasn't yet joined the banned-wagon only because it has its hands full meeting production requirements for its hefty backlog of hot sellers.

Here's the latest box score:

Decca: *It's Too Soon To Know*, by Ella Fitzgerald and rhythm, and *I Can't Go On Without You*, Ella with tenor sax and rhythm; *My Heart Belongs to You* backed with *Pretty Mama Blues*, done by Clyde Bernard and a race jazz ork, and either as a part of their initial session two weeks ago or a later date with the same participants, *One Has My Number* backed with *...* (See *BOOTLEG DISKING*, page 16)

Fight Promoters Postpone Events As Favor to ABC

NEW YORK, Aug. 28.—There have been plenty of instances of broadcasters changing their plans to suit the convenience of those promoting various events to be aired. But one of the few reversals of this practice on record took place this week when the Twentieth Century Sporting Club moved its lightweight championship fight between Ike Williams and Jesse Flores from September 22 to the next night. The promoters are postponing the event as a favor to ABC. (See *FIGHT PROMOTERS*, page 5)

Bingle To Hit Road With Show For Benefits

HOLLYWOOD, Aug. 28.—Bing Crosby radio show will take to the road this fall during the early weeks of the season. First two shows will be taped in the Film City September 6 and 10 for airing September 29 and October 6. Show will then hop to Vancouver, B. C., where it will be transcribed September 22. Event will be a benefit show for the Sunset Memorial Center, a youth foundation. Next jump will be to Spokane, Der. (See *Bingle for Road* on page 15)

Palace Theater's TV Show Hinges On Court Ruling

NEW YORK, Aug. 28.—The American Broadcasting Company (ABC), which has taken an option on the Palace Theater for a weekly video show, will get an idea Tuesday (31) whether or when it will be able to begin using the house. On that day Federal Judge Samuel H. Kaufman will rule on making permanent the temporary court order which prevents the International Alliance of Theatrical Stage Employees (IATSE) from "interfering" with ABC telecasts from theaters. It is ABC's plan to use the Palace one night a week for a big-name variety vaude show similar to that which helped open operations for WJZ-TV earlier this month. The theater would remain a movie house the remainder of the week.

It is understood that ABC will not exercise its Palace option until the IATSE situation is permanently settled, either in court or by an agreement. (See *PALACE THEATER* on page 13)

English Firms Hardest Hit By Wax Ban

Group Seeing Trade Board

LONDON, Aug. 28.—Figuring to be among the hardest hit by the British Musicians' Union (BMU) ban on American recording artists (see other story on this page) are the English music publishers. A committee of the publishers, consisting of Reg Connelly, of Campbell-Connelly, Ltd.; Jimmy Phillips, of Peter Maurice; John Abbott, of Francis Day & Hunter; and Johnny Fermin, of Feldman's, is planning a visit to Harold Wilson, chairman of the Board of Trade here, the early part of next week. Their beef will be, obviously, that the ban is hurting England's economic picture in that it will cut down what has promised to be a continuing and growing market. (See *ENGLISH FIRMS* on page 16)

Would Divide TV Field With Screen Actors

Union Toppers Mull Plan

BOSTON, Aug. 28.—Brain-trusters of the American Federation of Radio Artists (AFRA) are mulling an alternate plan to solve the television jurisdiction in the event the proposed union merger proves too tough a nut to crack. And that it may prove too tough is the belief of some AFRA chiefs. One even went so far as to state that, in his opinion, merger was a "dead letter." AFRA held its annual convention here this week.

The alternate plan envisions a clean, workable apportionment of tele jurisdiction, with AFRA the policing agent in certain types of TV production and the Screen Actors' Guild (SAG) holding sway over types of film production.

Currently, there are two theories as to the scope of jurisdiction each. (See *Substitute Offered* on page 6)

TV Set Output In July Up 30% Over Year Ago

WASHINGTON, Aug. 28.—Output of television sets continued a record-breaking pace in July to bring the total for the first seven months of 1948 to 334,985, according to Radio Manufacturers' Association (RMA). This represents a weekly average production rate 30 per cent higher than the corresponding period last year.

July's output was 56,089 television sets. Production of FM-AM sets in July was 74,988 sets, a drop of nearly 16,000 sets below the previous month's but an increase of 4,000 sets over the output in July, 1947. Output of radio receivers in July slumped to 1,049,517 from the June output of 1,155,456. Production of AM sets fell to 552,361 in July from 959,103 in June.

Non-Jim Crow D. C. Theater?

WASHINGTON, Aug. 28.—A proposal to build a new legitimate theater here if the United Booking Office (UBO) will hand over the franchise now held by the closed National Theater for presentation of Broadway shows was announced this week by Garfield I. Kass, Washington builder, and Theodore Granik, a lawyer who is director of the *American Forum of the Air* radio program. Marcus Heiman, president of the UBO in New York City, is owner of the National, which Heiman has announced will remain closed to stage shows inasmuch as Actors Equity has refused to grant a license. (See *NON-JIM CROW* on page 42)

DJ BACKS FCC ON GIVEAWAYS

Kachoo!

NEWARK, N. J., Aug. 28.—Weather forecasts made by Frank Romaine, weather expert for WNJR, include a daily pollen count. Aimed, of course, at hay fever sufferers.

Thru our red ruddig eyes, ad frog the bottobs of our hearts, we thag you, Mr. Robaide.

Three Get Jail Terms in Fifth Web Stock Deal

SAN FRANCISCO, Aug. 28.—Paul M. Titus, Charles T. Husband and Rudolf J. Fjellstrom, indicted last October for selling shares in the North American Broadcasting Company, a proposed "fifth network," were given sentences of one to five years in prison Monday (23) by Superior Court Judge Albert C. Wollenberg. A 15-day stay was granted, after which they will be sent to San Quentin to begin their terms.

The three pleaded guilty June 10 to charges of having sold \$18,000 worth of stock in the network without a permit from the State corporation commissioner, as required by law. They were indicated after a six-month investigation by the commissioner's office.

Fight Promoters Postpone Event As Favor to ABC

(Continued from page 3)

switch was made at the instigation of American Broadcasting Company (ABC) which is to air the event.

The reason? ABC will debut its new Wednesday night line-up on the 22d, including *Amateur Hour*, Groucho Marx, Bing Crosby and Milton Berle, and doesn't want the bill interrupted. Of course, some fight insiders say that equally important to Twentieth is the competition of the double-barrelled bill in Jersey City the 21st, with Tony Zale meeting Marcel Cerdan and Gus Lesnevich fighting Joe Walcott.

W. Edwards Upped To WEEI Asst. G. M.

BOSTON, Aug. 28.—Columbia (CBS) is shifting Wilbur Edwards from its Chicago office of radio sales to become assistant general manager of WEEI, its o-and-o outlet here. Harold Fellows is the CBS New England veepee and manager of the station.

Gordon Hayes, previously Edwards' assistant in Chi, succeeds him as Western sales manager.

Chrysler Hot After Joan Davis Stanza

NEW YORK, Aug. 28.—Sale of the Joan Davis comedy show was reportedly nearing the inking stage at press time, with the jokester said to have been offered a one-sponsorship deal (as compared to her late CBS co-op show) by Chrysler Corporation. Product identification was unknown at press time.

Bob Hope Shifts To Swan Soap; Agency Switch

NEW YORK, Aug. 28.—Bob Hope will air for Swan Soap, instead of Pepsodent, when he returns to the National Broadcasting Company (NBC) September 14. At the same time, his show will switch from Foote, Cone & Belding to Young & Rubicam. Hope has aired for Pepsodent dentrice since 1938, with the firm in the meantime having been bought by Lever Bros.

Hope's shift also involves *My Friend Irma*, which airs on Columbia (CBS) for the same account, with *Irma* to plug Pepsodent when the show resumes. *Irma* also figures in an agency shift, to be handled by Foote, Cone & Belding instead of Young & Rubicam, which handled it last year.

Other Lever Bros.' shows, as now set, will include *Radio Theater* (Lux soap), and *Amos 'n' Andy* (Rinso-Lifebuoy).

Hope, shifting to a soap budget, will be able to travel his show—something he couldn't do under the Pepsodent banner, result being considerable friction between the comic and the bankroller.

The revised line-up on the Hope stanza was completed this week, and includes Les Brown's orchestra, a holdover; Doris Day, warbler; Bill Farrell, an unknown boy vocalist, and Marvin Fisher, Larry Marx, Larry Gelbhart, Sy Rose and Mort Lachman, writers.

Borroff Enters Radio Rep Field

CHICAGO, Aug. 28.—E. E. Borroff, formerly vice-president of American Broadcasting Company's central division, this week announced that he was buying an interest in the radio rep firm of Taylor, Howe & Snowden and that under a new arrangement the firm name would be changed to Taylor, Borroff & Company, Inc., with Borroff acting as president and general manager.

Firm, now headquartering in Amarillo, Tex., will move headquarters here when Borroff takes over as president. Firm will be an Illinois corporation under the new set-up, with Borroff to work with the org immediately and to have a stock interest when the new corporation is formed.

Gene Howe, wealthy Texas business man, is expected to retain about a 5 per cent interest in the firm, and Ted Taylor and Borroff will have equal amounts of the remaining shares.

Luckies After Amsterdam Seg

NEW YORK, Aug. 28.—Lucky Strike Cigarette is reported actively interested in the Columbia (CBS) house-built package, the Morey Amsterdam show. Program, produced by Irving Mansfield, has garnered considerable favorable comment.

Luckies is reported having bid around 5G for the show, with Columbia hanging a \$6,500 price tag on the package. Further huddles are due. Agency is Batten, Barton, Durstine & Osborn.

Added Winner

An added winner in *The Billboard's* local program competition, in the variety program category, is CFRB, Toronto, which won second place in the division. That places CFRB in a tie with WSM, Nashville, which won with its *Friday Night Show*. Winners were announced in last week's issue.

CFRB originally was scheduled for a second place tie, but this was canceled when the station advised *The Billboard* that its winning program, *Home on the Range*, had been on the air since 1945. Only programs which started in 1947—give or take a month—were eligible in the 1948 program competition.

Subsequently, however, CFRB wired that the program had gone off the air for some time, had returned in 1947, with a new format and cast, retaining only the title. As a result, in view of the caliber of the show, the award was reinstated, and *The Billboard* congratulates CFRB and its staff.

First place winner in the 50,000-watt division was WHAM, Rochester, N. Y., for *WHAM Houseparty*, and third place winner was KTRH, Houston, for *Texas All Star Jamboree*.

Hughes Exits Jock Ranks for TV Field

CHICAGO, Aug. 28.—Rush Hughes, KXOK, St. Louis, disk jockey, who spread his platter show over a 225-station area via his own peddled e.t. series, is deserting platter pilot ranks October 2 and will drop the e.t. disk show series as the contracts run out. Hughes told *The Billboard* that he is lowering his sights on tele and radio and will leave St. Louis soon to make his headquarters in Chi.

First package slated for video build-up by Hughes will be his Hughesreel, which he has been presenting for the past year over KSD-TV, St. Louis. Hughes is currently dickering with several Chi agencies and stations for his Hughesreel, *Presents the People of Chicago*, a film package.

Commission Cracks Down On Violators

"Public Interest" Yardstick

WASHINGTON, Aug. 28.—The U. S. Department of Justice will "staunchly support" the Federal Communications Commission's (FCC) proposed crackdown on giveaway programs, a Justice Department spokesman told *The Billboard* yesterday, a few hours after FCC reaffirmed its anti-giveaway policy.

In a public statement and in a letter to the House special committee investigating FCC, the commission restated its belief that it has authority to crack down on programs violating the federal anti-lottery provisions as contrary to public interest.

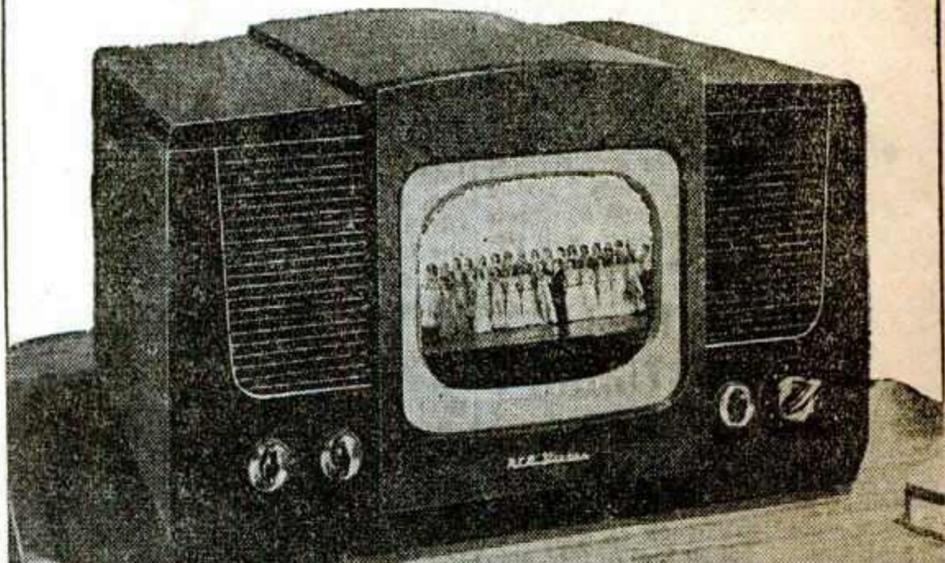
The commission declared that this policy has not been altered by Congress's enactment last session of an amendment shifting the communication law's anti-lottery provision (Section 316) to the Federal Criminal Code (*The Billboard*, August 28). The commission declared that the public interest yardstick can be applied to radio irrespective of whether the agency gets its authority from the Communications Act or any other federal statute.

No Change in DJ Policy

As far as Justice is concerned, the spokesman for that agency declared, there will be no change in its policy of waiting for FCC to refer cases to it before commencing an investigation. He pointed out that even while Section 316 was in the Communications Act (the transfer of the section to the Federal Criminal Code becomes effective September 1) it contained a penalty clause and hence Justice had to initiate any court prosecution.

For example, when FCC was scrutinizing the *Pot-o'-Gold* show in (See DJ BACKS FCC on page 15)

AS Beautiful TO See AS TO Hear...



HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY

The Perfect Television Program

This One

PHONE: CO



S8DB-CEB-GEGR

Substitute Offered for Merger

AFRA Wants Screen Actors To Share TV

Union Toppers Mull Plan

(Continued from page 3)

sister union would maintain. Some AFRA toppers put forth the following view: AFRA would be entrusted with jurisdiction over live programs and such film shows as would be produced by advertising agencies, networks and stations. SAG would maintain jurisdiction over film shows produced by motion picture companies only.

However, it is known that great persuasion would be required to make SAG accept this apportionment. SAG would prefer complete film jurisdiction—that is, control not only over film programs produced by motion picture companies, but also over films produced by networks, agencies and/or other sources.

Just how the details of the apportionment would be worked out remains to be seen, but care would be taken not to disrupt the *raison d'être* of the plan, namely: A workable method whereby TV negotiations could be carried out without the necessity of clearing each point with five performer unions within the Associated Actors and Artistes of America (Four A's). The two unions, AFRA and SAG, would consult with each other before signing agreements with employers.

The current situation, wherein a TV committee of the Four A's is trying to negotiate TV scales and conditions with the networks, is admittedly a bad one and will not be allowed to remain status quo. The schedule is: Press for merger, and, if that is impossible, clarify the jurisdiction and follow thru on contract negotiations.

With respect to merger, AFRA execs have stated their belief that this would be the prime solution, not only as affecting TV but also as regards strengthening the position of the performers under Taft-Hartley. Some groups within AFRA, tho, feel that the desire for autonomy on the part of the locals and sister unions may stymie acceptance of the merger. This despite the fact that AFRA believes that merger does not necessarily mean loss of local autonomy.

AFRA, too, feels that it, more than any other sister union, has more to offer and less to gain in any consideration of merger. "Certainly," stated one exec, "we have the best contracts and a strong treasury which will become stronger as time goes by."

AFRA Eyes Legal Aspects of Unfair Stations Clause

BOSTON, Aug. 28.—American Federation of Radio Artists (AFRA) will make a complete survey of the legal possibilities of using the unfair stations clause. Resolution to this effect was passed by the convention today, the resolution urging that the best possible test case be brought before the courts as soon as feasible.

Resolution states that AFRA locals are having disastrous experience with anti-labor owners of network affiliates who are engaging in unfair labor practices.



KLZ Program Director

CHARLES ROBERTS

Roberts, with his carefully chosen staff of writers, announcers, producers and talent, has made KLZ-listening an ever more popular habit in the Rocky Mountain region.

KLZ, DENVER

AFRA Adds 26 Stations; Loses Elections at 15

BOSTON, Aug. 28.—American Federation of Radio Artists (AFRA) during the past year executed a total of 26 contracts with stations never before in the AFRA fold. As against this considerable gain in the face of the Taft-Hartley Law, the union lost elections in no less than 15 stations. Too, in six other stations where the union had previously signed up substantial majorities, AFRA was "knocked out of the picture" even before it reached the point of holding an election.

This debit and credit sheet was presented to the AFRA annual convention at the Hotel Somerset here by Frank Reel, national assistant executive secretary, in a report which stated resistance by employers has been unprecedented.

Five new locals were chartered during the year, Philadelphia, Indianapolis, Fort Wayne, Albuquerque and Peoria, and five new chapters were created in Syracuse, Sioux City, Pueblo, Colo.; La Crosse, Wis., and New Orleans. In addition, the following locals expanded by adding one or more new stations to their present total: Boston, Los Angeles, Washington, Portland, New York, Cleveland, Cincinnati and Rochester, N. Y. In the last-named city, the local's coverage grew from one to five stations.

The AFRA membership list now totals 28,000 members, according to George Heller, national executive secretary. Heller told the convention that locals or chapters existed in 42 cities, including New York, Chicago, Los Angeles, Cincinnati, San Francisco, Washington, Dallas, Racine, Wis.; Portland, Ore.; St. Louis, Pittsburgh, Cleveland, Raleigh, N. C.; Boston, Atlanta, Louisville, Kansas City, Mo.; Seattle, Denver, Twin Cities, Sioux Falls, Detroit, Salt Lake City, Miami, Philadelphia, Indianapolis, Albuquerque, N. M.; Rochester, N. Y.; Bridgeport, Conn.; Charlotte, N. C.; Houston, Schenectady, N. Y.; Springfield, Ill.; Utica, N. Y.; New Orleans, Burlington, Vt.; Fort Wayne, Syracuse, Peoria, Ill.; El Paso, Tex.; Pueblo and Sioux City.

AFRA-KSTP-'I.Q.' Case Goes To NLRB; Charge Coercion

MINNEAPOLIS, Aug. 28.—A rharb over use of AFRA (American Federation of Radio Artists) or non-AFRA gabbers by Lew Valentine in his National Broadcasting Company (NBC) Dr. I. Q. show over KSTP, 50kw. NBC affiliate (*The Billboard*, August 28), has been tossed into the laps of the National Labor Relations Board (NLRB) here and is making the front pages of local dailies.

As is his custom (for nine years now), Valentine hired half a dozen KSTP announcers to assist him in his weekly show originating at the RKO Orpheum Theater. Starting with the opening August 16, the gabbers were guaranteed \$35 per week each. The KSTP'ers did the first show.

But came time for the August 23 show and Valentine, a member of AFRA got word to use only union talkers or not go on. The KSTP crew a year ago voted eight to one against joining up with AFRA, the only Twin City contingent to take such action.

At the last minute Valentine had to round up six new men, three from WDGY, local indie, and three from WTCN, American Broadcasting Company (ABC) 5kw. affiliate here. (WTCN'ers are working under assumed names because of pact between Twin City AFRA local and station.)

The KSTP gabbers were on hand Monday night (23) but Valentine showed them his orders, via telegram, from national AFRA. The men, headed by Cal Karnstedt, station announcer, immediately complained to NLRB they were being boycotted and wanted redress. Such charge was drawn but later rescinded because it meant court action. Instead, Karnstedt said, charges of coercion are being drawn against both the National AFRA organization and the local.

Karnstedt said he and his KSTP colleagues were asking that AFRA be ordered by the NLRB to reim-

burse them for the six weeks' work which they were losing and be restrained from further coercing them. He was confident that a ruling will be issued before Dr. I. Q. completes his Minneapolis sked.

Karnstedt pointed out that in Milwaukee, where Dr. I. Q. is originating his junior show, he is permitted the use of non-AFRA gabbers over WTMJ.

A side issue in the matter, spoken of little by the KSTP crew, is that Valentine, in hiring the AFRA members, is paying them \$45 per week, or 10 bucks more than he was paying KSTP'ers.

Bill Wigginton, of WCCO, 50kw. Columbia Broadcasting System outlet, president of Twin City AFRA, pointed out the local's membership of 80 gabbers includes "a couple" working at KSTP. He had no further comment on the situation other than "see our lawyer"—Lee Loevinger, who was out of the city attending the AFRA national convention.

AFRA Chatter

BOSTON, Aug. 30.—When the convention folded here Sunday (29) virtually all the delegates were looking for a cabbie. Seems that Evelyn Freyman, president of the Washington local, lost a wallet containing \$60. The cabbie found it in his taxi, returned the money to the hotel, and disappeared without leaving his name. Radio artists got up a collection—totaling the exact amount in the wallet—to give to the cabbie as a reward. But at press time he hadn't been located. The incident is causing some consternation—because the actors wanted to prove it pays to be honest.

Friday was the toughest convention day, the sessions running from 9:30 a.m. right up to 4:30 a.m. Saturday. About 3 a.m. Saturday Harold Hoffman, of New York, plus a band of delegates, miraculously appeared with about 300 sandwiches. Miraculously, because the hotel service was already closed, as was almost everything else in Boston. They got the bread from a Bond bread factory. The provender made possible the protracted sessions of the resolutions committee. They would have been in Boston yet.

Vin Maloney, Boston AFRA topper, due for kudos from all hands for his aid in seeing that convention details ran smoothly. Not the least of the Maloney-inspired blessings was the shore dinner at the Sheraton, a spot which Maloney chose only after extensive examination of menus offered by the different hotels and bistros.

The heat was murderous. New York's Charley Cantor spent most of his leisure time in the Somerset's air-conditioned bar—drinking ginger ale. Ben Grauer, Minerva Pious, Cantor, Hope Emerson, Lanny Ross and Ray Dorsey's orchestra provided the entertainment at the AFRA ball, held at the Somerset Friday immediately after the reception tendered Maurice J. Tobin, secretary of labor. Tobin, addressing AFRA in a speech which constituted his first utterance since he assumed the cabinet post, stated the survey anent the economic status of radio artists was being tabulated and would present a comprehensive picture.

AFRA Frames Welfare Fund

BOSTON, Aug. 28.—Health insurance and other benefits accruing from a welfare fund made possible by Sealtest's sponsorship of the American Federation of Radio Artists (AFRA) air show are expected to become effective in January or February, according to George Heller, union's national executive secretary. Actuarial experts are already at work to devise a plan best suited to the needs of the members.

The program, reported weeks ago in *The Billboard* as guaranteeing the union \$2,250 weekly for a period of 44 weeks, will include Dorothy Lamour, as mistress of ceremonies, and name guests, who will receive \$1,000 each. Rank and file AFRA actors, announcers and singers also will be used on the show, which will originate in Hollywood and start September 9. Negotiations are under way for an eight-week summer replacement program.

AFRA, in its next national negotiations with employers, probably will include health insurance demands. Resolution to this effect was passed by the convention today. The resolution noted that the "economic precariousness in the life of the theatrical performer is universally recognized."

THIS IS WAR--AFRA·THEME

AFRA Sees Merger as Key Instrument to Successful Negotiations in Tele Field

Action Is Keynote of Membership and Execs

BOSTON, Aug. 28.—American Federation of Radio Artists (AFRA), in convention here this week, took a major step toward clearing the way for the completion of successful negotiations with the television industry. The strategic instrument designed to accomplish this end is the resolution on merger—a resolution which is two-edged. First, it is hoped that this resolution, amounting to a mandate from the membership, will create enough rank and file sentiment in other performer unions to bring about merger—either whole or partial—within a reasonably short time. Secondly, the resolution, even in the event it does not precipitate merger action by other unions within the Associated Actors and Artistes of America (Four A's), will nevertheless have solved a major purpose: It will permit AFRA to proceed, with clear conscience, to the matter of clarifying the television jurisdiction. Such clarification accomplished either by merger or an alternate proposal (see separate story) must, it is felt, precede the organization and administration of the TV industry.

There is no time to be lost in TV. That is the temper of the AFRA execs, who make it clear that they and the membership are of the strong opinion that the time has come to cease playing around with the problem that has bedeviled the Four A's for years. It's now or never, as expressed by one union exec—so in the event that the merger doesn't jell the union must and will adopt alternate means.

Tentative time limit scheduled for the completion of merger is December 31 of this year. If performer unions haven't acted by that time, AFRA feels bound, in the interests of its own and other performers, to go full steam ahead.

"Our main objective," stated George Heller, national executive secretary, "is to obtain what is best for those who work in TV, without regard to whether they are members of AFRA, Screen Actors' Guild (SAG), Actors' Equity (AE), or American Guild of Variety Artists (AGVA). Divided authority in TV is weak authority, and the more delays we face now the greater will be the difficulty in finally obtaining decent and equitable standards."

The convention devoted protracted Saturday sessions to an exhaustive analysis of merger and its corollary problem, TV. During these conferences delegates from all over the country were informed by Heller as to the effects of the merger on structure of the locals, the national body, the dues scale, autonomy, et al. Earlier in the week reports by Heller and A. Frank Reel, the latter national assistant executive secretary, furnished additional illustrations of the desirability of merger by pointing out inadequacies of the present Four A's structure with regard to Taft-Hartley and other restrictive labor legislation.

Overlaying all the deliberations on merger and the necessity to clarify the TV jurisdiction was the element of time—the point being made that the protection of the interests of Four A's members could no longer be brushed aside.

Meeting Condemns Anti-Security Rap Up for Mass. Vote

BOSTON, Aug. 28.—A referendum scheduled to appear on the November ballot in Massachusetts outlawing all forms of union security, including AFRA shop, which is now permitted by Taft-Hartley, was unanimously condemned in a resolution passed by the AFRA convention today. The Massachusetts referendum is considered as potentially a very destructive instrument inasmuch as Massachusetts is an industrial State and what becomes law in Massachusetts is likely to be regarded as precedential in other industrial areas.

Resolution states that whereas the lack of unity in the labor movement, together with apathy of voters, makes and affirmative vote on the referendum a dangerous possibility, the AFRA board be instructed to take all steps within its power to have AFRA and

Merger Points

BOSTON, Aug. 28.—AFRA resolution on merger was adopted late today and included the following pertinent points: 1. That AFRA go on record in favor of total merger. And if some of the branches of the Four A's are not willing to join in a total merger, then AFRA goes on record in favor of partial merger. 2. AFRA recommends to the Four A's the approval in principle of a merger plan embodying the best features of Plans "A" and "B" (*The Billboard*, August 28) as submitted by the Four A's conference. 3. AFRA reps be directed to conduct merger discussions with other branches as soon as possible subject to requirements of AFRA's constitution that the final merger plan be submitted to the national board and approved by the membership. 4. The Four A's be immediately requested to inform the branch unions and their memberships of this resolution. 5. AFRA to request Four A's to call membership meeting to debate merger. 6. That the debate be followed by a referendum of the entire membership of the branches, the referendum to be completed by January 15, 1949.

its members co-operate with forces fighting this and similar legislation, copies of the resolution to be sent to the secretaries of the American Federation of Labor, the Massachusetts Federations of Labor, and to the secretary of the State federation in other States where such anti-labor legislation may be pending.

Resolution states that altho Massachusetts is the first industrial State to face this threat, 18 agricultural States already have laws limiting union security. The proposed Massachusetts law would make AFRA shop a criminal offense.

AFRA Asserts Its Claims To Jurisdiction Over Television

BOSTON, Aug. 30.—Should the merger of the Four A's fail to be accomplished, the American Federation of Radio Artists (AFRA) asserts its claims to jurisdiction over television. A resolution to this effect was passed late Saturday. The resolution stated in effect that transmission electronically by sight and sound in television is primarily for reception in the homes, structure of TV is virtually identical release of all TV programs being advertising agencies, networks and stations with which AFRA has conducted negotiations for the past 11 years and with whose problems only AFRA is equipped by experience to deal.

AFRA further points out that its own organization of locals thruout the U. S. in the broadcasting field will be most useful in organizing TV. Most of the television stations and networks now in operation are owned by the same employers who own AM stations. The extension of AFRA's collective bargaining from radio to television is all the more logical because in most cases the radio announcing staffs under AFRA contract are also television's announcing staffs.

For these and other reasons AFRA claims that it is in the best interests of all performers that AFRA be their collective bargaining agent in the television field.

Collyer Elected AFRA President

BOSTON, Aug. 30.—Clayton Collyer, formerly first vice-president of the American Federation of Radio Artists (AFRA), was voted president of the organization Sunday (29), under circumstances which attested to the convention's spirit of unity.

When it was apparent that Collyer was the choice, the motion made by Virginia Payne that Collyer be unanimously elected was passed. Miss Payne, formerly president of the Chicago local, was then unanimously chosen first vice-president. Knox Manning, of Los Angeles, was elected second vice-president, and Bill Gavin, San Francisco, third vice-president.

Heller Hits T-H; Other Restrictions

Reel Offers 5-Point Plan

By Paul Ackerman

BOSTON, Aug. 28.—Annual convention of the American Federation of Radio Artists (AFRA) went into session here Thursday at the Somerset Hotel in a sober, fighting mood. The temper was keyed by George Heller, national executive secretary, who flatly told the convention, "We must face it. We are at war." Heller, referring to the Taft-Hartley Law and additional restrictive legislation on a State-wide level, stated that a "Very cold and calculating campaign is being waged, the effects of which will not be felt by labor for some years to come. But of this there can be no doubt: If the present restrictive laws continue to exist, AFRA will eventually be slowed to a standstill."

This summation was buttressed by facts and figures presented by both Heller and Frank Reel, the latter national assistant secretary. Both underlined frustrating instances of operation under Taft-Hartley. Gains, stressed Heller, have been painstakingly slow whereas losses, in some cases, have been heartbreaking. Difficulties of operation, he pointed out, have been amplified by the many delays now possible under the law, and by skillful managements which use every device to forestall the objectives of AFRA.

Five-Point Program

Reel, following his recounting of a number of jousts with stations, outlined a five-point program designed to strengthen AFRA's position and hold its gains in the current critical period. He called for courage and boldness, stating pointedly: "It's time we realized that we are a union, not a club, not a society, not a guild. If we don't know we're a union, let me assure you that the employers and their labor-busting agency, the National Association of Broadcasters (NAB) fight us as a union."

Reel's five-point program embraced (1) Organization; (2) merger; (3) publicity; (4) a proposed test of the unfair stations clause, and (5) use of political resources to combat T.-H.

Merger, he explained, is inextricably tied up with the fight against T.-H. Additionally, he believes it to be a very desirable preliminary to the organization of the television field (see separate story), a jurisdiction the administration of which would require all the resources of the international Associated Actors and Artistes of America (Four A's) in the matter of money, personnel and unified strength.

Publicity-wise, the AFRA plan envisages an amplification of the technique used at WRAL, Raleigh, N. C., a type of guerilla warfare using direct mail to tell AFRA's story to the public. It's figured as cheaper than a strike and promises to prove effective. In addition, the plan would make use of the attention-getting possibilities inherent in the AFRA membership. "We can no longer afford to let this asset go to waste," Reel stated.

Advocates Test

Advocating a test of the unfair stations clause, Reel pointed out that (See WAR AFRA THEME, page 15)



AMERICA'S DP'S

Not Displaced Persons—but Divorced People—are the subject of an hour-long drama document, "Marriage In Distress," to be heard on the NBC Network Wednesday, September 1, from 8 to 9 p. m. N. Y. T.

What has happened to the American family circle during the past 75 years?

Why has the divorce rate risen 2,000 per cent?

In 1890 there was one divorce for every 16 marriages—why, today, is there one divorce for every three marriages?

What happens to the displaced children of divorced people?

How important is sex in marriage?

Has modern business, by removing production of food, clothing and other essentials from the home, brought about the break in the family circle?

These are only a few of the questions to be investigated in "Marriage In Distress." Every married person, every divorced person, every person who hopes to be married and every married person who is looking longingly to the divorce courts will want to hear this program, speaking out fearlessly on the problems of Marriage—1948.

This special broadcast highlights the importance and timeliness of NBC's several weekly series programs of Public Affairs and Education. Each Sunday afternoon, "Living 1948" documents in vital drama form such subjects as, "Freedom is a Home-made Thing," "As Europe Sees Us," "Mental Health of the Nation" and "Wisdom in the Streets." The American Institute of Public Opinion and its director, Dr. George Gallup, co-operate with NBC in the over-all planning of the series and in certain phases of research. Dr. Gallup himself appears on those programs where his publicly polled facts and figures aid in understanding the subject under discussion.

Planned with a purpose, aimed at a goal, NBC's programs of Public Affairs and Education seek to serve, inform and awaken public interest—to do this consistently week after week, year in and year out.

AN NBC DRAMA DOCUMENT

broadcast Wednesday, September 1, from 8-9 p. m. N.Y.T. by the National Broadcasting Company

America's No. 1 Network . . . a service of Radio Corporation of America

Billings 10% Above Year Ago

Webs' Sales In 5 Months \$86,460,000

Million Monthly Over 1947

WASHINGTON, Aug. 28.—Network time sales for the first five months of the year topped the same period in 1947 by 10 per cent, the Department of Commerce reported this week. Billings amounted to \$86,460,000, as compared with \$79,935,000 for the first five months of last year.

May, which usually pulls in a normal income for a non-summer month, brought in a whopping \$17,321,000 this year for the third highest month in the last two years. High was reached in March when network income totaled \$17,803,000.

Top contributors to chain income continued to be the food and toilet goods manufacturers, with each group buying time to the tune of \$5,000,000 monthly. Increases in sales to these two groups in the first five months of the year just about equals the total increase in web income.

On the basis of Commerce's latest survey and its quarterly survey (*The Billboard*, August 7), network time sales monthly are continuing to run upward of \$1,000,000 better than last year.

Top far behind the leaders in purchasing time, manufacturers of electric household equipment, radios, washers and the like, have been steadily increasing their air time over the past 12 months. In May, this group of sponsors bought time worth \$651,000, a sum which more than doubles the amount spent in May, 1947.

Offsetting in part this gain, petroleum and financial advertisers have cut their time purchases slightly. Sponsors in the petroleum group bought \$499,000 worth of network time in May, 1947, and only \$432,000 worth this past May. Time sales to financial sponsors dropped from \$481,000 in May, 1947, to \$412,000 in May, 1948.

A comparison of May radio and magazine advertising sales discloses that, while total magazine space sales were three times those of radio, food manufacturers spent almost as much on radio as they did for magazine space. Their network advertising totaled \$4,859,000, while their magazine plugs set them back \$6,657,000.

Network Income

Comparative figures on network income follow:

	1948	1947
Jan.	\$17,544,000	\$16,548,000
Feb.	16,715,000	15,102,000
March	17,803,000	16,728,000
April	17,077,000	15,548,000
May	17,321,000	16,009,000
	\$86,460,000	\$79,935,000

MBS DROPS "DESIRE"

HOLLYWOOD, Aug. 28.—Mutual Broadcasting System (MBS) will give up the ghost on *Heart's Desire*, daytime airer, and drop the show September 17, web announced this week. Show is being canceled by Philip Morris ciggies, to be supplanted by Gabriel Heatter's *Mail Bag* and a portion of the Kate Smith airer, beginning September 20.

Net decided not to carry *Heart's* as a sustainer after several unsuccessful attempts to bolster show's listening power.

Giveaways and Quizzes Merely Smorgasbord in Scandinavia

NEW YORK, Aug. 28.—Giveaways and quizzes might be all the rage in this country, but in Scandinavia they are strictly smorgasbord. This state of affairs was reported recently by Wilfrid Fleisher, *The New York Herald Tribune* and Columbia Broadcasting System (CBS) Scandinavian correspondent, just back from a two-year stay in the Northland where he covered Sweden, Denmark, Norway and Finland. There's nary a giveaway on the air there, says Fleisher. In fact, he points out, "They give nothing away in Scandinavia—not even money." As a consequence, talent is very poorly paid. A top classical singer, for instance, is good for about \$75 a performance.

To an American observer, the most unusual aspect of Scandinavian radio is its disregard of timing. Programs are not billed precisely, and often run overtime or finish ahead of time, according to Fleisher. One reason for this free and easy timing is the fact that in the four countries, radio is either entirely or semi-government controlled. Thus the lack of advertising results in looser schedules.

Heavy Programing

Scandinavian programing, in general, is on the heavy side—some-what like that of the British Broadcasting Corporation (BBC). It is educational rather than entertaining, with heavy emphasis on lectures. There is considerable use of drama, including not only the classics but also something which is comparable to the soap opera in the United States.

Perhaps the chief lack in Scandinavian radio—as an American sees it—is the complete absence of comedians, altho newspapers carry comics. American recordings by jazz bands and vocalists are very popular, and such performers as Bing Crosby are well known. Programs give good sports coverage, with the Olympics currently getting a big play. Folk music is also a staple.

Negro Talent Boff

There is much interchangeability of talent in Scandinavia—for instance, legit actors appearing frequently on

the radio. In the music halls and on the concert stages of the different countries, Negro talent from America is very popular, jazz bands in particular packing them in. One Negro performer now there, Anne Brown, is enjoying great success in a musical variety show at the Kina Theater in Stockholm.

Facilities-wise, Sweden has a network of about 12 stations, with Radio Tjanst, a 50,000-watter, the central outlet in Stockholm. The other three countries have one outlet each. The use of magnetic tape recordings is very well developed, according to Fleisher, in all countries. As yet, Scandinavia has no television.

Dabadie New Head Of La. Broadcasters

BATON ROUGE, La., Aug. 28.—Roy Dabadie, manager WJBO-WBRL FM Baton Rouge, was elected new prexy of the Louisiana Association of Broadcasters at annual two-day election session here early this week. Others named were Henry R. Clay, KWKH, Shreveport, vice-prexy and Paul Goldman, KSYL, Alexandria, secretary-treasurer. Members of the new board are Jimmy Gordon, retiring prexy, WNOE, New Orleans; Howard Summerville, WWL, New Orleans; Cecil K. Beaver, KTBS, Shreveport; W. E. Jones, KSLO, Opelousas; Fred Weber, WDSU, New Orleans; J. C. Liner, KMLB, Monroe; I. K. Corkern, EIKC, Bogalusa, and David Wilson, KPLC, Lake Charles.

About 40 broadcasters representing a record-breaking number of 25 stations of the State attended the meetings. Gordon said in his retiring report that all but two stations in the State are members of the association and both signified their intentions of joining at once.

Two committees were named, one to study possibilities of increased institutional ads and another to study standardization of practices relating to political broadcasts.

L. A. Stations Agree: No Rate Cutting for Political Business

HOLLYWOOD, Aug. 28.—In preparation for the bonanza expected to accrue to local broadcasters from local, regional and national political campaigns, stations here have pledged to avoid rate cutting and other "throat-cutting" practices. At least a token share of the loot is expected to be allocated to television, but according to current outlook, smaller AM indies will benefit most from the coming national and regional campaigns. Total business is expected to be double that of next year.

Stations will guarantee equal time to all factions. For example KFI, National Broadcasting Company (NBC) 50,000-watter, will restrict sale of national political time to seven days in advance of broadcast time. Via this means it is hoped that all candidates will have equally choice slots.

Don Lee Broadcasting System

(DLBS) will set aside a strip of Class A evening time for exclusive political use. Tentatively earmarked is 9:45-10 p.m. Tuesdays, Wednesdays and Thursdays. Same policy will hold on KHJ, web's local flagship.

TV operators report that interest so far is mild. KFI-TV and Don Lee have both had "inquiries." Paramount's KTLA said politicians will get free tele time providing broadcasts are in the public interest. Station now has one commercial series on the books, involving 13-week time purchase by Citizens Committee for Equal Representation, a partisan org campaigning for reapportionment of congressional districts.

Tele time salesmen report many politicians are fearful of video at this point, and are asking such questions as "How will I photograph?" and "What can I do to sell myself to viewers?"

4 Summer Segs Getting Regular Spots on CBS

NEW YORK, Aug. 28.—Four Columbia Broadcasting System (CBS) summer programs are slated to take their places in the regular fall schedule. These include *Cabin B-13*, the mystery drama series by John Dickson Carr, moving from Monday night at 8:30 to Tuesdays at 10 p.m. at the end of this month; *Our Miss Brooks*, which has been bought by Colgate; *My Favorite Husband*, the Lucille Ball situation comedy series, and the Morey Amsterdam show, which is ripe for sale.

Summer shows which are getting axed include Mickey Rooney's *Hollywood Showcase*, folding September 26; *Rooftops of the City*, folding August 24, and *Dr. Standish—Medical Examiner*, which folded Thursday (19).

The fall schedule will be further buttressed by *The Little Immigrant*, the comedy-documentary written by Cy Howard and starring J. Carroll Naish, and possibly a new Robert Q. Lewis program. The latter is in the conjecture stage. Lewis, it is known, will be retained in some program format, but the web has been looking for a new time slot. He's been holding down the Jack Smith-*Beulah* half-hour. Current thinking at CBS is to build a full-hour variety show around Lewis and spot it Sunday afternoon.

Second Web Show Signed by Armour

NEW YORK, Aug. 28.—Armour & Company added a second network show this week when it signed to bankroll *Stars Over Hollywood* on Columbia Broadcasting System (CBS), beginning September 18. The show recently was dropped by Bovey's, Inc., which aired it at 12:30 p.m. Saturday. The new time, for Armour, will be 2 p.m.

The meat firm currently sponsors *Hint Hunt*, across-the-board audience participation show. Agency is Foote, Cone & Belding.

RMA Urges Speed On Bankrupt Cases

WASHINGTON, Aug. 28.—Radio Manufacturers' Association (RMA) announced today it has urged the Internal Revenue Bureau to adopt measures to expedite settlement of government claims for taxes in insolvency and bankruptcy cases for relief of general creditors. RMA said a number of such cases involving members of the radio industry "appear to have been unduly delayed with consequent losses to general creditors."

Big Money

BOSTON, Aug. 28.—During the past year the American Federation of Radio Artists (AFRA) collected a total of \$103,350.21 in claims for 1,073 individual members, according to George Heller, national executive secretary.

These claims are apart from gains accruing to members as a result of collective bargaining agreements and represent monies which would not have been collected were it not for AFRA's efforts.

SUMMER SHOWS SOGGY SCORE

NAB Renews Fight Against Atheist Talks

WASHINGTON, Aug. 28.—National Association of Broadcasters (NAB) next week will renew an assault against Federal Communications Commission's (FCC) two-year-old decision upholding atheists' right to broadcast time. Attack will be led by Don Petty, NAB general counsel, at a hearing called for Tuesday (31) by the House select committee investigating FCC.

Petty, in attacking the FCC decision, is expected to appeal to the House committee to recommend remedial legislation prohibiting the commission from establishing a policy which fails to leave opportunity for a court challenge. The commission wrote its opinion on atheism broadcasts in a denial of a petition for revocation of the licenses of three San Francisco stations (KPO, KFRC and KQW). Petty is expected to say that since no revocation was made and no application denied, there was no opportunity for broadcasters to appeal to the courts.

Church Protest

Several church groups are ready to protest to the House committee next week that if atheists are to be given time to reply to broadcasts advocating religion, the way is open for Communists to get time to reply to broadcasts of regular political parties. Atheism, they will declare, has no place on the air.

In denying the revocation petition of atheist Robert H. Scott in 1946, FCC said the question was too broad to decide on the basis of a few stations but that holders of a belief should not be denied the right to answer attacks on them solely because they are few in number.

FCC's side of the issue will be defended by Benedict Cottone, chief FCC counsel. It is seen likely that the House committee, headed by Rep. Forest Harness (R., Ind.), will suggest reconsideration of the issue by FCC inasmuch as FCC's original controversial opinion was largely the work of Clifford J. Durr, who is no longer with the commission.

Hogan Makes Deal With Smith Davis To Spur Facsimile

NEW YORK, Aug. 28.—A move to stimulate the commercial development of facsimile was made this week by John V. Hogan, president of Radio Inventions, Inc.; Faximile, Inc., and WQXR, when he signed Smith Davis Corporation, financiers of radio and tele stations, to serve as consultants for commercial fax. Smith Davis, with many close contacts both with publishers and broadcasters, is believed to be in a good position to encourage leaders in both fields to move into fax.

Albert Zugsmith, executive veepee of Smith Davis, noted that the medium will not really become commercial until home receivers become numerous, and said that a move will be made for development of a combined AM-FM-fax home receiver to retail at about \$100. Fax attachments for regular sets, he said, will sell for about \$30 or \$35.

Record Number of Programs Shift as Fall Season Nears

NEW YORK, Aug. 28.—Radio's newest face, program-wise, will be exhibited this fall when the new season gets under way. A large number of program changes, involving shifts in networks, sponsors and programs, has taken place in the past few months. They are charted below, on a day-by-day nighttime basis.

In addition, a large number of top programs and top names are as yet without sponsors. These include Kay Kyser, signed by American but sponsor (believed to be Procter & Gamble) not set, Henry Morgan, Dinah Shore (set as Eddie Cantor's vocalist but minus her own show so far), Abe Burrows, Joan Davis, *Information Please*, Danny Thomas, Dick Haymes, *Can You Top This?*, *Man Called X*, *Date With Judy*, *Christopher Wells*, *Mayor of the Town* and *Parkyakarkus*.

Sunday

- 3 p.m., NBC, Eddie Howard (Shaeffer Pen; Russel M. Seeds), canceled.
- 3-4:30 p.m., CBS, New York Philharmonic (Standard Oil, New Jersey; Marshall & Pratt).
- 5:15 p.m., CBS, "Here's To You" (Hires, N. W. Ayer), canceled.
- 5:30 p.m., NBC, RCA Victor Show (RCA; J. Walter Thompson), moving from 2:30 p.m.
- 6 p.m., "Star Spangled Playhouse" (Prudential; Benton & Bowles) replaces "Family Hour."
- 6:30 p.m., NBC, "Ozzie and Harriet" (International Silver; Young & Rubicam) in time formerly occupied by "Hollywood Star Preview" shifted to Saturdays.
- 7 p.m., ABC, "Go for the House" (option held by Allied Chemical).
- 7:30 p.m., ABC, "Carnegie Hall" (starts for American Oil; Joseph Katz Co.)
- 7:30 p.m., CBS (Lever Brothers negotiating for this period for "Big Town.")
- 7:30 p.m., NBC, Phil Harris and Alice Faye (Rexall; N. W. Ayer this season, instead of F. W. Fitch; L. W. Ramsey Co.)
- 8:30 p.m., CBS, "Man Called X" (Frigidaire; FC&B), canceled.
- 9 p.m., ABC, Walter Winchell (Kaiser-Fraser; William Weintraub, new sponsor).
- 9 p.m., CBS, Helen Hayes (Electric Cos.; N. W. Ayer); sponsor moves from 5:30 p.m. Sunday.
- 9:30 p.m., CBS, "Our Miss Brooks" (Colgate).
- 9:30 p.m., MBS, Jim Backus (Pharmaco, R&R), canceled.
- 10 p.m., CBS, "Lum and Abner" (Frigidaire; FC&B); sponsor moves from 8:30 with new show.
- 10:30 p.m., CBS, "Strike It Rich" (Ludens; J. M. Mathes).

Monday

- 8 to 8:45 p.m., ABC, Musical Comedy Show, (Assn. of Amer. Railroads; Benton & Bowles).
- 8:30 p.m., MBS, "Charlie Chan" (Pharmaco, R&R), canceled.
- 10:30 p.m., CBS, Bob Hawk instead of Screen Guild (R. J. Reynolds; Wm. Esty).
- 10:30 p.m., NBC, Fred Waring (General Electric; BBD&O), switched to Thursdays.

Tuesday

- 7:30 p.m., ABC, "Green Hornet" (General Mills; Dancer-Fitzgerald-Sample), canceled.
- 8 p.m., NBC, Mel Torme (Philip Morris; Blow), may be replaced for fall.
- 8:30 p.m., NBC, Alan Young (Lewis-Howe Co.; Roche, Williams & Cleary), replaced "Date With Judy."
- 8:30 p.m., MBS, "Official Detective" (Pharmaco; R&R), canceled.
- 10:30 p.m., NBC, "People Are Funny" (B&W Tobacco; Russel M. Seeds), moves from 9 p.m. Friday.

Wednesday

- 8 p.m., NBC, "Blondie" (Colgate; Wm. Esty) moves into spot held by Dennis Day.
- 8-9 p.m., ABC, Amateur Hour (Old Gold; Lennen & Mitchell).
- 9 p.m., ABC, Milton Berle (Texas; Kudner).
- 9 p.m., CBS, "County Fair" (Bordens; Kenyon & Eckhardt), shifts to 1:30 Saturdays.
- 10 p.m., CBS, "The Whistler" (Household Finance; LeVally), canceled.
- 10:30 p.m., CBS, "Curtain Time" (Mars; Grant), in time formerly occupied by Jimmy Durante.

Thursday

- 8 p.m., ABC, Abbott and Costello (co-op), shifts from Wednesdays.
- 8:30 p.m., MBS, "The Better Half" (Volupte Compacts; Hirshon-Garfield).
- 9:30 p.m., MBS, All-Star Revue (Revere Camera; Roche, Williams & Cleary), expands to 30 minutes.
- 10 p.m., NBC, "AFRA Show" (Sealtest; McKee & Albright), replaces Carson & Arden.
- 10:30 p.m., CBS, "First Nighter" (Campana; Wallace-Ferry-Hanly), canceled.
- 10:30 p.m., NBC, Fred Waring (General Electric; BBD&O), switched from Mondays.

Friday

- 8 p.m., CBS, "Mr. Ace and Jane" (General Foods; Young & Rubicam) replaces Fannie Brice.
- 8 p.m., MBS, "Great Scenes From Great Plays" (Episcopal Church; Humphreys), starts Oct. 1.
- 8:30 p.m., CBS, Jack Carson (General Foods; Young & Rubicam) replaces Danny Thomas.
- 8:30 p.m., NBC, Jimmy Durante (R. J. Reynolds; Wm. Esty).
- 8:30 p.m., MBS, "Leave It To the Girls" (Continental Pharmaceutical; Meyerhoff).
- 9-10 p.m., CBS, "Ford Theater" (Ford; Kenyon & Eckhardt) starts Oct. 8.
- 10 p.m., ABC, "Whiz Quiz" (Belch Candy; Olan), starts Sept. 11.
- 9 p.m., NBC, Eddie Cantor with Dinah Shore (Pabst; Warwick & Legler), moves from 10:30 Thursday.
- 9:30 p.m., NBC, Red Skelton (Procter & Gamble), comic switches from Kools.
- 10 p.m., NBC, "Life of Riley" (Procter & Gamble; Benton & Bowles), moves from 8 p.m. Saturday.

Saturday

- 10 a.m., NBC, Mary Lee Taylor (Pet Milk; Gardner), switches from 10:30 on CBS.
- 12:30 p.m., CBS, "Grand Central Station" (Pillsbury; McCann-Erickson), moves up from 1 p.m., into period occupied by "Stars Over Hollywood" (Bowie's; Sorenson), canceled.
- 2 p.m., CBS, "Stars Over Hollywood" (Armour; FC&B), starts Sept. 18.
- 7:30 p.m., ABC, "Famous Jury Trials" (General Mills; Knox Reeves), canceled.
- 7:30 p.m., NBC, "Saturday Night Serenade" (Pet Milk; Gardner), moved from 10 p.m. on CBS.
- 7:30 p.m., CBS, Abe Burrows (Listerine; Lambert & Feasley), canceled.
- 8 p.m., NBC, "Hollywood Star Theater" (American Home Products; SSC&B), shifts from Sundays.
- 10 p.m., NBC, Dennis Day (Colgate) replaces Kay Kyser.

Webs Retain Less Than Doz. New Tryouts

Many Sustainers Dropped

NEW YORK, Aug. 28.—The sparsity of original program ideas was underlined this week when the four networks, setting fall plans, prepared to retain less than a dozen of this summer's new sustainers among them. Each of the webs currently is counting on holding over three or less of its new non-commercial efforts.

National Broadcasting Company (NBC) is certain only of keeping the Jane Pickens show on into the autumn. Two other possibilities, strongly considered, are the Maxie Rosenbloom show and *RFD America*. The Rosenbloom ailer was granted at least a three-week reprieve, with a good chance 'ha' it will be kept longer should a suitable spot open up for it. *RFD America*, which has been around for a number of seasons, can hardly classify as a fresh program. NBC is almost certain to wield the ax on such current sustainers as the Jack Pearl show, *Swingtime at the Savoy* and *Radio City Playhouse*.

CBS Holding Three

Columbia Broadcasting System (CBS) is planning to place three summer shows on its regular fall sked, with at least one other sustainer, *Our Miss Brooks*, set to go commercial. *Brooks* is moving into the CBS Sunday night sked for Colgate. The others due to remain as sustainers are *Cabin B-13*, the mys- (See SUMMER SHOWS on page 15)

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominant Hoop-erating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR & CO., REPRESENTATIVE

Swingtime at the Savoy

Reviewed August 11
Sustaining Via NBC

Wednesdays, 8-8:30 p.m.

Estimated Talent Cost, \$5,000; director, James Haupt; supervisor, Edwin L. Dunham; writers, Langston Hughes and Noble Sissle. Cast: Lucky Millinder and orchestra Jackie (Moms) Mabley, Miller and Lee Hall Sisters, King Odom Quartet, Paul Breckenridge, Noble Sissle (emcee). Guest this program, Count Basie.

Current Hooperating of the program (Sustaining)	None
Current Hooperating of show preceding (H. V. Kallenborn)	3.1
Current Hooperating of show following (Sustaining)	None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS	
ABC: Sustaining	None
CBS: "Mr. Chameleon"	4.9
MBS: Sustaining	None

In place of the *National Minstrels*, a Mr. Bones type of show which had been originally scheduled as an outlet for Negro talent, the National Broadcasting Company (NBC) is presenting this variety airt. The switch in plans was fortuitous, since there are dozens of Negro entertainers of the highest calibre who deserve to be heard over the networks, but who seldom get the opportunity. The webs themselves may have no color line, but they and sponsors and agencies long have worried about the reaction to such a show in the corn pone belt.

Noble Sissle, veteran band leader and showman, emcees *Swingtime at the Savoy*. He does a competent job, but seems to lack the spark with which some radio quarterbacks can ignite their team. The script, tho, by Sissle and poet Langston Hughes, is above average.

The performers, by and large, were excellent, particularly on the musical front. Miller and Lee, comedy team, flashed a routine that sounded a bit like a faster-paced Moran and Mack dialog. It was the weakest item on the bill. The guest policy brought Count Basie to the mike on the show caught, and he detailed some of his experiences on the way up. He then tore off a sparkling rendition of his famed *One o'Clock Jump*, with Lucky Millinder's band supplying the backing. The show's guest list features top name talent, with Billie Holiday on tap for the next show. An airt for Negro showbiz stars has been a long time in coming, and this may open the way for more in the future.

Sam Chase.

We Love and Learn

Reviewed August 20

THE MANHATTAN SOAP COMPANY

Archie Tarr, Adv. Mgr.

Thru Duane Jones Co.

Joseph Scheideler, Acct. Exec.

Via NBC

Mondays-Fridays, 11:15-11:30 a.m.

Producer, Chet Gierlach; writer, Lillian Spinner; announcer, Dick Dunham. Cast: Barbara Weeks (Madame Sophie), Arthur Binton (Paul Tracy), Eleanor Sherman (Susan Brown), Charne Allen (Mrs. Carlton), Sarah Burton (Laura Andrews), Ann Thomas (Dixie Blake) and Cliff Carpenter (Jim Carlton).

Current Hooperating of the program	2.6
Average Hooperating of shows of this type (Serial Drama)	4.2
Current Hooperating of show preceding ("This Is Norma Drake")	2.7
Current Hooperating of show following ("Jack Berch")	2.6
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS	
ABC: "Breakfast in Hollywood"	3.0
CBS: "Arthur Godfrey"	3.4
MBS: Sustaining	None

This is a new soap opera series which bears the same name used by a previous serial about three years ago. This one is tabbed a "comedy drama" and boasts that its format is such that no wordy synopses are needed each day, thus permitting an additional two to three minutes of dialog. Such are the blessings



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Press Agents Delight

Reviewed Tuesday (17), 7:30-8 p.m. Style—Comedy. Sustaining via WJZ-TV, New York. Producer, Mildred Fenton; director, Tom DeHuff; emcee and announcer, Gene Rayburn. Cast: Press Agents Will Yolen, Len Harris, Helmy Kresser, Jerry Adler and Dick Linke; Jack Lescoulie, disk jockey; Doug Anderson, magician; Donald Richards, singer; Van Crabtree, U. S. Navy, and Freddy Slack.

Press Agents Delight is definitely promising. It contains the elements of surprise, novelty and talent. It also has, in large measure, the wonderful element of hoke comedy—the kind of hoke which was never possible in radio, and which achieved its greatest development in vaudeville.

Add to these plus features a modest tho nonetheless commendable service to a small, maligned and browbeaten segment of humanity—and you have a show which is not only entertaining but excites your sympathy. This segment, of course, is the press agent, who apparently has free rein on this show. Provided he makes it entertaining, the press agent can use time on *Delight* to talk about his promotions, exhibit his brainstorms et al.

There's Will Yolen, for instance, who long has been jobbing free space, who took this opportunity to exhibit a pair of bobby soxers skilled in the blowing of bubble gum, the manufacturer of which happens to be a Yolen client. The sweat-shirted gals proved their ability in competition with less skilled males. But perhaps the best part of this turn wasn't the competition per se, but Yolen's attitude as he waved the lasses onstage. His gesture was redolent—yes, redolent—of pride, confidence and satisfaction.

Len Harris

The program was lush in this type of high jinks. There was Len Harris, plugging a magic book published by Prentice Hall. A magician illustrated how easy it all is. Jerry Adler, who toils for Bill Rose's Diamond Horseshoe, trotted out a beautiful doll who was to accompany a sailor for an evening's jollity—he being the eight millionth customer at the Horseshoe, or something.

Bringing it all down to a more orthodox talent level, Dick Linke, by way of promoting Capitol Records, introduced Freddy Slack, whose newest album is now being released. Slack contributed some enjoyable keyboard work. Strictly sock too, was Donald Richards, warbler in *Finian's Rainbow*.

There were many others, disk jock Jack Lescoulie, song plugger Helmy Kresser and last, but by no means least, emcee Gene Rayburn. Rayburn's approach to this type of show is admirable. He has a faint tongue-in-check air, an affable manner, and a comedy gift.

Just how this show comes along will depend largely on its producer, Mildred Fenton. Miss Fenton lined up a good first package. Let's hope she can continue. *Paul Ackerman.*

of this technological age.

There is presented here as overdrawn and exaggerated a set of characters as ever faced a microphone. The heroine is Susan Brown, a girl of stark courage and deep intuition. One of her consorts, yclept (See *WE LOVE* on page 15)

The White-Headed Boy

Reviewed Wednesday (11), 9:10-10:35 p.m. Sustaining over W6XAO (Don Lee), Hollywood. Produced for television by Carlton Winckler. Assistant producers, Stuart Phelps and Elbert Walker. Presented in co-operation with Loyola University Drama Department.

Coast lookers got their first chance to catch a full-length three-act play on tele with this presentation of Lennox Robinson's *The White-Headed Boy*. The lightly edited video version ran nearly an hour and a half, broken only by two three-minute intermissions. If this milestone is any indication, full-length plays on television may prove too tiresome as regular fare. Keeping eyes glued to receivers for time required to follow action was wearing despite an excellent presentation and an entertaining story.

Offering was presented by Loyola U drama students, and starred film thesp Sara Allgood, assisted by a cast of better-than-average talent. The Irish comedy moved fast and had its sprightly moments, while production was smooth and polished. Tele lenses easily captured action within the confines of the restrictive video set. Action was limited to a single drawing room setting, deftly arranged to allow for definite blocked-out movements which cameras followed with ease. Station's continuing lack of proper camera tubes made long shots fuzzy and worthless, with close-ups somewhat compensating for inferior over-all pic quality.

Don Lee has embarked on a quest for additional dramatic properties to offer its lookers, this being in the way of an experimental venture to see how full-length plays would fare. Test should prove that even with expert casting and direction, good story properties, and competent tele production, plays must still be watered down to no more than an hour's running time.

Credit Don Lee with its most professional production since station received its commercial okay.

Alan Fischler.

Paul Williams Wrestling

Reviewed Monday (9) 8:45-11 p.m. (EDST). Producer-director, Robert P. Ritter. Announcer, Paul Williams. Camera-men, Russ Williams and Joe Brendel. Video engineers, Richard McNutt and Harold DuShane. Audio engineer, Webb Brookner. Sustaining over WWJ-TV, Detroit.

This show originates from Mack Park, with a weekly card of four bouts. The extreme length is questionable, but it's evidently acceptable to hardened fans, and there is enough variety in the acts staged by the contestants to maintain steady interest.

Paul Williams does comment from the studio while watching a receiver, with no particular effort to conceal his remote set-up.

He works quietly, unsensationally, never gets excited, occasionally addresses the participants, officials, or the crowd and doesn't overtalk. He happily is not afraid of prolonged silence. Essentially he does a casual but well-informed conversation, like another spectator with some inside knowledge—strictly contrary to the excited blow-by-blow style of radio sportscasting and admirably adapted to video. He is keen on humor, word-

People's Platform

Reviewed Tuesday (17), 9:30-10 p.m. Sustaining via WCBS-TV, New York. Style—Forum. Producer, Leon Levine; director, Frank Schaffner; moderator, Dwight Cooke. Guests on the program, Emanuel Celler (D., N. Y.) and Henry Dorfman (R., N. Y.), candidates for Congress from the 15th Congressional District of New York.

People's Platform made an arresting debut Tuesday (17) over the TV web of the Columbia Broadcasting System (CBS). Perhaps the most notable aspect of the show was the undeniable conclusion to be drawn therefrom, namely: The people who appear on the show are so much more on the spot—and must be more carefully selected—than participants in AM forum programs. The reason for this is obvious, for the participants, heretofore judged merely on the basis of their verbiage, now come under scrutiny from the standpoint of mannerisms and all the other elements making up television personality.

On this show, Celler and Dorfman, Democratic and Republican congressional candidates, discussed whether the Un-American Activities Committee is doing a good job. Celler said the committee was doing a bad job and the converse was argued by Dorfman. The points they made have been made before and are relatively unimportant to this review. What is important, however, is that the added dimension given by TV to such a forum program augurs well for this program type in the new medium. For, beyond a doubt, the intimate atmosphere engendered by seeing the disputants face to face at a table, gave the program an impact radio could never achieve. In other words, granted that the program producers are careful in selecting their cast, such a program gains a plus value when it is done over TV.

Dwight Cooke, chairman of the AM *People's Platform*, holds the moderator's post on the TV version. He does a splendid job in summing up the points made by the contesting parties and takes care to give each side an opportunity to fully present its story. What each side does with its story, of course, is up to the ability of the disputants. In this particular program, Celler seemed more skilled than Dorfman in presenting his arguments and, therefore, scored more tellingly. In fact, when you not only hear them talking but see them at it, the forum can take on some of the appeal of a bout—particularly when the subject is a hot one.

Production-wise, this show was well done. The images were clear and the program moved briskly. Additional interest was attained thru use of film shots of the proceedings of the Un-American Activities Committee in Washington.

Platform, which alternates weekly with Elmo Roper's *Presidential Straws in the Wind*, differs from the AM version in that different speakers and different subjects are used.

Paul Ackerman.

play and topical allusions that enliven the duller moments. Uses screwy sound effects—a slide-whistle for groans and comic interludes, a six-foot, one-string box-guitar for falls, and crunching of peanuts for bone-twisting holds. Possibly corny, but ingenious and well-received and right in the tradition of the wrestling acts themselves.

The visual production often approaches slow motion by nature of the subject. The lighting dramatically spotlights the ring against the dark crowd in this outdoor arena. Cameras pick up the crowd during a 10-minute intermission with brighter lights but stay on a few spots just long enough for some ham actors to get in a chance. Two cameras are used, getting two different perspectives adequately. *Haviland F. Reves.*

NEW DISK ROYALTY PLAN

AFM Extends Pact for Year With Eight Film Companies

(Continued from page 3)

right, however, of the AFM to reopen the contract on 60 days' notice. Otherwise, working conditions, wages and hours are to remain unchanged for the one-year period, beginning Tuesday (31).

Contract covers some 500 AFM tootlers, who work at the rate of \$13.30 an hour, with a minimum of three hours on any call. Companies covered in the agreement are MGM, Paramount, 20th Century-Fox, RKO, Republic, Warner Bros., Universal and Columbia. Film brass signing included Nicholas M. Schenck, Barney Balaban, Charles Boren, Spyros P. Skouras and Albert Warner.

Reason for accord on status quo terms, according to a joint statement

Indie Pix Want End to Deal on Contract Bands

HOLLYWOOD, Aug. 28.—Indie film producers will ask for an end to the policy of hiring contract studio orks on a yearly basis when film moguls negotiate with the American Federation of Musicians (AFM). More than 70 film makers will be represented by a committee organized by the Society of Independent Motion Picture Producers (SIMPP). Committee will also represent the Independent Motion Picture Producers' Association (IMPPA) and non-affiliated movie makers. Negotiations are set to begin at once now that the music deal with major flickeries has been completed in New York (see other story above). The current pact expires August 31.

Indies want to do away with contract orks and use men as needed. This would eliminate the annual wage which indie claim is a hardship, since producers sometimes lack working capital to meet payrolls during production lulls. At present, SIMPP maintains a 40-man ork. In addition, IMPPA has a 20-man crew, while Enterprise and Eagle-Lion studios each maintain 20-piece orks. SIMPP and IMPPA farm out music crews to producers as needed, but due to curtailed film production, musicians have worked less this year than ever before. Musicians, however, are paid a guaranteed minimum annual wage of \$6,916 for 520 hours of work. Extra work is paid for at a rate of \$13.30 per hour.

Industry committee includes the following: Anthony G. O'Rourke, chairman of SIMPP's labor advisory committee, who will be chairman of the negotiating group, and Ted Cain, SIMPP musical co-ordinator (neither having voting power); Don Blair, Samuel Goldwyn; Bonar Dyar, Walt Disney; Ray Young, Eagle-Lion; I. E. Chadwick, IMPPA; Robert Sterling, Hunt Stromberg Productions; Tom Walker, Edward Small Productions; Ted Nasser, James Nasser Productions, and Rudy Polk, Enterprise.

Representing the union will be J. W. Gillette, international AFM studio rep; G. L. Bagley, international veepee and legal advisor to Local 47, and Local 47 prexy J. K. (Spike) Wallace. An alternate for Wallace may be named if the local topper is forced to forego the job for reasons of health.

issued by Petrillo and the producers, is the AFM prexy's recognition of economic difficulties in the flicker biz.

Petrillo told the producers the union was taking cognizance temporarily of existing economic conditions, both at home and abroad, in the motion picture industry, reserving the right to reopen negotiations at a more appropriate time.

Motives Behind BMU Disk Ban Stir Speculation

LONDON, Aug. 28.—British Musicians' Union (BMU) ban forbidding its members to record with American artists has led to considerable speculation here and in America as to manner in which the ban came about, motives behind it, etc.

Considerable discussion has revolved about the point here that out of the 5,500 members of the union, only 1,000 were present at the meeting at which the ban was voted into being. The 4,500 members, according to informants here, didn't attend the meeting, not due to lack of interest, but simply because they were ineligible to attend because they were in arrears on payment of dues. English musicians' plight, as indicated by the dues situation, has not been a prosperous one, and the ban in view of that situation, takes on even more of a cut-off-your-nose-to-spite-your-face aspect.

There also is considerable talk centering around the point that the ban was put thru under the auspices of H. Ratcliff, secretary of the union and acting president in the absence of the elected president, who is on his holiday. New elections for BMU are slated for September 3 and many observers link the ban move with the electioneering.

Barnet Taking S. A. Vacation

HOLLYWOOD, Aug. 28.—Charlie Barnet will again disband his ork, this time to go on an extended vacation in South America. According to Manager Arthur Michaud, no definite date has been set for his return to the States, nor are their any immediate plans for his return to the band biz.

Barnet may sell his Doll's House, San Fernando Valley night spot, prior to his South American junket.

MARX NEW DISKERY BOSS

HOLLYWOOD, Aug. 28.—Albert Marx, former Musicraft Records exec, will head the newly formed Discovery Records plattery, with headquarters in Hollywood. Diskery will concentrate on modern jazz as well as longhair etchings. First release, skedded to hit the market in October, will feature Phil Moore and a 52-piece ork in *Concerto for Trombone*.

Marx leaves here September 5 to set up distributing and pressing facilities in New York. Dick Bock, veepee of new firm, will handle promotion, advertising and exploitation.

"Too Soon," by Obscure Quintet, Latest Boom Disk

NEW YORK, Aug. 28.—Latest boom "Rip Van Winkle" recording to awaken in left field is *It's Too Soon To Know*, by a heretofore obscure vocal quintet called the Orioles, who come, appropriately enough, from Baltimore.

Side is the first release of a new label called Natural, said to be owned by Sid de May, and being distributed here by Cosnat. De May formerly was a partner in Cosnat with Jerry Blaine, who now owns the distributery outright.

Tune, a slow ballad, was written by Deborah Chessler, who has had no previous songs of significant magnitude. Buddy Morris pubbery bought the number last Wednesday (25) for a reported \$7,500—a solid sum these days for any diity, let alone the work of a relatively unknown tunesmith.

Launched by Jockeys

Disk first made impact thru the work of disk jockeys Willie Bryant and Ray Carroll, who introduced it three weeks ago on their WHOM late-hour show, and who have been riding it hard nightly. The Orioles, whose style has both Ravens and Ink Spots overtones, have been picked up by Gabe Lutz & Heller, who manage Frankie Laine.

Decca already has recorded it by Ella Fitzgerald, with a union instrument rhythm backing. Mercury also cut a Dinah Washington version. Ravens are set to do it for National, and other majors and indies are set to climb aboard.

Blaine claims the disk has already sold 86,000 copies.

Foreign Outlet For Rondo Wax

CHICAGO, Aug. 28.—J. F. Bard, prexy of Rondo Records, has returned from a two-month junket to Europe on which he set up reciprocal disk deals with European waxeries to peddle Ken Griffin's *You Can't Be True, Dear* disk and other Rondo disks. A rep of Rondo said that Pacific, a French label, will handle Rondo in that area, while an Italian label deal is being worked out. A series of 15 masters on Strauss waltzes by the Armand Bernard orchestra was received from the French firm, while a similar deal will be worked out with the Italian firm.

Rondo also made a deal with the Varga label, Owosso, Mich., to handle 25 masters, including the Four Dukes, Don Pablo and Oklahoma, and the Westerners. Bard also took over peddling of the Jack Carroll *Sleepy Town*, purchased from Maury Murray and music pubber Fred Rose, who recently bought the master from Vitacoustic.

Karle To Open N. Y. Office

HOLLYWOOD, Aug. 28.—Milton Karle, New York music biz flack recuperating in Southern California, returns to the big city September 15 to open new offices and re-enter the publicity biz. Karle was forced by illness to close shop early last spring. His new firm will no longer be associated with Stan Kenton or handle the Carlos Gastel stable as he did prior to his loss of health.

AFM Scheme Submitted to 5 Top Diskers

Guaranty Trust as Collector

(Continued from page 3)

tives of Capitol Transcriptions and the NBC Thesaurus e. t. outfit.

Legalists here saw the Diamond invite to five top transcription firms, Lang-Worth, Associated, Standard, Sesac and Ziv, as an attempt to split the ranks of the e. t. and commercial recording industries. It is known that A. Walter Sokolow, counsel for the five e. t. firms, in invited attendance at the Petrillo confab, stated at the meet that the e. t. men were willing to continue discussion of settlement of the ban under terms of the Diamond plan, which provides for passage of royalty payments to the AFM thru Guaranty Trust.

But two weeks ago, the record industry, which had been offered the Diamond scheme in lieu of the Jack Rapp Institute of Music in America plan, which Petrillo has cold-shouldered, learned that Taft considered the AFM counsel's plan an obvious circumvention of the Taft-Hartley Act and as such it would be subject to court action if employed.

Details of Plan

The Diamond plan, in brief, calls for disk and e. t. royalties to be paid to Guaranty Trust, which would establish a fund from which monies would be paid out by the bank according to the specifications of the AFM and possibly some "outside" board or legal representative.

The Diamond-Capitol and Thesaurus friction developed when Walter Rivers, representing Capitol Transcriptions as well as the parent record company, rose and explained to the e. t. reps the Taft opinion and the current status in the recording men's dealings with the AFM. Diamond reportedly verbally pounced on Rivers and thrashed him for being in attendance at the meet without an invitation and finally demanded that he and Ernest De La Ossa, spokesman for the NBC Thesaurus outfit, leave the meeting. Both men left, but only after explaining that they had attended uninvited to protect the interests of their respective firms. It is reported that they blasted the AFM-ites for conducting segregated bargaining sessions.

This latest AFM move was construed by disk industry men as an effort on the part of Diamond to fix a rapid settlement with the five e. t. firms which the union could use as a wedge to force the remainder of the transcription biz into a similar pact. This accomplished, the claim the union would then continue the wedge in dealings with the diskers.

But the diskers expressed main curiosity at Diamond's renewed effort to sell his plan as the settlement medium despite the Taft opinions regarding its legality. They felt that Diamond must be sure his plan has a leg to stand on in the event it is aired in a government action. Further curiosity was expressed by diskers at the connections of the Guaranty Trust Company. Big question is whether the Guaranty legal battery agreed that the scheme is within legal bounds. Guaranty officials were not available for comment.

New Dodge for Beating the Ban

Pubbers Offer Background at Cost for Wax

But Some Fear AFM Ire

NEW YORK, Aug. 28.—A number of pubbers, including some industry toppers, have offered to abet the record industry in the current series of Petrillo ban evasions by supplying recorded music backgrounds of their tunes for diskers at cost price.

Some of the pubbers, who have approached a good number of waxworks, including several of the majors, claim to be able to supply masters of musical backgrounds within two days after the initial "order" from the diskery. Deals would be on a "no questions asked" basis.

The pubbers' pitch to diskers trying to steer clear of offending James C. Petrillo, head of the American Federation of Musicians (AFM) is that the waxers could obtain backgrounds rapidly and without a direct dodging of AFM potential wrath. In addition, those diskeries not covered on some "breaking" pubber tunes gain wax, while the publisher gains added distribution. Individual pubber offers are restricted to cuttings of that pubber's own tunes—natch!

Waxers report that the pubbers are offering to slice "tailor-made" backgrounds; that is, backgrounds made to the key specifications and cleffing conceptions demanded by the diskeries. This would be primarily to suit the specific vocal artist; a waxery might have in mind. Pubbers have not said where the waxings would be made, or by whom.

At least two big publishers are known to have offered to supply the masters at no cost to the diskeries, just to get the pubbers' tunes on wax. This has occurred with one small label and one large label, to date.

Some diskers, however, are wary of the pubber slicing plan, since it does not wholly mitigate possible re-primations by the AFM. If the AFM decided to take post-ban action against tootlers who cut wax during the ban, the ax conceivably could fall on the waxeries peddling the platters.

Wax-cutting pubbers are believed to feel that the projected arrangement would eliminate "unsatisfactory" a cappella sides and insure better interpretation of their songs.

This latest publisher approach represents the newest in the series of schemes which have cropped up in recent weeks to skirt the Petrillo edict (see other stories in this section regarding latest waxings and ban developments).

Tower Sets Coast Pressing Program

HOLLYWOOD, Aug. 28.—Dick Bradley, head of Tower Records, this week completed organization of a Coast pressing set-up which will handle the platter's distribution and sales for 11 Western States. Coast office will be headed by Mort Linson, assisted by Jerry Bradley. Outfit was incorporated in California under trade name of Tower Records of California, Inc.

In addition to pressing set-up, Bradley will organize the Tower Distribution Company to handle sales and service other platteries later on. Coast headquarters will be at 519 W. Washington Street, Los Angeles.

Decca Releasing Wakely Etchings

HOLLYWOOD, Aug. 28.—Decca Records will pull all unreleased Jimmy Wakely masters from its files for release within the next few months. Wakely left Decca for Capitol in December, 1946, leaving behind a flock of masters, all but 1⁰ of which have been released.

First release will be out September 8 and will include ditties *A Broken Heart* and *Go Your Way*.

Release Date Of New Decca Label Delayed

HOLLYWOOD, Aug. 28.—First release date of Decca Records new label has been delayed, pending choice of a new disk name to supplant the proposed Brunswick tag. Milton Rackmil, Decca veepee currently in Hollywood en route to Hawaii, told *The Billboard* that the firm had been forced to drop Brunswick label since British rights to the tag were owned by English Decca. Plattery is mulling several names and checking rights in Europe and South America.

Decca will use a different group of distributors to sell the new line rather than handle platters thru company-owned branches or present Decca distributors. First releases will consist solely of pre-ban masters never before marketed. Later on, the plattery will introduce former Decca hits as re-releases. Rackmil leaves for Honolulu September 12 on a combination business-pleasure junket.

Oley Speaks Dies; "Mandalay" Writer, ASCAP Director

NEW YORK, Aug. 28.—Oley Speaks, 74, composer of *On the Road to Mandalay* and about 250 other songs, and from 1924 to 1943 a director of the American Society of Composers, Authors and Publishers (ASCAP), died yesterday at Columbia Presbyterian Medical Center after a short illness. Speaks was born in Canal Winchester, O., and was a singer before he turned to composing.

Stores Fight NRRF Plan Of Do-Our-Own Distributing

NEW YORK, Aug. 28.—The recently launched do-our-own-distributing plan of the National Record Retailers' Federation (NRRF), has been attacked by some franchised retailers here for distrib's policy of trans-shipment. The associate org has been charged with supplying non-franchised members of the federation with Victor and Columbia platters on a cost basis, the contention therefore arising that NRRF is helping some members at the expense of others.

Charlie Rozelle, founder and treasurer of the org, told *The Billboard* that, altho the NRRF associates follow a policy of supplying disks to non-franchised stores, the policy is

Recorders Move To Pull Harvey Out of Chap. 11

CHICAGO, Aug. 28.—A group of record manufacturers whose labels are handled in the Cincinnati, Detroit and Cleveland territory by W. E. Harvey Distributing Company, Thursday (26) met in Cleveland and started wheels turning to extricate the Harvey set-up from the Chapter 11 section of the Chandler Act. Label execs decided upon the Cleveland meeting, after a week's consultation via phone, in which they decided that Bill Simon, Harvey chief, had gone into the Chandler proceedings too rapidly and that with co-operation from his diskery creditors, he could slip into the solvent state rapidly.

Reps of Black and White, London Universal, Picturone, Musicraft, Bullet, Savoy, Regent, Animal, Miracle and Savoy at the meeting appointed O. H. Berne, London; William Fortgang, Musicraft; Ernie Bruell, Animal; Herman Lubinsky, Savoy and Regent, and Lee Egalnick, Miracle, as a management committee to watch the operation. Simon will continue as head of the firm and will concentrate on sales. The record makers' meeting represents about 75 per cent of the indebtedness of the Harvey firm. Harvey handles approximately 30 labels.

Reps of the diskery creditors and Simon will go into Cleveland Federal Court Tuesday (31) to file a petition to pull Harvey out of the Chandler Act proceedings. They have already agreed to take back record merchandise on the Harvey inventory, which will relieve a great deal of the financial pressure on Harvey and will liquidate certain other properties to pay off the minor creditors. Harvey's inventory lists at \$73,000, while approximately 50 per cent of that amount will be returned to creditors.

Co-operation of record makers to back up Harvey is a significant move, as the distributor credit set-up is a bit on the blackside today and the Harvey Chandler Act proceedings are being watched closely by independent record makers and distribs. Co-operation is also important, in that in less than one week after Simon notified his label creditors that he was in Chapter 11, confabs were started to put the Cleveland firm into the black column again.

Margaret Speaks, concert and radio singer, is his niece.

Funeral services will be held Monday noon at St. Bartholomew's Church.

Hunt's 'Rag,' Waxed From E. T., Passes Cap's 750,000 Mark

HOLLYWOOD, Aug. 28.—Pee Wee Hunt's Capitol release, *Twelfth Street Rag*, has passed the 750,000 mark, according to diskery Prexy Glenn Wallichs. Unique sidelight to the platter is the fact that it was taken from a transcription made by Hunt for Cap's e.t. library.

Radio popularity of Hunt's rendition got Cap to release on 78 r. p. m. for home phonos.

Benny Goodman Forms New Ork

NEW YORK, Aug. 28.—Benny Goodman will return to the band biz in the fall with a full-sized org, his first big ork in about two years. Goodman, who returned to activity briefly at the beginning of the summer with a sextet which didn't quite click, intends to swing into full time activity with his new ork, according to close informants. BG plans to play theaters, locations and go on the road for concerts and one-night promotions.

Current mystery surrounding Goodman's new venture is built around the maestro's management plans. Currently he has no personal management or agency ties—BG severed from Mark Hanna two months ago. It is believed that he may sign with a major agency and take on a personal manager for this latest venture. However, it is not entirely unlikely that Benny will decide again to operate and book out of his own office as he had in the Hanna days.

Peerless Issues Columbia LP's

NEW YORK, Aug. 28.—An album especially designed for Columbia's long-playing (LP) records was placed on the market this week by the Peerless Album Company, bulk of whose output heretofore has been for RCA Victor. The album, a de luxe padded fabricord cover model, retails for \$2.50. Novel feature is that it utilizes the records' own jackets, by sealing them, six to an album, in a series of paper folds in the binding. These folds are covered with a self-sealing adhesive, which in turn is protected by oil-coated strips of paper. Purchaser removes the oiled paper and inserts one side of the record jacket into the adhesive strip, sealing the jacket into the book.

Columbia's LP envelopes, made of extra heavy stock for storage purposes, should make durable inserts for the Peerless albums, according to Norman Ravitz, Peerless head. In addition, since Columbia prints information on the LP envelopes that is usually contained in album liners, the special albums will enable purchasers to keep original brochure material with the records.

Columbia Aids Project

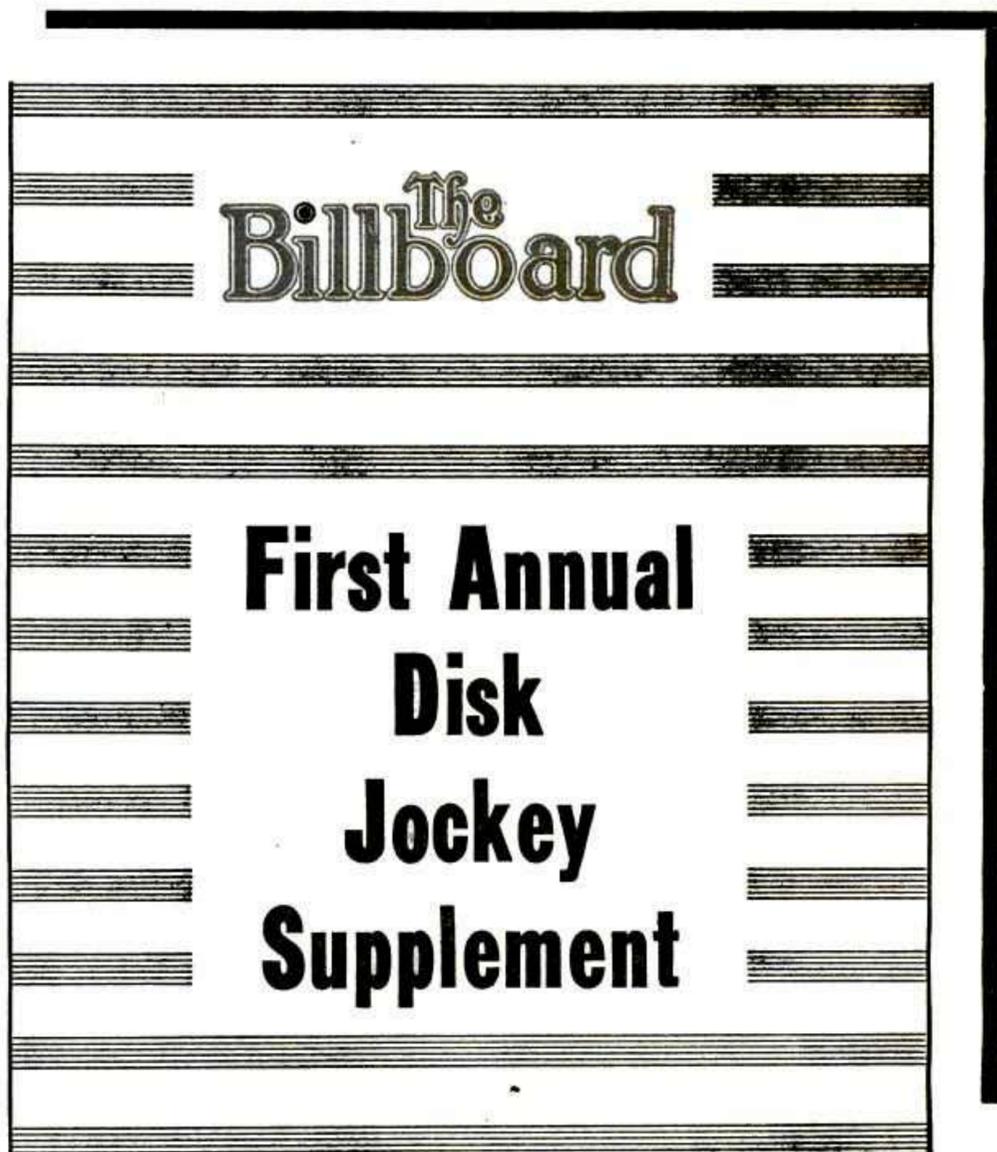
Columbia, which has expressed some interest in the project, furnished Peerless with record and envelope specifications and other pertinent data which the album manufacturer used in formulating the album design. Albums will be in maroon and blue, as closely matched to Columbia's label colors as possible, and will be for both 10 and 12-inch disks.

Columbia distributors in key cities have already placed orders for the new container, including Times Columbia of this city, Ray Thomas, Los Angeles, and the Sampson Company, Chicago.

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 alms (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 Hooperatings 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!

SPECIAL NOTE TO ADVERTISERS

Final Closing Date for Advertising is September 17th. Contact your nearest office of The Billboard.

The
Billboard

NEW YORK 19	HOLLYWOOD 28	CHICAGO 1	CINCINNATI 22	ST. LOUIS 1	DETROIT 1
1564 Broadway Plaza 7-2800	6000 Sunset Blvd. Hollywood 5831	155 N. Clark St. Central 8761	2160 Patterson St. Dunbar 6450	390 Arcade Bldg. Chestnut 0443	1009 Fox Theatre Bldg. Woodward 2-1100

MUSIC—AS WRITTEN

New York:

Patti Dugan, recently with the Vincent Lopez ork, joins Frankie Carle's crew to take over chirping chores. . . . Ralph Font and Tito Guizar head the show at the Havana Madrid when spot reopens September 10. . . . Johnny Long doing two dates the same day in Washington, Ind., October 27. Long's ork plays three shows that day at the Indiana Theater there, then moves over to the Elks Hall for the night.

Jose Curbelo's rumba band goes into La Martinique September 15 for four weeks. . . . Music pubber George Simon in town from the Coast. . . . Gospel chanter Sister Rosetta Tharpe and Marie Knight hospitalized due to auto accident in Downs, Kan., last week. . . . Joe Glaser due back from California this week. . . . Dinah Shore to England for her Palladium Theater stint in London with accompanist Ticker Freeman. . . . Edward Johnson, general manager of the Metropolitan Opera Association, cut short his vacation to return to formulate plans for the coming season, now that all union difficulties have been cleared up. . . . Jerry Jerome, former artist and rep chief at Apollo Records, last week became daddy of a fourth son.

Dick LaSalle's ork has been held over at the Utah Hotel, Salt Lake City, for the remainder of the summer; moves into the Fairmont Hotel, San Francisco, October 5, for an indefinite stay. . . . Vaughn Monroe's option on the Camel ainer picked up for another 26 weeks. . . . Dizzy Gillespie's ork skedded for a three-weeker at the Strand Theater here in December. . . . Elliot Lawrence's ork skedded to go into the Roosevelt Hotel, New Orleans, for a month, beginning December 15. . . . Flack Curt Weinberg skedded to marry chirp Gloria Manning next week.

Jerry Murad, of the Harmonicats, an expectant daddy. . . . Doris Reed and Rae Scott have joined the staff of Robbins Bros.' Booking Agency. . . . Projected opera season at the Brooklyn Academy of Music temporarily canceled because of inability of Director Alfredo Salmaggi and AGMA to agree on selection of chorus personnel. . . . Irving Berlin flew back from England last week. . . . Emery Rosza resigned as general manager of Continental Records.

Duke Ellington's ork went back into action last week after more than a two-month layoff while the maestro played theater and concert dates abroad. Personnel is virtually the same as the Ellington band of old. Ork is skedded to do the Harvest Moon Ball finals at Madison Square Garden September 8 along with the Noro Morales rumba crew. . . . Lionel Hampton into Blanco's Cotton Club, San Francisco, for two weeks on September 1. . . . Count Basie's ork goes into the Royal Roost for two weeks beginning September 16. The spot will also play chirp Dinah Washington on the bill.

Billy Eckstine goes into the New York Paramount Theater either on September 29 or October 6 as headliner in a show which will feature the

Ersine Hawkins band. . . . Ted Weems ork's date at the Aragon Ballroom, Ocean City, Calif., pushed back to October 8. The engagement is for six weeks. . . . Maynard Ferguson, Canadian tootler who plays most every instrument, is now at Cafe Society Downtown as a single after a brief stint with the Boyd Raeburn ork. Ferguson is being handled by Willard Alexander.

Chicago:

Bobby Phillips, Associated Booking Corporation skedder, became the father of his second daughter last week, while Bob Weems, ex-GAC office chief here, and now a concert promoter, was presented with a son two weeks ago. . . . General Artists Corporation will stage open house at the LaSalle Hotel September 20 for the MBOA convention delegates. . . . Alvino Rey opens the China Doll, Randolph Street dancery, formerly the Latin Quarter, September 10. . . . Woody Herman has taken a week at the Golden Pheasant Festival, Aberdeen, S. D., starting September 12. His opening date at College Inn of the Hotel Sherman is still indefinite, with construction plans slowing up the room's reopening.

Ben Lejar, of Melody Mill, suburban dancery, experimenting with one-nighters by name bands, with a Sunday, October 2, date by Woody Herman. Dancery, which runs Wednesdays thru Sundays with semi-names, will be watched by other ops to see results of the experiment. . . . Gambling has been axed in Southern Illinois, with many locations dispensing with name bands. . . . Gray Gordon, ex-fronter, booking cocktail units for GAC.

Cincinnati:

Jim Burt, who has been turning in a bang-up job all season on exploiting the traveling bands making Coney Island here, hung up another solid performance with the appearance of the Ray Anthony ork there August 13-19. Title strips in over 1,400 juke and wall boxes in the area carried Anthony's Signature recording of *Gloria*, together with the date of his Coney appearance, with the W. E. Harvey Company, local Signature distrib, putting out some 150 copies of *Gloria* to local ops. A thousand Ray Anthony postcards, imprinted with the date of his engagement, were placed on the tables at Coney's Moonlite Gardens during Tex Beneke's one-nighter August 6. In addition, 1,000 packs of chewing gum together with a card calling for two free admissions to the park's auto gate, were passed out to the customers of a leading downtown garage August 13-14. Burt also cracked the local dailies with a heap of free stuff on Anthony.

Hollywood:

Patti Dugan signed by Frankie Carle to fill the fem vocalist spot vacated by his daughter, Marjorie Hughes. She joined the band when it opened at Denver's Lakeside, Wednesday (1). . . . Page Cavanaugh Trio (See MUSIC AS WRITTEN, page 35)

Famous Original
"MY HAPPINESS"
Team

JON and SONDRAS STEELE
Announce their NEXT
DAMON Record
Another Natural SMASH!
HEAR IT SEPTEMBER 1ST
ORDER DAMON D-11130 NOW
From Your Distributor

IT'S New Original

TITLES temporarily withheld to assure distribution before ukulele, milk bottle and mouth organ imitations come out

DAMON RECORDING STUDIOS, Inc.
1221 BALTIMORE AVENUE KANSAS CITY, MISSOURI

Campus Ork - Booking Pool On Split Commission Basis Proposed by Bradbury & Co.

Ad Firm Claims List of 156 Colleges; Ork Agencies Cool

NEW YORK, Aug. 28.—W. D. Bradbury & Company, local advertising agency purportedly representing 156 colleges as a central buying office to obtain bands for school dances, last week approached the bulk of ork agencies here with a proposal to buy bands on a split commission basis. Initial reaction was the proverbial cold shoulder. The central buying point plan, culmination of a long-brewing college resistance to booking prices and alleged unethical agency practices, was formulated by the Bradbury firm after a survey of schools thruout the country unearthed a series of gripes from the students. Alleged objectives of the Bradbury service are to bring down prices by signing up bands for a pool of campus dances in order to reduce the transportation cost factor often cited in quoting prices, and to eliminate such alleged unethical practices as offering verbal commitments for "name orks" and later slipping in "lesser known" replacements.

The stymied by the major offices, the Bradbury outfit claims to have made arrangements with some bands here thru independent contractors and bookers. One of the smaller agencies reportedly has intimated it might go along with the proposal but not on a split basis, offering instead, a rebate. Pitch of the Bradbury group is that it would earn its split commission since it would willingly handle all arrangements for the date, relieving the agency of such chores and expenses.

Split Commission Opposed

The split commission angle, virtually the entire basis for the Bradbury scheme, seems unlikely to be approved by the major agencies. Lack of acceptance by the large offices, which realize some 30 per cent of one-nighter biz income from college dates, is believed to be the stumbling block that might gum up the whole works, as these firms control the majority of name orks. Music Corporation of America (MCA) notably has adhered to a policy of not splitting commissions, and it is felt the agency will not alter its stand.

One agency exec, however, has maintained that another problem arising from the Bradbury plan is that of band tastes, varying with different schools. If a central buying service were to line up a given crew for a group of four or five dates in approximately the same locale to lower the transportation costs, the possibility that two or three of the schools would resist the chosen ork still exists. The problem of whether colleges would willingly accept week-day dances which they probably would have to endorse in order to abide by a band-routing plan also arises.

It also has been pointed out that little prevents a counter move to the Bradbury objective of obtaining bands at lower prices, on a split commission format. An agency conceivably could claim a band Bradbury is seeking to be unavailable, and then turn around and offer that same band at the same price directly to the school.

Many Dates Claimed

Major agencies report that they have already lined up many fall and winter campus dates, maintaining that in the great majority such bookings are made as much as a year in advance. One agent stated that some of the universities already booked were listed as among the Bradbury clients. Another agent claimed it received a letter from a reported Bradbury affiliate, wherein the college stated the agency was not to split its commission with anybody.

Possibly the most detrimental part of the Bradbury set-up, bookers feel, is that no one in the org has ever been directly connected with the band buying and therefore has no first-hand knowledge of booking practices.

"King Size Papa" No Steal, Adams Replies to Suit

NEW YORK, Aug. 28.—Claiming that the tune *King Size Papa* is not an infringement of *Your Red Wagon*, Encore Music Publishers, Berle Adams and Capitol Records, Inc., this week asked for dismissal of the action instituted by Leeds Music Corporation. They filed answers to the suit in U. S. District Court.

The dismissal is sought on the contention that the composers of *Wagon* were not original in their writings, allegedly lifting substantial portions from prior copyrighted works.

Adams made a general denial of all allegations and also denied he was doing business as Preview Music or that he caused the tune to be recorded or granted any rights or collected any revenue.

New GAC Ork Plans Name-Guest Shots

NEW YORK, Aug. 28.—A new 12-piece ork, billed as the All-American Band and composed of top instrumentalists and guest name music talent, is now being offered for one-niters and theater dates by General Artists Corporation (GAC). Under baton of trombonist Billy Rauch the ork will be made up of different personnel every week or so, selections being made by a committee headed by Paul Whiteman. Plans call for name orksters to sit-in with the band, using those available in locality where All-American crew is playing.

Idea of the band was hatched by Bernie Mann, owner of the Anchor Room, Port Washington nitery. According to Mann, the ork is definitely set for the *Collegiate Quiz* television show featuring Mel Allen which debuts in two weeks on WJZ. Mann also asserted that name draws such as Frankie Carle, Will Bradley, Shorty Sherock and others will appear as guests. Plans are also underfoot to bring back a great many of the old Casa Loma org for a one-niter, such as Grady Watts and Sonny Dunham.

Line-up of the ork when it did a Mutual network stint last week was Billy Rauch, Vernon Brown, Jack Sadefield and Jackie Sarroco, trombones; Art Rollini, Hank Ross, Reggie Merrill, reeds; Yank Lawson and Billie Butterfield, trumpets; Billy Roland, piano, and Charley Rader on drums.

Personal managing the All-American outfit is Jud Fenz.

HOLLYWOOD, Aug. 28.—Capitol Records directors this week declared a regular quarterly dividend of 65 cents per share on the \$2.60 convertible preferred stock. Dividend is payable October 1 to stockholders on record as of September 15.



A special listing of Decca records based on actual sales . . . your guide to the sure-fire hits of today and tomorrow.

A SMASH HIT!

UNDERNEATH THE ARCHES YOU CALL EVERYBODY DARLING

ANDREWS SISTERS

Orchestra directed by BILLY TERNENT . . . Decca 24490

BEST SELLERS

- 1 UNDERNEATH THE ARCHES ANDREWS SISTERS
YOU CALL EVERYBODY DARLING Decca 24490
- 2 MY HAPPINESS ELLA FITZGERALD
Tea Leaves Decca 24446
- 3 IT'S MAGIC DICK HAYMES
It's You Or No One Decca 23826
- 4 DON'T BURN THE CANDLE AT BOTH ENDS LOUIS JORDAN
We Can't Agree Decca 24483
- 5 MAYBE YOU'LL BE THERE GORDON JENKINS
Dark Eyes Decca 24403
- 6 RUN JOE LOUIS JORDAN
All For The Love Of Lil Decca 24448
- 7 LITTLE WHITE LIES DICK HAYMES
I'll Never Smile Again Decca 24480
- 8 BLUE TAIL FLY ANDREWS SISTERS-BURL IVES
I'm Goin' Down The Road Decca 24463
- 9 EVERY DAY I LOVE YOU DICK HAYMES
HANKERIN' Decca 24457
- 10 HAIR OF GOLD (Eyes Of Blue) BOB EBERLY
RENDEZVOUS WITH A ROSE Decca 24491

COUNTRY SERIES

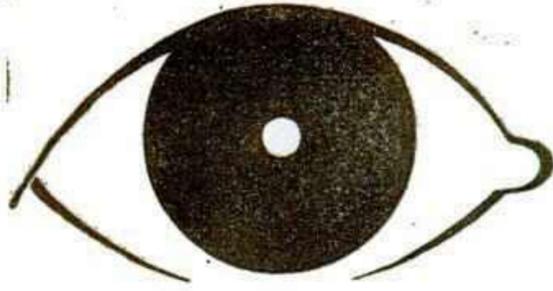
- COOL WATER SONS OF THE PIONEERS
TUMBLING TUMBLEWEEDS Decca 46027
- THAT WILD AND WICKED LOOK IN YOUR EYE ERNEST TUBB
FOREVER IS ENDING TODAY Decca 46134
- BLUES IN MY HEART RED FOLEY
TENNESSEE SATURDAY NIGHT Decca 46136
- DEAR OKIE TEXAS JIM LEWIS
YOU CALL EVERYBODY DARLING Decca 46138
- SEAMAN'S BLUES ERNEST TUBB
WAITING FOR A TRAIN Decca 46119

SEPIA SERIES

- BEAMS OF HEAVEN SISTER ROSETTA THARPE and MARIE KNIGHT
PRECIOUS MEMORIES Decca 48070
- WALKIN' WITH MY SHADOW FOUR KNIGHTS
FUNNY HOW YOU GET ALONG WITHOUT ME Decca 48014
- WHAT COULD I DO MARIE KNIGHT and SAM PRICE
I MUST SEE JESUS Decca 48072
- MY HEAVENLY FATHER WATCHES OVER ME MARIE KNIGHT and
THE LAND BEYOND THE RIVER SAM PRICE, Decca 48084
- IT AIN'T WHAT YOU USTA BE LONNIE JOHNSON
I'M NUTS OVER YOU (But You Just a Teaser) Decca 48078

All Records Listed \$.75 Each, Exclusive of Taxes

FOR ORIGINAL HITS



LOOK TO LONDON
THE LEADER

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

"UNDERNEATH THE ARCHES"
"SIDE BY SIDE"

Vocals by The Keynotes with Banjo and Accordion Ork.

NO. 238
List Price 75c plus tax

ANNE
SHELTON

"THE VELVET TOUCH"
From the RKO Film "The Velvet Touch"

"MELANCHOLY MINSTREL"
Anne Shelton with Roy Robertson and his orchestra

No. 267
List Price 75c plus tax

IMPORTED

LONDON  RECORDS

FULL RANGE RECORDING

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

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
August 27

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' 2

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 5185; 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.

2. MY HAPPINESS 1

By Betty Peterson and Berny Bergentine
Published by Blasco (ASCAP)

Records available: R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dulo, 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 20-2985; Tyler Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.

Electrical transcription libraries: The Serenaders, Standard.

3. IT'S MAGIC 3

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 MacFae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 557; Johnny Frank with Ork, Varsity 110.

Electrical transcription libraries: Felix King Ork, London.

4. A TREE IN THE MEADOW 4

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.

5. LOVE SOMEBODY 6

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.

6. TWELFTH STREET RAG 8

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 Pina & Ork, MGM 10251; Eddie (Gib) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 106.

Electrical transcription libraries: Airlane Trio, Lang-Worth; Frankie Carlo, 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 Pina, Standard; Alvino Rey, Standard.

7. YOU CAN'T BE TRUE, DEAR 5

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-126; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Nouvelle 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.

8. WOODY WOODPECKER 7

By Tibbles and Adria
Published by Leeds (ASCAP)

Records available: Kay Kyser, Columbia 38197; the Honey Dreamers, Mercury 5154; M. Blanc-The Sportsmen, Capitol 15148; 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.)

9. MAYBE YOU'LL BE THERE 9

By Sammy Gallop and Rube Bloom
Published by Triangle (ASCAP)

Records available: J. Pina Ork, Mercury 5160; G. Jenkins Ork, Decca 24402; 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 Eiman, Lang-Worth.

10. UNDERNEATH THE ARCHES 1

By Bud Flanagan and Joseph McCarthy
Published by Robbins (ASCAP)

Records available: Andrews Sisters, Decca 24490; B. Green-A. Paul String Band, Rainbow 70077; Al Hummer, Mercury 5173; Andy Russell-The Pied Pipers, Capitol 15183; F. Scala's Banjo and Accordion Ork-The Keynotes, London 238; The Serenaders, Columbia 38274; C. Boswell, Columbia 38298; G. Olsen Ork, Victor 20-3114; The Singing Gondoliers, Continental G-1245.

(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 20-2968
- 3 **IT'S MAGIC**
TONY MARTIN RCA Victor 20-2862
- 4 **A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2968
- 6 **TWELFTH STREET RAG**
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3120
- 7 **YOU CAN'T BE TRUE, DEAR**
DICK JAMES RCA Victor 20-2944
- 9 **MAYBE YOU'LL BE THERE**
BETTY RHODES RCA Victor 20-2189
- 10 **UNDERNEATH THE ARCHES**
G. OLSEN ORCHESTRA-E. SHUTTA RCA Victor 20-3114

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

✓ **POPULAR**

- A Song Was Born Before Long LOUIS ARMSTRONG RCA Victor 20-3064
- Daddy-O That's the Way He Does It PAGE CAVANAUGH TRIO RCA Victor 20-3066
- My Melancholy Baby When You're Smiling PERRY COMO RCA Victor 20-3066
- April in Paris How Strange COLEMAN HAWKINS RCA Victor 20-3067

✓ **FOLK**

- Never Break Your Promise to a Woman The Skaters Waltz BILL BOYD RCA Victor 20-3067
- Don't Dog Me 'Round You'll Never Take Away My Dreams BUCHANAN BROTHERS and THE GEORGIA CATAMOUNTS RCA Victor 20-3045
- The Dude in the Ten-Gallon Hat Crying for You STU DAVIS RCA Victor 20-3054

✓ **SPIRITUAL**

- Precious Lord, Take My Hand* How Dry Bones* HEAVENLY GOSPEL SINGERS RCA Victor 20-3069

✓ **INTERNATIONAL NOVELTIES**

- Mon Amour (My Love)—Slow Foxtrot Pour Les Amants (For Lovers)—Waltz MAURICE CHEVALIER RCA Victor 20-7030
- Paddy in London (Irish Jig) The Blackbird (Hornpipe) FLANAGAN BROTHERS RCA Victor 20-7304

✓ **NEW ELTON BRITT ALBUM**

- "ELTON BRITT SINGING COUNTRY SONG HITS" With the Skytoppers Album P-221
Chime Bells and Someday RCA Victor 20-3098
Put My Little Shoes Away and The Precious Jewel RCA Victor 20-3091
She Taught Me to Yodel and They're Burning Down the House RCA Victor 20-3092
There's a Star Spangled Banner Waving Somewhere and Patent Leather Boots RCA Victor 20-3093

Riding High... Climbing Fast

- Until TOMMY DORSEY RCA Victor 20-3061
- Hair of Gold JACK LATHROP RCA Victor 20-3109
- Ev'ry Day I Love You VAUGHN MONROE RCA Victor 20-2987
- Betsy ROY ROGERS RCA Victor 20-3059
- Horses, Women and Wine THE GEORGIA CRACKERS RCA Victor 20-3021

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Mercury 5170



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"CORNBELT SYMPHONY"

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FLIP SIDE

"STRAWBERRY MOON"

The Hottest Record of the YEAR!

Dinah Washington

Gives A Terrific Rendition To

"Am I Asking Too Much"

FLIP SIDE

"I Sold My Heart To The Junk Man"

MERCURY 8095



MERCURY RECORDS

ORDER AT ONCE FOR IMMEDIATE DELIVERY

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending August 27

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	
8	2	1.	A TREE IN THE MEADOW (R).....Shapiro-Bernstein
18	1	2.	MY HAPPINESS (R).....Blasco
9	5	3.	YOU CALL EVERYBODY DARLIN' (R).....Mayfair
12	3	4.	IT'S MAGIC (F) (R).....Witmark
21	4	5.	YOU CAN'T BE TRUE, DEAR (R).....Biltmore
8	6	6.	LOVE SOMEBODY (R).....Kramer-Whitney
3	9	7.	CONFESS (R).....Oxford
5	11	8.	BLUEBIRD OF HAPPINESS (R).....T. B. Harms
11	7	9.	MAYBE YOU'LL BE THERE (R).....Triangle
2	13	10.	UNDERNEATH THE ARCHES (R).....Robbins
9	10	11.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (R).....Remick
3	15	12.	RAMBLING ROSE (R).....Laurel
6	12	13.	IT ONLY HAPPENS WHEN I DANCE WITH YOU (F) (R).....Berlin
14	8	14.	WOODY WOODPECKER (R).....Leeds
19	12	15.	LITTLE WHITE LIES (R).....Bregman-Vocco-Conn

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		English	American
	Last Week	This Week		
18	1	1.	GALWAY BAY.....Box and Cox.....*	
12	2	2.	BALLERINA.....Peter Maurice.....Jefferson	
5	3	3.	WOODY WOODPECKER.....Leeds.....Leeds	
13	4	4.	HEARTBREAKER.....Leeds.....Leeds	
3	6	5.	YOU CAN'T BE TRUE, DEAR.....Chappell.....Biltmore Music	
16	5	6.	TIME MAY CHANGE.....Campbell-Connelly.....Shapiro-Bernstein	
16	8	7.	DREAM OF OLWEN.....Lawrence Wright.....Mills	
4	16	8.	RAMBLING ROSE.....Irwin Dash.....Laurel Music Co.	
10	7	9.	I'M LOOKING OVER A FOUR LEAF CLOVER.....Francis Day.....Remick	
6	10	10.	I'D GIVE A MILLION TOMORROWS (For Just One Yesterday).....Campbell-Connelly.....Oxford Music Corp.	
24	9	11.	GOLDEN EARRINGS.....Victoria.....Paramount	
33	11	12.	NEAR YOU.....Bradbury Wood.....Supreme	
9	12	13.	TOOLIE OOLIE DOOLIE (The Yodel Polka).....Southern.....Charles K. Harris	
13	13	14.	AFTER ALL.....Cinephonic.....*	
6	14	15.	THERE OUGHT TO BE A SOCIETY.....Kassner.....Dreyer	
12	15	16.	NATURE BOY.....Edwin Morris.....Burke-Van Van Heusen	
35	18	17.	A TREE IN THE MEADOW.....Campbell-Connelly.....Shapiro-Bernstein	
1	—	18.	OCTOBER TWILIGHT.....Irwin Dash.....*	
1	—	19.	LITTLE WHITE LIES.....Lawrence Wright.....Bregman-Vocco-Conn	
1	—	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		Publisher
	Last Week	This Week	
12	1	1.	MY HAPPINESS
16	2	2.	YOU CAN'T BE TRUE, DEAR
7	3	3.	A TREE IN THE MEADOW
5	6	4.	YOU CALL EVERYBODY DARLIN'
6	8	5.	LOVE SOMEBODY
7	9	6.	IT'S MAGIC
10	4	7.	WOODY WOODPECKER
17	5	8.	NOW IS THE HOUR
3	11	9.	IT ONLY HAPPENS WHEN I DANCE WITH YOU
20	10	10.	TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
14	7	11.	LITTLE WHITE LIES
5	14	12.	BLUE SHADOWS ON THE TRAIL
1	—	13.	RAMBLING ROSE
1	—	14.	UNDERNEATH THE ARCHES
3	15	15.	WORRY, WORRY, WORRY

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending August 27



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
15	1	1	1	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174-ASCAP
6	3	2	2	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122-ASCAP
5	2	3	3	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105-ASCAP
8	5	3	3	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117-ASCAP
13	6	5	5	MY HAPPINESS	Pied Pipers	Capitol 15094-ASCAP
5	8	6	6	IT'S MAGIC	Doris Day	Columbia 38188-ASCAP
17	4	7	7	MY HAPPINESS	J. & S. Steele	Damon D-11133-ASCAP
5	7	8	8	YOU CALL EVERYBODY DARLIN'	A. Vincent	Mercury 5155-ASCAP
5	13	9	9	IT'S MAGIC	Gordon MacRae	Capitol 15072-ASCAP
8	9	9	9	WOODY WOODPECKER	The Sportsmen-Mel Blanc	Capitol 15145-ASCAP
5	12	11	11	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP
9	10	12	12	MY HAPPINESS	Ella Fitzgerald	Decca 24446-ASCAP
13	11	13	13	WOODY WOODPECKER	Kay Kyser	Columbia 38197-ASCAP
4	17	14	14	IT'S MAGIC	Tony Martin	Victor 20-2862-ASCAP
4	15	15	15	IT'S MAGIC	Sarah Vaughan	

(Continued on page 35)

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, August 20, 8 a.m., and ending Friday, August 27, 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 Boy From Texas—A Girl From Tennessee (R)	Shapiro-Bernstein	ASCAP
A Fella With an Umbrella (F) (R)	Feist	ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Better Luck Next Time (F) (R)	Feist	ASCAP
Beyond the Sea (R)	Chappell	ASCAP
Blue Bird of Happiness (R)	T. B. Harms	ASCAP
Confess (R)	Oxford	ASCAP
Cuanto Le Gusta (R)	Peer	BMI

(Continued on page 28)

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 Himber (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 20-26

Songs	Publisher	SI—Sustaining Instrumental				SV—Sustaining Vocal				CI—Commercial Instrumental				CV—Commercial Vocal				Hd. in Calif. Tot. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
A Boy From Texas	Shapiro	1	4	0	4	1	5	1	5	4	8	0	3	91				
A Tree in the Meadow	Shapiro	3	19	1	13	1	14	7	15	13	8	1	11	278				
Better Luck Next Time (Easter Parade)	Feist	6	22	2	6	10	16	3	4	32	21	2	5	247				
Beyond the Sea	Chappell	2	4	2	1	5	6	4	1	7	7	1	1	81				
Cuanto Le Gusta (Date With Judy)	Peer	2	11	1	4	3	3	1	3	1	3	1	3	89				
Dolores	Famous	5	6	1	2	4	7	2	2	10	8	1	2	97				
Everybody Loves Somebody	Sinatra	2	3	0	5	2	4	0	5	14	11	0	5	119				
Everyday I Love You (Two Guys From Texas)	Harms	1	9	0	5	2	11	1	6	5	7	0	4	125				
Hair of Gold, Eyes of Blue	Mellin	0	9	0	5	0	1	1	5	0	1	0	4	81				
Hankerin' (Two Guys From Texas)	Remick	0	2	0	4	0	2	1	5	13	5	0	4	86				
I Went Down to Virginia	Jefferson	1	14	0	4	0	5	0	4	1	3	0	3	90				
I'd Love To Live in Loveland	B. V. C.	1	4	1	4	1	4	2	4	5	7	0	5	88				
It Only Happens When I Dance With You (Easter Parade)	Berlin	3	11	1	5	3	5	1	6	9	11	1	4	138				

(Continued on page 35)

FREE WHEELING
JIM WHITAKER

Down among the West Va. hills, folks are proud of Jim. He conducts his shows over WWVA in Wheeling. His Sunday midnight shows draw mail and phone calls from 26 states. His personality and music savvy, make him one of America's leading discers.




DARKTOWN STRUTTERS' BALL

with

Connie Haines • Alan Dale • Ray Bloch
on Sig 15197

MORE SIGNATURE HITS



GLORIA

Ray Anthony and his Orch.

on Sig 15213



JUST LIKE THAT

Johnny Long and his Orch.

on Sig 15205



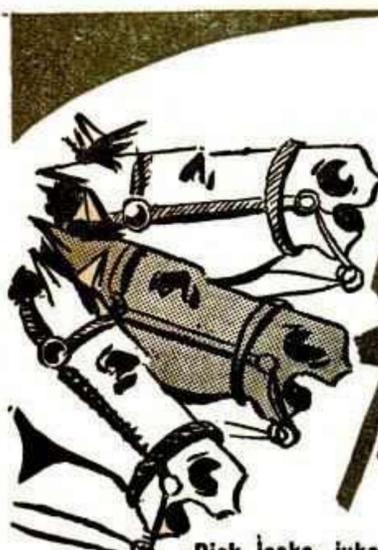
I AIN'T GETTIN' ANY YOUNGER

Anita O'Day

on Sig 15217

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to New Record Heights

Disk jocks, juke ops and retailers. Get on the bandwagon . . . ride along with the greatness of these top tunes, top artists and top labels.

RENDEZVOUS WITH A ROSE

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COLUMBIA	BUDDY CLARK
D. & D.	DICK WONG
DECCA	BOB EBERLY
M.G.M.	DON RODNEY
MERCURY	SNOOKY LANSON
MERO	BOB STEWART
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I STILL GET A THRILL (THINKING OF YOU)

BY J. FRED COATS & BENNY DAVIS

ARISTOCRAT	L. MONTI'S AND HIS TU TONES
BULLET	FRANCIS CRAIG
COLUMBIA	BUDDY CLARK
M.G.M.	ART LUND
RCA VICTOR	BETTY RHODES

WORDS & MUSIC, Inc.
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I DON'T WANT TO MEET ANY MORE PEOPLE

BY STANLEY ADAMS & FRANKIE CARLE

BULLET	BOB CHESTER
COLUMBIA	FRANKIE CARLE
LONDON	THE SQUADRONAIRES
MERCURY	VIC DAMONE
M. G. M.	DON RODNEY
RCA VICTOR	JOHN PARIS

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The Billboard **MUSIC POPULARITY CHARTS**
PART IV
Retail Record Sales
Week Ending August 27

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	
11	1	1.	TWELFTH STREET RAG...Pee Wee Hunt.....Capitol 15105 <i>Somebody Else, Not Me</i>
11	2	2.	YOU CALL EVERYBODY DARLIN'Al Trace.....Regent 117 <i>Linger Awhile</i>
8	4	3.	IT'S MAGICDoris Day.....Columbia 38188 <i>Put 'Em in a Box</i>
6	3	4.	A TREE IN THE MEADOW, M. Whiting.....Capitol 15122 <i>I'm Sorry But I'm Glad</i>
14	5	5.	MY HAPPINESSPied PipersCapitol 15094 <i>Highway to Love</i>
14	7	6.	LOVE SOMEBODYBuddy Clark-Doris Day..... <i>Confess</i>Columbia 38174
17	6	7.	MY HAPPINESSJ. & S. Steele.....Damon D-11133 <i>They All Recorded to Beat the Pan</i>
12	10	8.	MY HAPPINESSElla Fitzgerald.....Decca 24446 <i>Tea Leaves</i>
12	9	9.	MAYBE YOU'LL BE THERE Gordon Jenkins.....Decca 24403 <i>Dark Eyes</i>
9	8	10.	YOU CAN'T BE TRUE, DEARKen Griffin.....Rondo R-128 <i>The Cuckoo Waltz</i>
4	24	11.	COOL WATER.....Vaughn Monroe-Sons of the <i>The Legend of Tiabi</i> PioneersVictor 20-2923 (Eastman Trio, Trilon 189; Derry Palligant, MGM 10256; N. Litcher, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 48026; The Western Aces, Lam's 10-105; Varsity 109; Sons of the Pioneers, Decca 48027; Sons of the Pioneers, Victor 20-1724)
3	13	12.	UNDERNEATH THE ARCHESP. Scala's Banjo and Accordion <i>Side by Side</i> Ork-The Keynotes.....London 238
6	16	13.	YOU CALL EVERYBODY DARLIN'A. Vincent.....Mercury 5155 <i>Bluebird Polka</i>
7	15	14.	IT'S MAGICDick Haymes-Gordon Jenkins.... <i>It's You or No One</i>Decca 23826
14	12	15.	WOODY WOODPECKER ...Kay Kyser.....Columbia 38197 <i>When Veronica Plays the Harmonica</i>
5	17	16.	IT'S MAGICTony Martin.....Victor 20-2863 <i>It's You or No One</i>
8	11	17.	WOODY WOODPECKER...Mel Blanc-The Sportsmen..... <i>I'd Love to Live in Loveland</i>Capitol 15145
6	20	18.	RAMBLING ROSEPerry Como-The Satisfiers..... <i>There Must Be a Way</i>Victor 20-2947 (P. Brito, Musicraft 560; B. Eberly-R. Morgan, Decca 24449; J. Frank & Ork, Varsity 105; G. MacRae-The Starlighters, Capitol 15178; T. Pastor, Columbia 38207; G. Paxton Ork, MGM 10192)
3	19	19.	YOU CALL EVERYBODY DARLIN'Jack Smith.....Capitol 15156 <i>Cuckoo Waltz</i>
15	17	20.	WILLIAM TELL OVER- TURESpike Jones.....Victor 20-2861 <i>The Man on the Flying Trapeze</i>
2	30	21.	HAIR OF GOLD.....Gordon MacRae.....Capitol 15178 <i>Rambling Rose</i> (L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop & His Drugstore Cowboys, Victor 20-3109; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs-The Harmonica Gentlemen, MGM 10258; Harmonicats, U-121; B. Taylor & His Whistling Pals, Continental CO-1244; Varsity 109)
1	-	21.	UNDERNEATH THE ARCHESAndrews Sisters.....Decca 24490 <i>You Call Everybody Darlin'</i>
4	25	23.	HAIR OF GOLD.....Harmonicats.....Universal U-121 <i>Harmonicat Blues</i> (See 21-A)
22	23	23.	YOU CAN'T BE TRUE, DEARKen Griffin-Jerry Wayne..... <i>Doodle Doo Doo</i>Rondo R-228
10	14	25.	BLUEBIRD OF HAPPI- NESSArt Mooney.....MGM 10207 <i>Sunset to Sunrise</i> (Varsity 108; Jan Peerce, Victor 10-1454; Victor 18-0174; Victor 11-9007)
3	27	25.	YOU CAME A LONG WAY.Ray McKinley.....Victor 20-2913 <i>For Heaven's Sake</i>
1	-	27.	YOU CALL EVERYBODY DARLIN'Andrews Sisters.....Decca 24490 <i>Underneath the Arches</i>
22	20	28.	LITTLE WHITE LIES.....Dick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i> <i>I'll Never Smile Again</i>Decca 24480 (D. Shore, Columbia 38114; M. Torne, Musicraft 858)
4	28	29.	IT'S MAGICGordon MacRae.....Capitol 15072 <i>Spring in December</i>
9	-	29.	THE MAHARAJAH OF MAGADORVaughn Monroe....Victor 20-2851 <i>Give a Broken Heart a Chance</i>

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending August 27



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	POSITION Last Week	POSITION This Week	Record Title	Label
12	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80	Capitol DAS-80
12	2	2	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig....Capitol BBX-54	Capitol BBX-54
12	3	3	BUGS BUNNY (Three Records) Mel Blanc.....Capitol CC-64	Capitol CC-64
7	5	4	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol DBS-64	Capitol DBS-64
1	—	5	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....Capitol DBX-93	Capitol DBX-93
2	4	6	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....Victor Y-375	Victor Y-375
3	8	7	JOHNNY APPLESEED (Three Records) Dennis Day.....Victor P-368	Victor P-368
9	10	8	NURSERY RHYMES (Two Records) Frank Luther.....Decca CS-5	Decca CS-5
8	12	9	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....Decca CU-102	Decca CU-102
9	9	10	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol BBX-65	Capitol BBX-65
10	6	11	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....Capitol CC-40	Capitol CC-40
3	7	12	KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio.....Capitol DC-89	Capitol DC-89
3	14	13	MELODY TIME (Two Records) Roy Rogers-Sons of the Pioneers-Sammy Kaye-Freddy Martin.....Victor Y-369	Victor Y-369
4	—	14	THE LITTLE FIDDLE (One Record) Danny Kaye.....Decca DU-11	Decca DU-11
7	11	15	RUSTY IN ORCHESTRAVILLE (Three Records) Billy May-Alan Livingston-Henry Blair.....Capitol BC-35	Capitol BC-35

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	POSITION Last Week	POSITION This Week	Record Title	Label
149	1	1	Clair de Lune Jose Iturbi.....Victor 11-8851	Victor 11-8851
8	—	2	Fiddle Fiddle Boston Pops; Arthur Fiedler, conductor.....Victor 10-1397	Victor 10-1397
117	3	3	Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160	Victor 12160
31	2	4	Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin, director..Victor 10-1454	Victor 10-1454
		Victor 18-1074	Victor 18-1074
		Victor 11-9007	Victor 11-9007
148	3	5	Chopin's Polonaise Jose Iturbi.....Victor 11-8848	Victor 11-8848

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	POSITION Last Week	POSITION This Week	Record Title	Label
2	2	1	Chopin's Favorites (Three Records) First Piano Quartet.....Victor MO-1227	Victor MO-1227
4	1	2	Ravel: Bolero (Two Records) Koussevitzky-Boston Symphony Ork.....Victor DV-18	Victor DV-18
86	4	3	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann.....Victor 1078	Victor 1078
5	—	4	Khachaturian; Violin Concerto (Five Records) David Oistrakh.....Mercury DM-10	Mercury DM-10
18	2	4	Strauss Waltzes (Three Records) Andre Kostelanetz and His Ork.....Columbia 481	Columbia 481
68	—	4	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor; Philadelphia Ork....Victor 1020	Victor 1020

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	POSITION Last Week	POSITION This Week	Record Title	Label
9	1	1	AL JOLSON VOLUME III ALBUM (Four Records) Al Jolson.....Decca A-649	Decca A-649
16	3	2	STAN KENTON: A Presentation of Progressive Jazz Album (Four Records) Stan Kenton.....Capitol CD-79	Capitol CD-79
8	2	3	EMPEROR'S WALTZ (Two Records) Bing Crosby.....Decca A-620	Decca A-620
26	4	4	SONGS OF OUR TIMES (1932) ALBUM (Four Records) Carmen Cavallaro.....Decca 1932	Decca 1932
87	—	5	GLENN MILLER (Four Records) Glenn Miller.....Victor P-148	Victor P-148
1	—	6	SONGS OF OUR TIMES (1918) ALBUM (Four Records) R. Benson Ork.....Decca A-1918	Decca A-1918
7	—	7	SONGS OF OUR TIMES (1927) ALBUM (Four Records) B. Grant Ork.....Decca A-1927	Decca A-1927
1	—	8	THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns.....Victor PT-17	Victor PT-17
4	7	9	SONGS OF OUR TIMES (1935) ALBUM (Four Records) N. Brandwynne Ork.....Decca A-1935	Decca A-1935
1	—	9	SONGS OF OUR TIMES (1917) ALBUM (Four Records) Bob Grant Ork.....Decca A-1917	Decca A-1917

TOP RECORDINGS
by A TOP ARTIST...



BLUE BARRON

And His Music Of Yesterday And Today

"YOU WERE ONLY FOOLING"

MGM 10185

Watch This Climb...
EVERY DAY I LOVE YOU
(Just a Little Bit More)
MGM 10237

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



HOW CAN WE STAND IT?

Not ONE—

Not TWO

But THREE!!!!

**THREE BIG BULLET HITS
ALL AT ONCE**

Rendezvous With a Rose Pepper Nealy #1056

That's My Gal Jack Caldwell #1054

I Still Get a Thrill Francis Craig #1040



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IT'S A FACT!

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BULLET ~~MAKES~~ THE HITS**

Hillbilly too---

"I'm So Lonesome" Clyde Moody #611

"Lifetime To Regret" Leon Payne #649

"Kue-Te-Kue" Loyd Weaver #663

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NASHVILLE, TENN.

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The **Billboard** MUSIC POPULARITY CHARTS

Juke Box Record Plays

Week Ending August 27

PART V



MOST-PLAYED JUKE BOX RECORDS

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

POSITION		
Weeks to date	Last Week	This Week
12	1	1. YOU CALL EVERYBODY DARLIN' Al Trace Regent 117
7	3	2. MY HAPPINESS J. & S. Steele Damon D-11133
8	4	3. TWELFTH STREET RAG Pee Wee Hunt Capitol 15105
9	2	4. YOU CAN'T BE TRUE, DEAR Ken Griffin Rondo R-128
6	6	5. A TREE IN THE MEADOW Margaret Whiting Capitol 15122
13	5	6. MY HAPPINESS Pied Pipers Capitol 15094
11	7	7. MY HAPPINESS Ella Fitzgerald Decca 24446
6	9	8. IT'S MAGIC Doris Day Columbia 38188
10	10	8. LOVE SOMEBODY Doris Day-Buddy Clark Columbia 38174
13	8	10. WOODY WOODPECKER Kay Kyser Columbia 38197
6	15	11. YOU CALL EVERYBODY DARLIN' A. Vincent Mercury 5155
6	12	12. IT'S MAGIC Dick Haymes-Gordon Jenkins Decca 23826
11	16	13. BOUQUET OF ROSES Eddy Arnold and His Tennessee Plowboys Victor 20-2806 (R. Turner & The Westerners, Varsity 8001)
3	26	14. YOU CALL EVERYBODY DARLIN' Jack Smith Capitol 15156
1	—	15. HAIR OF GOLD The Harmonicats Universal U-121 (L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop & His Drugstore Cowboys, Victor 20-3109; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs-The Harmonica Gentlemen, MGM 10258; G. MacRae-The Starlighters, Capitol 15178; B. Tyler & His Whistling Pals, Continental C-1244; Varsity 109)
4	17	16. IT'S MAGIC Gordon MacRae Capitol 15072
17	14	17. LITTLE WHITE LIES Dick Haymes Decca 24280 (D. Shore, Columbia 38114; M. Torme, Muscraft 858)
21	13	18. YOU CAN'T BE TRUE, DEAR Ken Griffin-Jerry Wayne Rondo R-228
3	22	19. UNDERNEATH THE ARCHES P. Scala's Banjo and Accordion Ork-The Keynotes London 238
5	11	20. WOODY WOODPECKER Mel Blanc-The Sportsmen Capitol 15145
7	17	21. MAYBE YOU'LL BE THERE Gordon Jenkins Decca 24403
5	—	22. YOU CAN'T BE TRUE, DEAR Marlin Sisters Columbia 38211
12	—	23. YOU CAN'T BE TRUE, DEAR Dick Haymes-Song Spinners Decca 24439
1	—	24. UNDERNEATH THE ARCHES Andrew Sisters Decca 24490
1	—	24. HAIR OF GOLD Gordon MacRae Capitol 15178 (See No. 15)
1	—	26. A TREE IN THE MEADOW P. Fennelly MGM 10211
1	—	27. A TREE IN THE MEADOW P. Laurenz Mercury 5148
3	20	27. HAIR OF GOLD J. Emerson Metrotone 2018 (See No. 15)
1	—	29. HAIR OF GOLD J. Laurenz Mercury 5172 (See No. 15)
5	—	29. MY HAPPINESS Marlin Sisters Columbia 38211
7	30	29. YOU CALL EVERYBODY DARLIN' B. Haymes De Luxe 1176

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 25)

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 Went Down to Virginia (R) Jefferson—ASCAP
I'd Love to Live in Loveland (With a Girl Like You) (R) Bregman - Vocco - Conn—ASCAP
It Only Happens When I Dance With You (F) (R) Berlin—ASCAP
It's Magic (F) (R) Witmark—ASCAP
Just for Now (R) Advanced—ASCAP
Little Girl (R) Leeds—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
Steppin' Out With My Baby (F) (R) Berlin—ASCAP
Take It Away (R) Pemora—BMI
Takin' Miss Mary to the Ball (F) (R) Miller—ASCAP
These Are the Things I Love (R) Campbell—BMI
When the Red, Red Robbin Comes Bob, Bob, Bobbin' Along (R) Fournes—ASCAP
Woody Woodpecker (R) Leeds—ASCAP
You Call Everybody Darlin' (R) Mayfair—ASCAP
You Can't Be True, Dear (R) Biltmore—ASCAP
Yours (R) E. B. Marks—BMI

The Billboard
MUSIC POPULARITY CHARTS
Race Records
PART VI
 Week Ending August 29

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	Record	Artist	Label
8	1	1	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
16	4	2	LONG GONE	Sonny Thompson	Miracle M-126
13	2	3	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
16	5	4	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
11	6	5	RUN, JOE	Louis Jordan	Decca 24448
12	6	6	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
16	3	7	TOMORROW NIGHT	Louis Jordan	King 4201
16	8	8	MESSIN' AROUND	Memphis Slim	Miracle M-125
10	9	9	SEND FOR ME IF YOU NEED ME	The Ravens	National 9045
1	—	10	DON'T BURN THE CANDLE ON BOTH ENDS	Louis Jordan and His Tympany Five	Decca 24483
15	12	11	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189
7	10	11	LOLLYPOP MAMA	Wynonie Harris	King 4226
3	—	13	MY HAPPINESS	Ella Fitzgerald	Decca 24446
1	—	14	MILKY WHITE WAY	The Tumpsteers	Score 50001
3	—	14	I WANT TO CRY	Dinah Washington	Mercury 8082

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	Position	Record	Artist	Label
13	6	1	MESSIN' AROUND	Memphis Slim	Miracle M-125
10	2	2	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
7	1	3	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
13	4	4	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
16	5	5	LONG GONE	Sonny Thompson	Miracle M-126
11	3	6	RUN, JOE	Louis Jordan	Decca 24448
2	14	7	LATE FREIGHT	Sonny Thompson	Miracle M-126
19	14	8	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
27	6	9	TOMORROW NIGHT	Lonnie Johnson	King 4201
26	11	10	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
1	—	11	DON'T BURN THE CANDLE AT BOTH ENDS	Louis Jordan and His Tympany Five	Decca 24483
9	—	11	DON'T FALL IN LOVE WITH ME	Ivory Joe Hunter	King 4230
1	—	11	TEARDROP BLUES	Joe Liggins Drops of Joy	Specialty SP-521
1	—	11	CORN BREAD	Hal Singer Sextette	Savoy 671
1	—	15	COOL WATER	Nellie Lutcher	Capitol 15148
9	9	15	SEND FOR ME IF YOU NEED ME	The Ravens	National 9045

ADVANCE RACE RECORD RELEASES

- Barbara Lee**
The Orioles (It's Too) Natural 5000
- Berserk Boogie**
Lucky Millinder Ork (Fare-Thee-Well) Decca 24495
- Boar Hog Blues**
Alabama Slim (Eloise) Savoy 5553
- Cabbage Head, Parts I and II**
"Doc" Jo Jo Adams-Tom Archia's All Stars . . . Aristocrat 803
- Elevator Boogie**
B. Johnson and His Musical Notes (My Baby's) Victor 20-3108
- Eloise**
Alabama Slim (Boar Hog) Savoy 5553
- Fare-Thee-Well**
Lucky Millinder Ork (Berserk Boogie) Decca 24495
- Hey, Tom Archia**
Tom Archia and His All Stars (Macomba Jump) Aristocrat 604
- I Want To Woogie Some More**
Yas Yas Girl (I'll Try) Columbia 30138
- I'll Try To Forget**
Yas Yas Girl (Want To) Columbia 30138
- It's a Hit, Baby**
Prince Cooper Trio (Nightfall) Aristocrat 1201
- It's Too Soon To Know**
The Orioles (Barbara Lee) Natural 5000
- Joy Dust**
E. Bostic and His Ork (Slightly Groovy) Gotham G-102
- Lonesome Bedroom Blues, Parts I and II**
Curtis Jones . . . Columbia 30137
- Macomba Jump**
Tom Archia and His All Stars (Hey, Tom Archia) Aristocrat 604
- Margie**
Brother Bones and His Shadows (Sweet Georgia) Tempo TR 652
- My Baby's Giving Me the Brush**
B. Johnson and His Musical Notes (Elevator Boogie) Victor 20-3108
- Nightfall**
Prince Cooper Trio (It's a) Aristocrat 1201
- Pennies From Heaven**
E. Coleman (Pennies From) Savoy 672
- Please**
E. Coleman (Pennies From) Savoy 672
- Slightly Groovy**
E. Bostic and His Ork (Joy Dust) Gotham G-102
- Sweet Georgia Brown**
Brother Bones and His Shadows (Margie) TR 652

COLUMBIA'S
Tip-Top Pops!

Look at the names! Look at the numbers! Look at their positions on the popular polls!

These are the tunes that are holding the spotlight of public favor! Install 'em! Stock 'em! Sell 'em—now!



DINAH SHORE

"Buttons and Bows"
 (From motion picture "Paleface")

Columbia 38284



DORIS DAY

"It's Magic"
"Put 'em In a Box—Tie 'em With a Ribbon"

(Both from "Romance on the High Seas")

Columbia 38188



DORIS DAY

"Love Somebody"

"Confess"

Columbia 38174



BUDDY CLARK



JERRY WAYNE

"You Call Everybody Darling"
 Columbia 38286

"I'd Love To Live In Loveland"
 Columbia 38251

"Woody Wood-pecker"

Columbia 38197



KAY KYSER



TONI HARPER

"Candy Store Blues"
 Columbia 38229

"Tabby The Cat"
 Columbia 38265

"Just Because"
 Columbia 12359-F



FRANKIE YANKOVIC

PLAY 'EM, DISPLAY 'EM
 PUSH 'EM WHILE THEY'RE HOT!

THE GREAT ARTISTS AT THEIR BEST ARE ON

COLUMBIA
RECORDS

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There will be imitations but smart merchandising demands the ORIGINAL

BABE RUTH

Safe at Home
Billboard's TIPS ON TOPS "BEST DISC TO DATE"

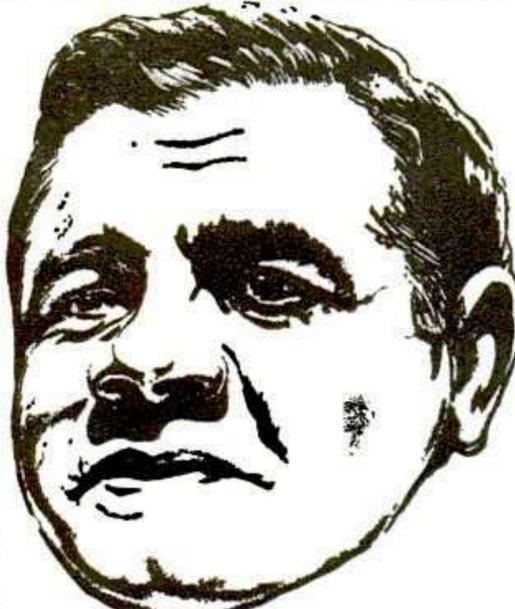
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featuring

TEX FLETCHER

backed by

"LET'S BE SWEETHEARTS AGAIN"



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RED HOT NUMBERS FOR YOUR RACE LOCATIONS

HERE THEY ARE!!!

- #5551—MY FAULT—Married Woman Blues—Brownie McGHEE—#5551
- #666—WE'RE GONNA ROCK—Harlem on Parade—Bill MOORE—#666
- #669—JELLY ROLL JAN—Jumpin' in Jack's House—Beale St. Gang—#669
- #670—WAXIE MAXIE—Spider Sent Me—Paul WILLIAMS—#670
- #671—CORN BREAD—Plug for Cliff—Hal SINGER—#671

IN CHICAGO SEE M&S—IN NEW YORK SEE PORTEM DISTRIB.

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

The Billboard MUSIC POPULARITY CHARTS

Folk Record Section

PART VII

Week Ending August 27

Billboard TRADE SERVICE FEATURE

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 Last Week	Position This Week	Record	Artist	Label
18	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
25	2	2	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
2	3	3	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
13	4	4	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
10	5	5	BANJO POLKA	Tex Williams	Capitol Americana 15101
1	6	6	DOGHOUSE BOOGIE	H. Hawkins	King 720
4	7	7	FOREVER IS ENDING TODAY	Ernest Tubb	Decca 46134
3	8	8	LONG GONE DADDY	H. Williams	MGM 10212
17	9	9	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2808
10	10	10	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
1	11	11	MY DADDY IS ONLY A PICTURE	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
22	12	12	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
1	13	13	YESTERDAY'S MAIL	H. Thompson and His Brazos Valley Boys	Capitol 15132
6	14	14	WHO? ME?	Tex Williams Western Caravan	Capitol 15113
1	15	15	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162
1	16	16	THAT WILD AND WICKED LOOK	Ernest Tubb	Decca 46134

ADVANCE FOLK RECORD RELEASES

- A Nickel in the Juke Box**
L. Wills' Rhythm Busters (The Texas) Victor 20-3081
- Billy**
Lang Thompson Ork (You Darlin') Regent 122
- Blue Ridge Sweetheart**
R. Acuff and His Smoky Mountain Boys (Just To) Columbia 20479
- Cool Water**
The Western Aces (No, No Never) Lamb L 10-105
- Dreams of Yesterday**
Rusty Wellington's Radio Roundup (Ridin' High) Down Home W-103
- Fickle Fanny**
A. Trace and His Ork (The Whistler and) Regent 123
- I Love You Best of All**
B. Pressley and His Sagebrush Serenaders (You Left) Decca 46140
- I Love You So Much It Hurts**
Shortly Long and the Santa Fe Rangers (Sweeter Than) Decca 46139
- I'm a Fool To Care**
R. Smith (My Daddy) National 5090
- I'm Learning How To Forget**
The Down Homers (San Antone Polka) Lamb L 10-137
- I Saw You in My Dream, Darlin'**
Rusty Wellington's Radio Roundup (When We) Down Home W-104
- Just an Old Family Album**
The Thomas Family (Wedding Waltz) Regent 2000
- Just To Ease My Worried Mind**
R. Acuff and His Smoky Mountain Boys (Blue Ridge) Columbia 20479
- Let's Be Sweethearts Again**
T. Fletcher (Safe at) Flint 1788
- Maiden's Prayer**
B. Wills and His Texas Playboys (Never No) Columbia 20473
- My Daddy Is Only a Picture**
R. Smith (I'm a) National 5090
- Never No More Hard Times Blues**
B. Wills and His Texas Playboys (Maiden's Prayer) Columbia 20473
- New York to New Orleans**
Pee Wee King and His Golden West Cowboys (Say Good) Victor 20-3106
- No, No, Never No More**
The Western Aces (Cool Water) Lamb L 10-105
- New You Say We're Through**
Don Teeters (My Sweetheart) Numelody 100
- One Little Kiss**
A. Reynolds and the 101 Ranch Boys (Sweeter Than) Columbia 20474
- Pinebluff Arkansas**
Bukka White (Shake 'Em) Columbia 30139
- Safe At Home**
T. Fletcher (Let's Be) Flint 1788
- San Antone Polka**
The Down Homers (I'm Learning) Lamb L 10-137
- Say Good Mornin', Nellie**
Pee Wee King and His Golden West Cowboys (New York) Victor 20-3106
- Scrappin'**
R. Shepard and His Musical Mountaineers (Till the) Regent 2001
- Shake 'Em on Down**
Bukka White (Pinebluff Arkansas) Columbia 30139
- Sioux City Sue**
Rusty Wellington's Radio Roundup (I'm A-Brandin') Down Home W-100
- Square Dance Polka**
The Down Homers (Useless Tears) Lamb L 10-138
- Sweeter Than the Flowers**
Shortly Long and the Santa Fe Rangers (I Love) Decca 46139
- Sweeter Than the Flowers**
A. Reynolds and the 101 Ranch Boys (One Little) Columbia 20474
- The Great Glory Line**
The Down Homers (Yodel Polka) Lamb L 10-139
- The Texas Special**
L. Wills' Rhythm Busters (A Nickel) Victor 20-3081
- The Whistler and His Dog**
A. Trace and His Ork (Fickle Fanny) Regent 123
- There's No Room in My Heart for the Blues**
P. Howard and His Cotton Pickers (Those Foolish) Columbia 20470
- Those Foolish Lies**
P. Howard and His Cotton Pickers (There's No) Columbia 20470
- Till the End of the World**
R. Shepard and His Musical Mountaineers (Scrappin') Regent 2001
- Useless Tears**
The Down Homers (Square Dance Polka) Lamb L 10-138
- Wedding Waltz**
The Thomas Family (Just an) Regent 2000
- White Waterfall**
The Down Homers (You'll Be) Lamb L 10-140
- Yodel Polka**
The Down Homers (The Great) Lamb L 10-139
- You Darlin'**
L. Thompson Ork (Billy) Regent 122
- You Left Me With a Broken Heart**
B. Pressley and His Sagebrush Serenaders (I Love) Decca 46140
- You Remembered Me**
Hank Thompson and His Brazos Valley Boys (Green Light) Capitol 15187
- You'll Be Walking Back**
The Down Homers (White Waterfall) Lamb L 10-140

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section

PART VII

Billboard
 TRADE SERVICE FEATURE

Week Ending August 27

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	This Week	Record	Label
17	1	1	1	BOUQUET OF ROSES.....Eddy Arnold and His Tennessee Plowboys.....	Victor 20-2806
2	2	5	2	JUST A LITTLE LOVIN'..Eddy Arnold and His Tennessee Plowboys.....	Victor 20-3013
17	3	8	3	TENNESSEE WALTZ.....Pee Wee King and His Golden West Cowboys....	Victor 20-2880
9	4	2	4	ANYTIMEEddy Arnold and His Tennessee Plowboys.....	Victor 20-2700
3	5	3	5	LIFE GETS TEE-JUS, DON'T IT?	Carson Robison.....MGM 10224
11	6	12	6	BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneers Victor 20-2780
1	7	—	7	ONE HAS MY HEART....Jimmy Wakely.....	Capitol 15162
4	8	7	8	FOREVER IS ENDING TODAY	Ernest Tubb.....Decca 46134
17	9	4	9	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley BoysCapitol Americana 40065
2	10	9	10	MY DADDY IS ONLY A PICTURE	Eddy Arnold and His Tennessee Plowboys.....Victor 20-3013
1	11	—	11	COOL WATER	Sons of the Pioneers.Victor 20-1724
17	12	6	12	SWEETER THAN THE FLOWERS	Moon Mullican.....King 673
10	13	—	13	TENNESSEE WALTZ.....	Cowboy Copas.....King 696
7	14	15	14	DECK OF CARDS.....	Tex Ritter.Capitol Americana 40114
17	15	10	15	TEXARKANA BABY.....	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2806

FOLK TALENT AND TUNES

By Johnny Sippel

Jimmie Osborne, singer and platter pilot at WLEX, Lexington, Ky., is now emceeing a show which features his own KING records. Sponsor is H. C. Whitmer, Inc. . . . Chick Denk and His Lonesome Valley Cowboys have two commercials weekly on WARD, Johnstown, Pa. They are also doing many one-nighters in that area. Chick has just sold a set of masters to Music Mart label, which will release the first sides by the combo in a month. . . . Lew Mel, Brooklyn song writer, reports that he has a number of songs coming out on Process, Down Home and Cowboy records soon.

Merl Lindsay and His Oklahoma Night Riders, heard over KOMA and KBYE, Oklahoma City, and KULH, Pauls Valley, Okla., are working Elmwood Ballroom, Oklahoma City on Saturday nights to an average 900 people. In addition, they work a daily noontime show from the Uptown Theater there, with Saturday's shot a special audience-participation show. The Four-Star recording band leader also does a daily hour disk jockey shot over KYBE, Oklahoma City. Formerly featured on KMTR, Hollywood, Lindsay's band includes Mike Hugo, piano; Homer Bean, bass; Phil Chenault, drums; Jimmie Solis, electric guitar; Rudy Martin, reeds; Tommie Elliott, steel guitar; Clarence Bailey and Ted Haif, fiddles, and Lindsay, vocals. . . . The Bailey Brothers and Their Happy Valley Gang have just inked with Rich-Tone Records. The WIBK, Knoxville, radio troupe includes Charley and Danny Bailey, mandolin and guitar; Carl Butler, guitar and vocals; L. E. White, fiddle, and Junior Tullock, bass. . . . Leon McAuliffe and his group have a daily noontime show over KVOO, Tulsa, Okla., plus Wednesday and Saturday night shots. Formerly with Majestic platters, the McAuliffe ork includes Jimmie Hall, fiddle and vocals; Bob Bruce, fiddle and pop ballads; Wayne Johnson, reeds; Lee Keith, trumpet; Morris Billington, piano; Art Washburn, drums; Ted Adams, bass; Bob Kiser, guitar, and the leader, vocals and steel guitar. . . . The Wild Axaleas, Al Rawley, guitar, bass and vocals; Shorty Cyr, guitar and vocals, and Shuffy Polo, fiddle, recently celebrated their fifth anniversary at WEEL, Boston.

Bill Boyd and his brother, Jim, have returned to Dallas after several weeks in Tulsa, Okla., where they helped campaign for their friend, Art Davis, who is running for sheriff of Tulsa County. Art and Jimmy spent some time in Hollywood at PRC studios. . . . Gabe Ward, of the Hoosier Hot Shots, reports that they have finished *Texas Sandman* and *Singin' Spurs* for Columbia, getting top billing. The boys are currently doing 35 fair and country music park dates in the East. Allen Massey, of the Westerners, has joined the Hot Shots, doing special songs and banjo work. The Hot Shots return to Hollywood September 10 to start more pic work and an air show for a drug company sponsor, bowing September 24.

Arthur (Guitar) Smith and His Cracker Jacks, whose masters recently passed from Super Disk to MGM, has his own open-end e.t. series, which he has now peddled to 12 stations. The Smith group is also heard on the CBS's *Carolina Calling*, which emanates from WBT, Charlotte. Group has Art's two brothers, Ralph, accordion, and Sonny, rhythm; Roy Lear, bass, plus the fronter's guitar and fiddle. . . . Since the *Oklahoma Round-Up* was dropped from the CBS web in May, folk music efforts at KOMA, Oklahoma City, have dropped to Chuck Davis, h.b. musical director; Lexie Lou and Ray, yodeling duo, and Cousin Jack Beasley.

Jimmie Osborne gave you
"MY HEART ECHOES"
A HIT
ON HIS FIRST KING RECORD

Now-
HE GIVES YOU
ANOTHER HIT

KING 725



FOREVER FAR APART
KING Records

1540 BREWSTER AVE. CINCINNATI 7, OHIO

BACKED BY "IT'S SO HARD TO SMILE"

FOR 15 YEARS THEY'VE BEEN PILING UP THE HITS!



It's something new in Western swing!
 It's by John Benson Brooks,
 J. C. Norwood and Bob Russell!
 It's from the Shenandoah Music
 Company, Hollywood!

Special 15th Anniversary Release!

MY FEET TAKES ME AWAY AND THE MISSOURI IS A DEVIL OF A WOMAN

RCA Victor 20-3082

Just 7 examples of the many hits that have kept The Sons of the Pioneers riding on top for 15 years!

You Don't Know What Lonesome is Teardrops in My Heart RCA Victor 20-2276

Forgive and Forget The Timber Trail RCA Victor 20-1764

Blue Shadows on the Trail Pecos Bill RCA Victor 20-2780

Tumbling Tumbleweeds Cowboy Camp Meetin' RCA Victor 20-1904

Down Where the Rio Flows Cowboy Country RCA Victor 20-2951

Cigarettes, Whusky and Wild, Wild Women My Best to You RCA Victor 20-2199

Cool Water Stars and Stripes on Two Jims RCA Victor 20-1724



RCA VICTOR RECORDS



The Billboard MUSIC POPULARITY CHARTS

Record Reviews

PART VIII

Week Ending August 27



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

How Ratings Are Determined

The Categories

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

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-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					
EMILE COTE SERE-NADERS-BOB EVANS, DIR. (Algene 1960)	<i>Drifting Off To Dreamland</i>	56	55	55	58
	Vocal group of "Tea Leaves" fame does a too-dreamy, inspirationless job of oldie.				
	<i>Turn On a Smile</i>	50	50	50	50
	Nothing cheerful about the forced gaiety here.				
BENNIE HESS & THE NATION'S PLAYBOYS (Mercury 6121)	<i>You Ain't Cheatin' On Me Now</i>	35	35	35	35
	Ragged warbling on tedious hill wiliam blues effort.				
	<i>Tonight and Every Night</i>	9	9	9	9
	Utterly desperate.				
ART LUND (MGM 10258)	<i>Hair of Gold, Eyes of Blue</i>	83	83	82	84
	Art does a winning job of the cowboy-flavored left-field sleeper, with harmony by the Crew Chiefs and harmonica backing.				
	<i>You Call Everybody Darlin'</i>	72	72	70	75
	Lund's job here doesn't have the hit the hit tune needs.				
BOB HAYWARD (B. Baker Ork) (Exclusive 215)	<i>Gloria</i>	70	71	68	70
	Hayward turns in able effort on current girlie ballad.				
	<i>Memories of Home</i>	73	74	72	72
	Nostalgic ditty framed well by the romantic Hayward tenors.				
JOHNNY HARTMAN (D. Mendelsohn Ork) (Regent 124)	<i>A Woman Always Understands</i>	63	66	61	63
	Hartman's bary tones a bit on the tired side in displaying current ditty.				
	<i>Why Was I Born</i>	65	66	64	64
	Chanter styles the Hammerstein-Kern standard in more sincere manner.				
CYRIL STAPLETON & HIS ORK—D. JAMES (London 261)	<i>Yours With Love and Kisses</i>	62	61	60	64
	Sweetish Lombardo saxes and tremolo vocal to match on a sentimental ballad.				
	<i>The Man on the Carousel</i>	54	54	52	57
	Pep-less performance of the merry-go-round novelty ditty.				

POPULAR					
ANNE SHELTON-SAM BROWNE-THE KEYNOTES (London 200)	<i>The Law Is Comin' Fer Ya, Paul</i>	87	87	86	87
	A rootin', tootin' British hillbilly burlesque, with Anne twanging it out mountain style. Outrageously corny, ergo a potential clicker.				
	<i>Say Something Sweet To Your Sweetheart</i>	87	88	86	88
	Ballad production reminiscent of the soft-shoe accompaniments of vaude days—a real throwback, and a strong contender for No. 1 on the schmaltz parade.				
THE JACKIE BROWN QUARTET (MGM 10248)	<i>Where the Apple Blossoms Fall</i>	64	64	62	67
	Pleasant organ rendition of the tuneful sentimental ballad.				
	<i>Hearts Win, You Lose</i>	62	62	60	64
	Unspectacular vocal and trio backing of the waning sleeper ditty.				
JIMMY DORSEY & ORK (MGM 10245)	<i>Lillette</i>	81	82	81	83
	Jivey clefting of pretty new ballad, with band swinging hard behind pleasant warbling, has sales potential.				
	<i>Asusa, Cucamonga, and Anaheim</i>	64	64	63	65
	Parochial California lyric idea gets listenable Dorsey execution.				
LENA HORNE (MGM 10246)	<i>It's Mad, Mad, Mad!</i>	71	74	70	70
	Complex crazy-type arrangement, but no discernable melody here, with Lena waging a losing fight.				
	<i>Sometimes I'm Happy</i>	73	74	72	74
	Straightforward piping of standard but no world beater.				
THE JESTERS (R. Lathan, W. Carlson, G. Bonham) (20th Century 8)	<i>(The Mighty Babe Is) Safe At Home</i>	71	74	69	71
	First in expected slew of tunes dedicated to the Babe finds the Jesters harmonizing on a slower kick than usual. Good patter material poorly rendered.				
	<i>Take Me Out to the Ball Game</i>	67	68	67	67
	Boys revert to their usual barbershop manner of delivery on the standard.				

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					
BOBBY WORTH & THE SOPHISTICATS (Castle 1257)	<i>The Gal Who's Got My Heart</i>	66	68	64	66
	Swingy, pert novelty penned by Worth and displayed in restrained vocal and shrill harmonica cut-ups.				
	<i>Galway Bay</i>	71	73	69	70
	Pretty Erin standard receives sweet Worth warbling and suitable schmaltzy harmonica work.				
ANNE SHELTON—STANLEY BLACK ORK (London 285)	<i>Where Or When?</i>	74	77	73	73
	The English gal with the big, quality voice does a quality job with the Rodgers-Hart perennial, with sweeping-fiddle ork backing.				
	<i>Time May Change</i>	72	74	71	71
	Equally tasty work on melodic new ballad.				

FOLK					
AL HUMMER & HIS MUMMERS (Mercury 5178)	<i>Underneath the Arches</i>	73	70	74	76
	Sotto-voce Philadelphia string band imitation of the Primo Scala hit. Similar enough to latch on to some of the London disks backwash.				
	<i>Heartbreaking Cowboy</i>	40	40	40	40
	Dismal Western what-is-it.				
DAISY MAE & OLD BROTHER CHARLIE (Mercury 6125)	<i>Unloved and Unclaimed</i>	74	75	72	75
	The ballad about the pore drowned gal, piped with nasal sincerity by Daisy Mae, backed by a good folk guitar.				
	<i>Sweeter Than the Flowers</i>	71	71	70	72
	A really morbid weeper sung with funeral tenderness.				
RED FOLEY & THE CUMBERLAND VALLEY BOYS (Decca 46136)	<i>Tennessee Saturday Night</i>	75	75	74	76
	Boogie woogie blues with a novelty lyric, with Red doing a lilting vocal in appealing Johnny Mercer style.				
	<i>Blues in My Heart</i>	67	67	65	68
	Standard lugubrious cowboy ballad side.				
JIMMY WAKELY & COWBOY BAND (Capitol 15162)	<i>One Has My Name (The Other Has My Heart)</i>	83	83	82	83
	Jimmy does feelingful job on this true quality ballad, coming fast on a slew of recent waxings.				
	<i>You're the Sweetest Rose in Texas</i>	74	74	73	75
	Okay medium-tempo rhythm ballad, well-chanted and backed.				
FOY WILING & HIS RIDERS OF THE PURPLE SAGE (Capitol 15163)	<i>I'll Have Somebody Else</i>	66	65	65	68
	Jazz-flavored rhythm treatment of pleasant Bob Willis torcher.				
	<i>Sometime</i>	73	73	72	74
	Vocal group blending of slow sentimental Floritokahn waltz tune.				

FOLK					
ERNEST TUBB (Decca 46134)	<i>Forever Is Ending Today</i>	85	85	84	86
	Sock Tubb performance on torch ballad with original lyric twist.				
	<i>That Wild and Wicked Look in Your Eye</i>	82	82	80	83
	Ernest shucks out novelty ballad in high fettle.				
EDDIE DEAN (Decca 46135)	<i>How Can You Say You Love Me?</i>	73	73	72	75
	Rhythm ditty warbled light and jivey with good ork beat.				
	<i>Sleepy Time in Caroline</i>	77	76	77	78
	Dreamy moonlight-and-magnolias item should go well with the mountain trade.				
DUDE MARTIN AND HIS ROUNDUP GANG (Victor 20-2985)	<i>Wishy-Washy Woman</i>	65	65	64	66
	Rural razzmatazz with okay shirt-tail warbling and crying trumpet punctuation.				
	<i>Atom Bomb Baby</i>	63	63	62	65
	Rowdy-dow novelty shucker with heavy-syn-copated corn jazz beat.				
TEX WILLIAMS & HIS WESTERN CARAVAN (Capitol 15175)	<i>Talking Boogie</i>	88	88	88	88
	Looks like Tex has another comic hit in this recitation - in - rural rhythm with cleverly clefted backing from picked combo of Hollywood sidemen.				
	<i>Just a Pair of Blue Eyes</i>	77	78	75	78
	Tex reverts to conventional—but still distinctive—cowboy crooning here on a conventional Western.				
EDDIE KIRK (Capitol 15176)	<i>The Gods Were Angry With Me</i>	82	84	80	81
	Slow-tempo folk ballad with interpolated "dramatic" recitation by Tex Williams. Off the beaten track, but with freak-hit potential.				
	<i>You Little Sweet You</i>	67	68	66	68
	Routine country ballad stuff.				

RACE					
YAS YAS GIRL (Columbia 30138)	<i>Want To Woogie Some More</i>	43	NS	42	45
	Trite double-meaning lyric set to an over-worked boogie-woogie theme, weakly piped.				
	<i>I'll Try To Forget</i>	41	41	40	42
	Dull race pop offering.				
CURTIS JONES (Columbia 30137)	<i>Lonesome Bedroom Blues, Parts I and II</i>	28	28	28	28
	Two sides too many of a roughly, slovenly backed attempt at a blues.				
BROTHER BONES & HIS SHADOWS (Tempo Tr-652)	<i>Sweet Georgia Brown</i>	72	72	70	75
	Unusual group—knuckle bones, organ, tenor sax and rhythm—beat out a jivey "Georgia," with a getoff whistler doing playful variations on the melody.				
	<i>Margie</i>	65	64	63	60
	Without the bones, side doesn't kick like flip.				

Continued on page 107

The Billboard
MUSIC POPULARITY CHARTS
Record Possibilities
 PART IX
 Week Ending August 27
 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:

- IT'S TOO SOON TO KNOW**.....Ella Fitzgerald-Male Quartet and Ork...
Decca 24497
 The Orioles.....Natural 5000

The Orioles platter, first disk effort of small Natural label, serves to intro the quintet as well—a fine group of chanters with a strong tenor lead. Ditty, a pretty, slow ballad, has also been waxed by Ella Fitzgerald, on the strength of the Natural disk which appears to be another sleeper. Ella's effort is one of her best ever on a ballad, and tune, purchased by a major pub this week, may blossom forth as a top pop.

- SLOW BOAT TO CHINA**.....Kay Kyser Ork-Harry Babbitt.....
Columbia (No Number)

The Kyser crew makes quite a production out of this new, catchy ditty, with the Babbitt tonsils aptly displaying the fine lyric. Tho tune has other platters this appears to be the one to push it over the hump.

- UNTIL**Tommy Dorsey Ork.....Victor 20-3061

Disk marks a Victor come-back drive on TD with extensive exploitation backing the latent Dorsey selling power. Rendition here in the "I'll Never Smile Again" manner might hit it up.

- WHAT DID I DO?**.....Dinah Shore-The Brazilians-Sonny Burke
MATADOROrk.....Columbia 38293

Dinah may score a bull's-eye with both barrels here. The "Matador" ditty allows Dinah to romp at will in Spanish and English with the Brazilians vocally giving pert assistance. Flip finds thrush caressing an appealing bluesy tune from the new "When My Baby Smiles at Me" disk, receiving extra strong support from the tasty Sonny Burke backing.

- ALEXANDER'S RAGTIME BAND**.....Nellie Lutcher.....Capitol 15180

The Lutcher chick, in her usual slurry, rhythmical, insinuating manner skips thru the Irving Berlin standard. Result a racy new treatment of the grand old favorite.

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. UNTILTommy Dorsey-H. Prime.....Victor 20-3061
2. BUTTONS AND BOWS.....Dinah Shore.....Columbia 38284
3. TROUBLE IN MIND.....Jo Stafford-Paul Weston Ork.....Capitol 15171
4. LILLETTEJimmy Dorsey and Ork.....MGM 10245
5. THE NIGHT HAS A THOUSAND EYES.....Buddy Clark.....Columbia 38284
6. THIS IS THE MOMENT.....Dinah Shore.....Columbia 38280
7. LILLETTEJohany Desmond and Dalla Trio.....Columbia 38289
8. THAT CERTAIN PARTY.....Benny Strong Ork.....Tower 1271
9. UNDERNEATH THE ARCHES.....Andrews Sisters.....Decca 24490

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. UNTILTommy Dorsey Ork-H. Prime.....Victor 20-3061
2. UNDERNEATH THE ARCHES.....Andrews Sisters.....Decca 24490
3. THE CLICK SONG.....Sammy Kaye.....Victor 20-3017
4. SOLITAIREFreddy Martin.....Victor 20-3018
5. BUTTONS AND BOWS.....Dinah Shore.....Columbia 38284
6. DISILLUSIONEDFrancis Craig.....Bullet 1040
7. I'M IN LOVE.....Doris Day-Buddy Clark.....Columbia 38290
8. LITTLE GIRL.....King Cole Trio.....Capitol 15165
9. UNDERNEATH THE ARCHES.....Andy Russell-The Pled Pipers.....Capitol 15183

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. UNDERNEATH THE ARCHES.....Andrews Sisters.....Decca 24490
2. HAIR OF GOLD.....Art Lund-Crew Chiefs-The Harmonica Gentlemen.....MGM 10258
3. JUST A LITTLE LOVIN'.....Eddy Arnold.....Victor 20-3013
4. HAIR OF GOLD.....John Laurenz.....Mercury 5172
5. A TREE IN THE MEADOW.....Paul Fennelly.....MGM 10211

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

Fastest Growing Smash In The Country!

"UNDERNEATH THE ARCHES"

GEORGE OLSEN Orchestra
Vocal by ETHEL SHUTTA

RCA Victor 20-3114-A

Riding High... Climbing Fast

This Is The Moment (from "That Lady In Ermine") **TONY MARTIN** RCA Victor 20-2958-A

If We Can't Be The Same Old Sweethearts **PERRY COMO** RCA Victor 20-2663-A

Better Luck Next Time (from "Easter Parade") **PERRY COMO** RCA Victor 20-2888

RCA VICTOR RECORDS

THAT MAKES IT UNANIMOUS!

BILLBOARD PICKS:

"THAT CERTAIN PARTY"

DISK JOCKEYS PICK:

"THAT CERTAIN PARTY"

OPERATORS PICK:

"THAT CERTAIN PARTY"

RETAILERS PICK:

"THAT CERTAIN PARTY"

EVERYBODY PICKS:

THE TOWER-IFFIC RECORDING OF
BENNY STRONG AND HIS ORCHESTRA

"THAT CERTAIN PARTY"

TOWER RECORD No. 1271

The Operators Pick:
The Disc Jockeys Pick:

The Billboard Picks:

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The Billboard MUSIC POPULARITY CHARTS

PART X

Week Ending August 27

ADVANCE RECORD RELEASES

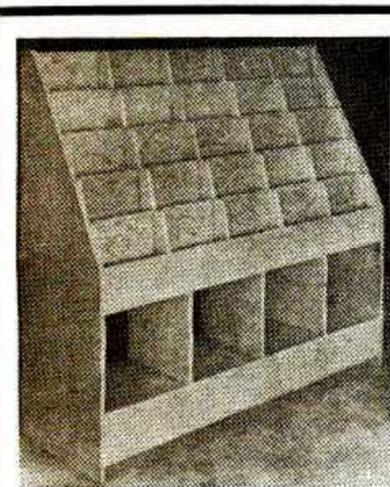
Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- | | |
|---|--|
| <p>A Woman Always Understands
J. Hartman-D. Mendelsohn Ork (Why Was) Regent 124</p> <p>All I Sing Is Blues
B. Eckstine and Ork (Prisoner of Love) National 9017</p> <p>Auld Lang Syne Album—Bing Crosby-Victor Young Ork.—Fred Waring Ork (4-10")
Decca A 663</p> <p>Anniversary Song Decca 24273</p> <p>Auld Lang Syne and Happy Birthday Decca 24273</p> <p>Darling Nellie Gray Decca 24203</p> <p>Home Sweet Home Decca 24203</p> <p>Kentucky Babe Decca 23990</p> <p>Now Is the Hour Decca 24279</p> <p>Silver Threads Among the Gold Decca 24279</p> <p>Whiffenpoof Song Decca 23990</p> <p>Blue Danube and Other Strauss Waltzes Album—H. Horlick Ork (4-10")
Decca A 665</p> <p>Acceleration Waltz Decca 25346</p> <p>Blue Danube Waltz Decca 25363</p> <p>Enjoy Your Life Decca 25364</p> <p>Kiss Waltz Decca 25365</p> <p>Morning Papers Decca 25365</p> <p>Seven Roses Decca 25008</p> <p>Voices of Spring Decca 25008</p> <p>Where the Citrons Bloom Decca 25363</p> <p>By the Way
D. Haymes-G. Jenkins Ork (Whisper a) Decca 24493</p> <p>Cherokee
C. Barnett Ork (The New) National 35001</p> <p>Cuanto Le Gusta
E. Young and the Drugstore Cowboys (Say Something) Victor 20-3077</p> <p>Don't Be So Mean to Baby
D. Ellington Ork (It's Mad) Columbia 38295</p> <p>Down by the Old Mill Stream
H. Rene and His Musette Ork (Estrellita) Victor 20-3110</p> <p>Eleven More Months and Ten More Days
Ambrose and His Ork (Underneath the) Victor 20-3114</p> <p>Estrellita
H. Rene and His Musette Ork (Down by) Victor 20-3110</p> <p>Ev'ry Night
B. Boylan-D'Artega Ork (Simple Things) National 7017</p> <p>Gloria
B. Hayward-B. Baker Ork (Memories of) Exclusive 218</p> <p>Green-Up Time
B. Clark-M. Ayres Ork (Here I'll) Columbia 38294</p> <p>Green-Up Time
S. Kaye Ork-L. Leslie (Here I'll) Victor 20-3063</p> <p>Hair of Gold
B. Tyler and His Whistling Pals (The Mocking) Continental C-1244</p> <p>Here I'll Stay
B. Clark-M. Ayres Ork (Green-Up Time) Columbia 38294</p> <p>Here I'll Stay
S. Kaye Ork-D. Cornell (Green-Up Time) Victor 20-3063</p> <p>If It's True
F. Corcoran (Sweet Lorraine) Lamb L 10-120</p> <p>It's All My Fault
Connee Boswell-T. Dorsey (Underneath the) Columbia 38298</p> <p>It's Mad, Mad, Mad!
D. Ellington Ork (Don't Be) Columbia 38295</p> <p>Just a Little Levin' (Will Go a Long Way)
B. Eberle-Sunshine Serenaders (One Has) Decca 24492</p> <p>Lazy River
F. Corcoran (Running Between) Lamb L 10-177</p> | <p>Lillian
L. Prima and His Ork (Love That) Victor 20-3079</p> <p>Love That Boy!
L. Prima and Ork — C. Allen (Lillian) Victor 20-3079</p> <p>Mary Lou
The Sapphires (The Best) Lamb 206</p> <p>Memories of Home
B. Hayward — B. Baker Ork (Gloria) Exclusive 218</p> <p>Miami Beach Rhumba
T. Ippolito and the Tribesmen (You're Just) Lamb L 10-151</p> <p>Never Turn a Good Pal Down
Gren Collins and the Melocrafters (You Made) Red Jay 100</p> <p>One Has My Name, the Other Has My Heart
B. Eberle-Sunshine Serenaders (Just a) Decca 24492</p> <p>Prisoner of Love
B. Eckstine and His Ork (All I) National 9017</p> <p>Running Between the Raindrops
F. Corcoran (Lazy River) Lamb L 10-177</p> <p>Say Something Sweet To Your Sweetheart
E. Young and the Drugstore Cowboys (Cuanto Le) Victor 20-3077</p> <p>Side by Side
The Singing Gondoliers (Underneath the) Continental C-1245</p> <p>Simple Things
B. Boylan-D'Artega Ork (Ev'ry Night) National 7017</p> <p>Sweet Lorraine
F. Corcoran (If It's) Lamb L 10-120</p> <p>Take Me Out To the Ball Game
The Jesters (Safe At) 20th Century 3</p> <p>The Best Things in Life Are Free
The Sapphires (Mary Lou) Lamb 206</p> <p>The Matador
D. Shore-The Brazilians (What Did) Columbia 38293</p> <p>The Mighty Babe Is Safe At Home
The Jesters (Take Me Out) 20th Century 3</p> <p>The Mocking Bird
B. Tyler and His Whistling Pals (Hair of) Continental C-1244</p> <p>The New Redskin Rhumba
C. Barnett Ork (Cherokee) National 25001</p> <p>The Night Is Young and You're So Beautiful
R. Case and His Ork (You Started) Victor 20-3080</p> <p>Underneath the Arches
C. Boswell (It's All) Columbia 38298</p> <p>Underneath the Arches
G. Olsen Ork-E. Shutta (Eleven More) Victor 20-3114</p> <p>Underneath the Arches
The Singing Gondoliers (Side By) Continental C-1245</p> <p>What Did I Do
D. Shore-S. Burke Ork (The Matador) Columbia 38293</p> <p>Whisper a Word of Love
D. Haymes-G. Jenkins Ork (By the) Decca 24493</p> <p>Why Was I Born
J. Hartman-D. Mendelsohn Quintet (A Woman) Regent 124</p> <p>Wilda
T. Ippolito and the Tribesmen (Zing Went) Lamb L 10-209</p> <p>You Made a Fool Out of Me
Gren Collins and the Melocrafters (Never Turn) Red Jay 100</p> <p>You Started Something
R. Case and His Ork (The Night) Victor 20-3080</p> <p>You're Just the Same Sweet You
T. Ippolito and the Tribesmen (Miami Beach) Lamb L 10-151</p> <p>Zing Went the Strings of My Heart
T. Ippolito and the Tribesmen (Wilda) Lamb L 10-209</p> |
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INTERNATIONAL

- | | |
|---|--|
| <p>Cookie Polka
I. Charcinski and His Polonia Club Ork (Deccy Oberek) Lamb 153</p> <p>Deccy Oberek
I. Charcinski and His Polonia Club Ork (Cookie Polka) Lamb 153</p> <p>Dza-Gee Bote
Connecticut Polish Ork—V. Zembruski, Dir. (Polskie Orly) Continental C-773</p> <p>Hu-La-La
The Polka Kings (Norwich University) Continental C-1235</p> <p>Les Trois Cloches
E. Piaf et les Compagnons de la Chanson (Perrine Etait) Columbia 45001-F</p> <p>Mia Piccolina
T. Rossi (Rien Qu'Un) Columbia 4003-F</p> | <p>Norwich University Polka
The Polka Kings (Hu-La-La) Continental C-1235</p> <p>Perrine Etait Servante
Les Compagnons de la Chanson (Les Trois) Columbia 45001-F</p> <p>Po Weselu Polka
I. Charcinski and His Polonia Club Ork (Wlodek Nie) Lamb 153</p> <p>Polskie Orly
Connecticut Polish Ork (Dza-Gee Bote) Continental C-773</p> <p>Rein Qu'Un Chant D'Amour
T. Rossi and Ork (Mia Piccolina) Columbia 4003-F</p> <p>Wlodek Nie Choe Colowac Mnie Polka
I. Charcinski and His Polonia Club Ork (Po Weselu) Lamb 153</p> |
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Philly Expands Ballroom Space

PHILADELPHIA, Aug. 28.—Hoping to create additional job opportunities for musicians and entertainers next season, the directors of the Variety Bookers Association and the Entertainment Managers Association are calling on local realtors to provide additional ballroom space with show facilities.

Initially the joint board has directed their energies to winning over the Albert M. Greenfield Company, top realty firm in town. For a starter, Greenfield office agreed to put in a permanent high theater stage on the seventh floor of its center-city Town Hall. The provision of show facilities figures to spur interest in dancing.

That additional ballroom space suited for shows is sorely needed here is seen in the early bookings already set up by the bookers for Town Hall. Room, last year, booked only six sponsored events in all. Now Joel Charles, secretary-treasurer of the Entertainment Managers Association, already has booked ten Sunday night events for the room for the coming season. Show facilities will also make the room inviting for dance promoters.

2-a-Day Vaude Due On Stem Next Month

NEW YORK, Aug. 28.—Vaude may be doing a two-a-day stand this September on Broadway at the newly named Mark Hellinger Theater, formerly called the Hollywood. Negotiations have been going on between the management of the house and Guy Martin, a line producer, but no deal has been set as yet.

The vaude would have to go in soon, because Anthony Farrell, the owner of the theater, is putting his own revue into the house in the middle of October. Farrell is taking the best parts of *Hold It*, the revue he produced last season and which failed, has signed Goodman Ace and Nat Hiken to write several more sketches, and is putting the whole thing together to make a new revue.

He intends to keep a diversified number of attractions in the house. The idea, of course, is to see that the theater is dark as little as possible. With his choice location, Farrell should have plenty of shows coming his way.

Music—As Written

(Continued from page 20)

moves from Chicago's Oriental Theater to Milwaukee's Showboat. Threesome returns to Chi September 10 for a three-weeker at the Blue Note. . . . Bill Abel, Coast Records topper, pushing the forthcoming Helen O'Connell release, *Buttons and Bows*, from the Bob Hope pic, *Paleface*.

Ralph Bass's Bop label soon will be offering Cecil Gant's wares. Bass bought 12 Gant sides. First issue will be *Travel Along Blues and It's All Over, Darling*. . . . Tex Beneke will kick off the new season's name band policy at St. Louis's Hotel Chase, September 30. . . . Batoneer Bobby Sherwood was routed from his Hollywood apartment by a \$16,000 blaze. . . . Andre Previn, 19-year-old Metro-Goldwyn-Mayer musical director, will conduct a 50-man studio ork for scoring of the pic, *Act of Violence*. Previn just clefted and conducted the full score for *Sun in the Morning*. . . . Del Courtney's ork takes over the stand at Los Angeles Ambassador's Coconut Grove September 7 for four weeks.

Eden (*Nature Boy*) Ahbez will aim his beard and toga at the mike this fall when he starts a five-minute show of observations on health and philosophy to the obligato of his musical improvisations and original cleffings. . . . Johnny Green inked by Warner Bros. to compose, arrange and direct the score for *The Happy Times*, Danny Kaye pic now before the cameras. . . . Harry Russell, National Broadcasting Company's (NBC) Coast musical director, has seven web shows to get his baton's attention, having been set at musical director for the Dorothy Lamour-Sealtest ainer.

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Weeks to date	POSITION Last Week	This Week	Records	Lic. By
18	16	16	LITTLE WHITE LIES.....Dick Haymes	Musicraft 557—ASCAP
			(D. Shore, Columbia 38114; M. Torme, Musicraft 558)	
1	—	17	HAIR OF GOLD.....Gordon MacRae	Decca 24280—ASCAP
			(L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop & His Drugstore Cowboys, Victor 20-3109; John Laurens, Mercury 5172; Art Lund-Crew Chiefs-The Harmonica Gentlemen, MGM 10258; Harmoncats, U-121; B. Taylor & His Whistling Pals, Continental CO-1244; Varsity 109)	
2	—	18	A TREE IN THE MEADOW.....J. Laurens	Mercury 5148—ASCAP
2	—	18	CONFESS.....Patti Page	Mercury 5129—ASCAP
			(Buddy Clark-Doris Day, Columbia 38174; J. Dorsey, MGM 10194; The Four Tunes, Manor 1131; T. Martin-Lyttle Sisters, Victor 20-2812; Mills Brothers, Decca 24405; Varsity 106)	
3	21	20	YOU CALL EVERYBODY DARLIN'.....Jack Smith	Capitol 15156—ASCAP
1	—	21	CLAIR DE LUNE.....Paul Weston	Capitol 15154
			(V. Greene Trio, Trilon 210; H. Sukman, Artist 3001)	
2	13	21	YOU CAN'T BE TRUE, DEAR.....Ken Griffin	Rondo R-128—ASCAP
2	24	23	HAIR OF GOLD.....J. Emerson	Metrotone 2018—ASCAP
			(See No. 17)	
1	—	23	YOU CALL EVERYBODY DARLIN'.....J. Wayne	Columbia 38286—ASCAP
1	—	25	HAIR OF GOLD.....J. Laurens	Mercury 5172—ASCAP
			(See No. 17)	
3	19	25	IT'S MAGIC.....Dick Haymes-Gordon Jenkins	Decca 23828—ASCAP
3	26	25	YOU CAME A LONG WAY.....Ray McKinley	Victor 20-2913—ASCAP
14	28	26	YOU CAN'T BE TRUE, DEAR.....The Sportsmen	Capitol 15077—ASCAP
2	23	29	BLUEBIRD OF HAPPINESS.....Art Mooney	MGM 10207—ASCAP
			(Varsity 108; Jan Peerce, Victor 10-1454; Victor 18-0174; Victor 11-9007)	
2	23	30	RAMBLING ROSE.....Perry Como-The Satisfiers	Victor 20-2947—ASCAP
			(P. Brito, Musicraft 560; B. Eberly-R. Morgan, Decca 24449; J. Frank & Ork, Varsity 105; G. MacRae-The Starlighters, Capitol 15178; T. Pastor, Columbia 38207; G. Paxton Ork, MGM 10192)	

SONGS WITH THE MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS

(Continued from page 25)

Songs	Publisher	SI—Sustaining Instrumental				SV—Sustaining Vocal				CI—Commercial Instrumental				CV—Commercial Vocal				Tot.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
It's a Most Unusual Day (Date With Judy)	Robbins	1	10	0	1	5	5	1	3	1	6	0	1	7				
It's Magic (Romance on High Seas)	Witmark	2	14	0	9	8	10	4	8	10	8	0	9	200				
Judaline (Date With Judy)	Robbins	1	5	1	2	2	7	1	2	8	6	1	1	78				
Just for Now	Advanced	1	9	1	3	4	5	1	5	4	8	1	3	106				
Little Girl	Leeds	1	7	1	7	2	4	1	7	4	9	1	6	136				
Love Somebody	Kramer-Whitney	1	8	0	8	0	2	1	7	2	13	0	6	136				
My Happiness	Blasco	3	4	0	5	0	2	2	6	2	6	0	6	107				
Maybe You'll Be There	Triangle	3	9	1	8	5	7	1	10	7	12	1	6	176				
P.S.: I Love You	La Salle	1	9	0	2	0	6	2	2	5	10	0	2	86				
Put 'Em in a Box (Romance on High Seas)	Remick	2	6	1	3	-3	5	7	3	8	9	2	3	119				
Steppin' Out With My Baby (Easter Parade)	Berlin	1	7	1	1	3	7	2	1	8	5	1	1	74				
The Things I Love	Campbell	4	10	1	4	3	3	1	4	9	0	0	2	88				
This Is the Moment (Lady in Ermine)	Miller	0	18	0	4	2	6	0	4	3	4	0	4	89				
When the Red Red Robin	Bourne	1	4	0	5	0	3	1	5	5	0	0	5	83				
Woody Woodpecker	Leeds	0	5	1	3	1	2	4	3	0	1	1	3	71				
You Call Everybody Darlin'	Mayfair	0	10	0	12	0	4	0	11	9	6	0	11	185				
Yours	Mack	6	10	1	5	7	8	5	5	25	3	1	5	161				

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**Composer Meet
In Buenos Aires**

NEW YORK, Aug. 28.—The International Confederation of Societies of Composers and Authors will hold its 15th annual congress in Buenos Aires October 11-17. One of the salient agenda items will be the selection of a new president. Some composer-members are understood to be forming a bloc against incumbent Leslie Boosey, of the English-American firm, Boosey & Hawkes, and behind Swiss-French Composer Arthur Honneger.

American Society of Composers, Authors and Publishers (ASCAP) will not be in official attendance at the congress, the first held in South America. ASCAP withdrew from the confederation after the 1947 meeting in London, when the Department of Justice charged that ASCAP's participation was in the nature of a cartel.

Juan Peron has been named honorary president of the organizing committee of the congress.

**Herman Signs
Gastel Paper**

HOLLYWOOD, Aug. 28.—Carlos Gastel, who three months ago snipped ties with the Stan Kenton ork, has again brought a band into his stable with the inking of Woody Herman. Long-term pact will become effective October 1. Gastel had managed the Sonny Dunham band in 1938, and later discovered the Stan Kenton crew, which he piloted for seven years until last June.

Herman will continue to be booked thru General Artists Corporation and retain his affiliation with Columbia Records. Since pact was signed so close to press time, Gastel was unable to discuss plans for the Herman Herd now that it has joined his talent fold. Gastel explained the inking of Herman as a long-time friendship which has resulted into a biz association.

**'Rum and Coca-Cola'
Defenders Obtain
2-Mo. Court Delay**

NEW YORK, Aug. 28.—The publisher and writers of the tune, *Rum and Coca-Cola*, have been granted an extension until October 11 to file a record of appeal to the U. S. Circuit Court of Appeals. The appeal is from a recent judgment which held that *Rum* infringed the music of *L'Annee Pensee*, published by Maurice Baron.

The extension was granted on the application by attorneys for Leo Feist, Inc., publisher, and Morey Amsterdam, Jeri Sullivan and Paul Baron, writers of *Rum*, on the ground that there are a number of complicated and novel questions of law for decision of the circuit court and they will take at least two months to prepare.

**Billy Shaw Booking
French Jazz Tours**

NEW YORK, Aug. 28.—The Gale Agency, via Executive Veepee Billy Shaw, is in the midst of negotiations to line up nitery spots and concert tours for name jazz talent in France. Figuring in the discussions are Slam Stewart's Trio, the Lester Young Quintet, Howard McGhee's be-bop group, and tenor sax man Coleman Hawkins as a single.

Shaw broke the European jazz ice last year with the booking of a hot music theater package at the Marigny Theater in Paris and the ill-fated Dizzy Gillespie concert tour.

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September 15th is the release date for Earl Bostick's JOY DUNE and SHERELY SMOOZY - BOTH label #102. We also have a new instrumental version of MAY - Earl's theme song which has been attracting attention wherever he plays - it is on BOTH label #104. There is also a sensational vocal record of MAY, BOTH #104 - by the FOUR KINGS with EARL BOSTICK, VERY SURE for backing.

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A National Accounting of Disk 'ockey Activities

GOTHAM GOUCHES . . . Leonard Feather airing the longhair perspective on jazz this week on his WHN show, with classical musicians guesting and opining. Oboe player Mitch Miller skedded to be the first guest. . . . E. R. (Ted) Lewis, London Records topper, and Toots Camarata, London's a & r kleagle, visited with Art Ford on his WNEW shot Wednesday (25). . . . Baritone Pat Terry and Carol Bruce set to guest on Stan Shaw's *Record Rendezvous* video show on WPIX Friday (3). . . . Bill Gordon taking over for Rosalie Allen on WOV for next few Saturday nights while Rosalie does some p.a. shots. . . . Ted Lawrence's *Mystery Voice* contest over WHN is pulling heavy mail. . . . Max Cole filling in for vacationing Bill Williams at WOV. . . . Jack Lacey, WINS, running a *You'll Always Be My Sweetheart* contest in connection with the Murray Singer tune, asking listeners to write in 25 words or less why their sweethearts will always be. Prizes include a portable radio and a night out at the Village Barn.

DIXIE DATA . . . Wayne Tibbs, WKIX, Columbia, S. C., adds a personal touch to his *After Hours* platter spot by taking all the phone requests himself. Wayne says the listeners like to feel their requests are getting individual attention from the spinner. Fact that his show leads the Palmetto State capital's late-hour airers would seem to bear him out. . . . Tom Daisley, WNOK, same city, has reformed, dropping his *Juke Box Revue* session to handle sports full time for the station. . . . Bob Watson, WSB, Atlanta, *Platter Party* pilot, demonstrated his versatility by doing color commentary during time outs and the half at the annual all-star football game last week.

CHI CHIN . . . Ernie Simon, WJJD, out of the d.j. show at the Chicago Theater, following doctor's orders to slow up his schedule. Final and third week of show will star only three of the four platter pilot starters. . . . Texas Tiny Cherry, the 600-pound rustic music d.j., has been inked by George Lee Marks, who also handles Jimmy Wakely, to a p.m. contract Cherry will make a p.a. tour with a group of folk music personalities soon. . . . Bob Earle and Pat Hernon, who conduct *Madison Matinee* over WKOW, Madison, Wis., will emcee the Sam Donahue-Honeydreamers package at the Capitol Theater early in September. . . . Dave Garroway, Chi NBC jazzophile, set a first in vaude history, broadcasting his early evening intro of Sarah Vaughn from WMAQ to the mike of the Chicago theater, due to his conflicting radio sked. . . . Jim Hamilton, WIND, starts October 3 as emcee of *Juke Box Jury*, board of teen-age record critics and a weekly guest. Show is bankrolled by Suchard's chocolates. . . . Ernie Simon, WJJD, has vetoed the use of any Varsity platters on his show until they come thru with "something more original." He blasted the Varsity label for its duplicating of hits on other labels, playing versions of established hits simultaneously with Varsity versions of the tune on two turntables to show the similarity. . . . Rush Hughes, the KXOK, St. Louis, d.j., who is syndicated on approximately 225 stations, is leaving platter pilot ranks to concentrate on live radio and television (see story in Radio Section).

PACIFIC TIME . . . KFWE spinner Gene Norman has been appointed by the Hollywood Bowl Association to produce and narrate the *Songs Under the Stars* show. Format calls for Hollywood composers to present their own cleffings. Already programmed are Rudy Vallee, Johnny Green, Johnny Mercer, Dave Rose, Victor Young and Helen Forrest. Mrs. Jerome Kern will be guest of honor. . . . A different twist in wax whirling is offered by KECA's George Fenneman. Bill Davidson acts as straight man, with gags and music and sponsor-ribbing to brighten spots between the disks. . . . Bill Dallas, KARM (Fresno, Calif.) jock, and Andy Patterson, program director at Fresno's KMJ, blended cleffing talents for a tune, *Love Has Made Its Debut*, currently being plugged by Bill Panell's ork over the American Broadcasting Company (ABC). . . . To make sure his disks are plugged, Ralph Bass (Bop label) has taken over an hour of Joe Adams' Saturday afternoon platter show on Santa Monica's KOWL. Bass is pushing his recently acquired Cecil Gant masters. . . . Coast disk jockey riding of Ray McKinley's *You Came a Long Way From St. Louis* is held responsible for the disk's unusual popularity here. . . . RCA Victor is selling over 40 per cent of its St. Louis platters on the Coast, altho this area at best represents a 10 per cent market under normal conditions.

GIMMIX . . . Bob Eliot, WHDH, Boston, has a wrinkle on his *Breakfast With the Stars* slot in which he operates a running question-and-answer interview with four different "guest stars" at once. Gismo is that he has interviews cut separately in advance, shuffling them adroitly when broadcasting to give effect of a group interview. . . . Bob Blase, KXYZ, Houston, cut some 15 interview platters during his recent New York visit. Some of the celebs he etched include Jo Stafford, Billy Eckstine, Lena Horne, Sam Donahue and Count Basie. . . . Flack Jim McCarthy promoting a Paul Weston package idea for jocks: Consists of building platter segs around Weston, who does instrumentals as well as backings for such Capitol vocal toppers as Jo Stafford, Johnny Mercer, Mag Whiting and others. WNEW, New York; WAAT, Jersey City; and WPAT, Paterson, N. J., already are utilizing the idea, with some 50 stations in all set to follow suit.

CONNECTICUT CAPERS . . . Russ Naughton, WDRC, Hartford, gives a special weather report Monday mornings, slanted for the ladies. He calls the report *Wash Day Forecast*. . . . WONS, Hartford, using bus cards to plug two new deejay stints, *Ashley Alarm*, with Art Ashley, from 6 to 7 a.m., and *Duncan Time*, with Don Duncan, from 7 to 8 a.m. . . . Jack Lenhoff, WLCR, Torrington, offered this olio as a prize for a lyric dedicated to "Marlon" on his *Sun-Up Round-Up* show: An ear of corn, a dried-up strawberry, two empty .22 cartridges, a handful of beans and an egg. He had one taker—a local fem fan who came thru with a jingle set to *The Anniversary Song* and dedicated to Marlon.

TUNE TOUTING . . . Stan Barron and Bill Shell of WJHL, Johnson City, Tenn., weigh in with word that all East Tennessee and the Tri-State area have suddenly climbed on the *I'll Get Along Somehow* bandwagon, with the Sam Donahue version preferred. Quoth Stan: "Number was aired when first received, but was promptly forgotten until five weeks later when it suddenly caught fire." . . . Jay Requard, WSID, Baltimore, offers as his tune tips for the week: *Maybe You'll Be There*, *You Came a Long Way* and *Hair of Gold*.

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AGVA Case Heard by Government

Troubles of Union Related To Congressional Committee At 5-Day Session in Philly

Charges, Countercharges Repeated—Outcome in Doubt

(Continued from page 4)

AGVA has used the most democratic means known to trade unionism to make AGVA representative of its membership," said Miss Brownstein. "Meetings were held in 25 cities from coast to coast, at which all dues-paying members nominated delegates to a national convention. Members unable to attend the meeting were given the right to nominate delegates by petition. A ballot was then sent to every dues-paying member."

Following the attack of Jones on the Four A's, after he had completed his testimony, Miss Brownstein issued a second statement reminding that the Four A's, as the parent organization of 10 theatrical unions, has "peacefully, capably and democratically represented the American actors and entertainers with less litigation and strife than any other labor organization."

"Who are the attackers of the Four A's in the hearing before the congressional subcommittee?" she continued. "Dick Jones, who was hired by Matt Shelvey, once an old employee of AGVA in Philadelphia. Jones was removed for good and ample cause, as any paid employee of an organization would be, under similar circumstances. No paid employee of Four A's or its member unions have job tenure. Either they perform their jobs capably and in the best interests of the members, or they are removed from office. The situation boils down to this simple formula: Dick Jones wants his job back with AGVA and he is resorting to any means to try to get it."

Two local night club owners followed Jones on the stand to testify about their correspondence with the national AGVA office relating to their negotiations with the national office so as not to be placed on the unfair list. They were Russell Hopkins, former owner of Hopkins' Rathskeller, and Harry Steinman, owner of the Latin Casino.

The Four A's side of the story was then entered into the record by J. Frank Reel, of the Four A's international board and a member of the five-man national governing board of AGVA, who said that the Four A's tried its best to "clean up what obviously became a nasty mess."

Reel told how he and other members of the executive group came to Philadelphia in May of this year, following the ouster of Shelvey, and how Shelvey went over the executive committee's heads after his ouster by going to other AGVA representatives to hold their leadership as the AGVA chief. Reel also told the committee that when the Four A's governing board took over the local affairs of AGVA last December, it removed a number of Philadelphia night club operators and actors, and some local union officials from the blacklist.

Reel's testimony also hit back at Jones. Regarding any charge of Communism, he said that the new AGVA constitution, which is now in the process of adoption by the membership, will prohibit any Communists or Fascists or any other subversives from becoming members of the union.

This received the commendation of both Kearns and McCann.

Reel also reeled at Jones personally, declaring that after an arbitration board meeting in New York in May, 1947, in a conversation with Jones, the local AGVA head allegedly said that if his debts were paid, there would be "no further disaffection in Philadelphia." Reel claimed that Jones told him that he (Jones) owed both the State and government for Social Security taxes and withholding taxes.

In conclusion, Reel challenged the congressional subcommittee, declaring: "If it's a mistake for the Four A's to clean its own house, we'd like to be told so. If it's a mistake to hold meetings and conventions to inform our membership and to formulate a constitution, we want to know it. If it's a mistake to turn over elections to the Honest Ballot Association, we'd like to be told so. If it's a mistake to try to run a democratic union—not by and for the dictatorship of one man, whether here or anywhere—then it's a mistake."

George Heller on Stand

Reel was followed on the stand by George Heller, national executive secretary of the American Federation of Radio Artists (AFRA), another sister Four A's union, of which he is also a vice-president. Heller confined his testimony, which concluded the second day of sessions, with a detailed history of the organization, progress and problems of AGVA, of which he is also a member of the five-man governing body.

First real belly-laugh of the whole week's show was provided on the third day (Wednesday) by Robert D. Styer, of Shillington, Pa. A musician and a booker, Styer testified that he

Helene, Howard Sued by Rognan

NEW YORK, Aug. 28.—Lorraine Rognan (Mrs. Matty Rosen) has started suit against Helene and Howard (Patricia O'Donnell and Howard Smith), charging breach of contract.

Miss Rognan charges that the Helene and Howard act broke a five-year pact started in May, 1946, for 25 per cent of the team's salary of over \$300 a week. She claims she was hired as the team's adviser, writer and director. Action was begun when Helene and Howard were at Radio City Music Hall at \$750 a week and refused to pay the 25 per cent bite.

Arnold Cohen, attorney for the team, served Miss Rognan with a counterclaim in which they seek to break the contract and ask the return of about \$3,000 which they claim has already been paid Miss Rognan.

operated non-union because AGVA told him he couldn't be both and would not franchise him as a percenter if he persisted in continuing in a musical act with his father.

When Styer testified that as a result he now booked only non-union acts, Congressman Kearns interjected, "How's business?" To which Styer replied simply, "Lousy."

Edward C. Zwicker and Joel Charles, president and secretary-treasurer, respectively, of the local Entertainment Managers' Association, told of the chaotic conditions here because of the jurisdictional fight "that kept all the booking agents continually in the middle of three fires and facing ruin."

However, Charles pointed out that the labor relations situation in the entertainment industry in Philadelphia today "is at its most harmonious point in history."

Another side of the AGVA story was given by Mickey Kleman, a booker in Allentown, Pa., who failed to get his AGVA franchise renewed when he continued to double as an emcee. It was when Kleman charged that AGVA put him on the unfair list, when he had no affiliation whatsoever (See AGVA Accused on page 41)

Bookers Ask AFM vs. AGVA Peace Formula

Go to NLRB in Philly Fuss

PHILADELPHIA, Aug. 28.—The joint board of directors of the Entertainment Managers' Association (EMA), club date bookers, and the Variety Bookers Association (VBA), nitery percenters, called upon the National Labor Relations Board (NLRB) this week to settle the jurisdictional squabble between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA). Bookers pointed out that since they are all franchised by both theatrical unions and must adhere to the rules and regulations of both unions, they are caught in the middle since the AFM served notice on them that acts of a musical nature need not belong to the actors' union, while AGVA insists all such acts must be members of AGVA "or the surrounding show will be enjoined from performing."

Joel Charles, secretary of the joint boards, writing to the NLRB in Washington, pointed out that it will be the bookers who will bear the full brunt of any reprisals. The boards observed that if they stopped using musical acts they would be cutting off a certain amount of employment for musicians, "as well as betraying our commitment to the public to bring them the best in available entertainment." Otherwise they could disregard both notices from the AFM and AGVA "and have our businesses ruined by the actions of the two unions which would revoke our franchises and prevent us from doing further business."

The joint boards for the two booking associations dumped the jurisdictional squabble into the lap of the NLRB, suggesting that the board "effect a settlement between the two unions." The only other recourse, the letter said, would be for the NLRB to take out an injunction "preventing either union from interfering with the orderly pursuit of our agency business."

"Stop the Music" On Block Again

NEW YORK, Aug. 28.—The Stop the Music package which was to have started a string of theater and one-nighter dates after it wound up at the Capitol Theater will again be submitted by Music Corporation of America for dates starting about mid-November.

The unit was supposed to have gone out earlier, but after sales were made, Louis Cowan, owner of the show, said he couldn't get ready for such tours without additional work. The idea is to have four companies out. Two will go out about November and two sometime later, depending on the demand.

Bert Parks will not accompany any unit. Previous commitments will keep him in New York.

SAN FRANCISCO, Aug. 28.—Sam Rosey, Pacific Coast booker, has reopened his office here, specializing in band and night club bookings. Rosey closed shop a few years ago when he joined the armed forces.

Cannon Booms a Blank

NEW YORK, Aug. 28.—Vaudeville, which Jimmy Cannon never relished, is coming back in television, *The New York Post's* whimsical columnist noted Friday (27), and Jimmy says it damn well serves the drunks right. "The majority of the television spectators I know do their looking in saloons," Cannon explained.

Cannon is a teetotaler these days, with the reformed guzzler's typical intolerance of the unreformed, but it seems he still knows the interior of ginmills better than he knows the inside of American homes, because it is a fact that the vast majority of television watchers are in the home, not the barroom. Jimmy would have found it easy to check those figures if he wanted.

"Drunken spectators," his Friday column lunched on, "can louse up an act in a night club, but the stews who populate the barrooms will find their rages to be futile. It is impossible to heckle a performer who is doing his turn miles away in a sound-proof studio. So a lot of acts that would be booted off a cabaret floor are taking down a salary doing the same thing on television, safe from the anger of the mob."

The rest of the column consisted almost entirely of the dyspeptic one's chastisement of the old-time accordion-and-fiddle, song-and-dance, and dog acts which were the backbone of old vaudeville. Cannon gave with one of his top-drawer sneers for those who "respect it (vaude) as tho it were motherhood." Late in the piece he grudgingly confessed to an early day personal weakness for certain acts—Blossom Seely, Smith and Dale, Joe Darcey, Bert Lahr and Mercedes, Jim McWilliams, Bert Wheeler, Ted Healy, Bill Robinson and "the big guy of Buck and Bubbles." However, he finished off, "even the big ones didn't bother to get new material," and that's why vaude perished.

Cannon is reported gathering fresh material for a column in praise of motherhood. Cannon won't perish.

NIGHT CLUB REVIEWS

Leon and Eddie's, New York (Thursday, August 26)

Capacity, 350. Prices, \$3.50 minimum. Shows at 8:30, 10:30, 12:30 and 2:30. Operator, Eddie Davis. Booking, non-exclusive. Estimated budget current show, \$1,500. Estimated budget previous show, \$1,300.

Current show headed by Jerri Blanchard (Eddie Davis is on vacation) has the elements to make it appeal to the tourists. Miss Blanchard carries the ball for the blue note, chit-chats with the customers and generally keeps the buyers in good humor. Her drunk bit was a hilarious finisher.

Over-all proceedings are handled capably by Bruce Howard, comic emcee. Lad is good-looking, has a pleasant speaking voice and does some take-offs that showed possibilities. But, like most impressionists who depend on proper characterizations, his material needs considerable hyping. Using stale gags under the guise of a Cagney or Gable, and then waiting for laughs, is the mark of a newcomer. With better material, Howard would do lots better.

Fast Dance Team

The Cerneys (she a new partner) have some of the best tricks, executed with speed, in the business. (See LEON AND EDDIE'S, page 44)

Latin Quarter, New York (Tuesday, August 24)

Capacity, 630. Price policy, \$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Publicity, Zussman-Bayne. Booking, non-exclusive. Estimated budget this show, \$24,000. Estimated budget last show, \$12,000.

A performer who can protect himself with a good show but still not be overshadowed by other acts is not only a real performer but a smart one. Milton Berle is both. The result is a commercial show running about two hours (played to an overflow room on night caught) which appeals to the hep as well as the visiting firemen.

Getting Berle is a smart move. The last two weeks in August are notorious for bad biz. With Berle drawing them in it should mean a change in trend.

The show is, of course, all Berle. He comes on at the opening, carries the whole thing and winds up doing a great job, but beat to the socks.

Boffo Stuff

The Berle format is too well known to need description here. It calls for his own spots plus his working with other acts. But if the pattern is the same, the application here is different. First of all the comic has a couple of songs written for the occasion—all quite good. Secondly, his work with the Mountaineers, a hill-billy five-person act—in which he's made up like one of the Mountaineers—shot the laughmeter up to zenith and kept it there all the time. In fact, Berle is so hilarious that customers can't eat or drink. Then there is his participation in a line production number, *She's a Big Girl Now*, in which he comes out in rompers, blond wig and exaggerated padding, for another screaming result. It was that way all the way. Berle was in there mugging, pulling bits of biz or throwing those fast lines of which he's the master, for an evening that left the customers limp.

Berle's pay-off was his act with Sid Gary, formerly of Bernard and Garry, in which both blacked out onstage for take-offs of Jolson, Jessel and Cantor, winding up with a shuffle-off-to-Buffalo exit to a terrific mitt. Sid Gary can still sing with the best of them. His robust *Old Man River* was thrilling to hear. The fact that Gary clicked so solidly was a feat in itself, following, as he did, the Mountaineers, who had them yowling with glee. Incidentally, Gary is one of the best doubletalkers in the biz and we wonder why Berle doesn't use his talent in that direction.

Kanazawas Juggle

The Kanazawas, a fast Risley act, got its ticks in with its barrel juggling for appropriate oohs and ahs. Betty Bradley showed a competent pair of pipes in her spot with a couple of novelties. Her part with Berle in the *Lover* bit was well handled. Don Saxon, dwarfed on this show, still did a fine job. The Mountaineers (four guys and a girl) looked and sounded real enough to give an impression of authenticity. Their under-played dead-panned routines made their corn a salable article for a Stem crowd.

Son and Sonny, two Negro lads, showed some sensational flips ending in flying splits. Occasionally their work resembles the Nicholas brothers. The two lads—Son and Sonny—can dance and with seasoning and proper routining will go places. Right now they don't seem to have a set formula.

The production numbers, most of which have been carried over from the previous show, are eye-filling as well as skillful. The girls are all very pretty, show enough epidermis to give the visiting firemen a thrill and to top it off do excellent unison tap routines that must have given apoplexy to Mme. Kamarova (who did) (See LATIN QUARTER on page 44)

Versailles, New York (Wednesday, August 25)

Capacity, 300. Price policy, \$3.50-\$4.50 minimum. Shows at 9:30 and 12:30. Operators, Nick Prounis and Arnold Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget this show, \$1,000. Estimated budget last show, \$1,000.

Margaret Phelan, soprano, in her first class room job, turned in a commendable performance. She looked beautiful, sang well and had some arrangements that must have set her back some real dough.

The slim, attractive brunette showed class and potentials, but she also showed a paucity of material. A flashy opener—a longhaired number—brought her on to show a strong voice and good control. But when she went to work she chose standards from *Show Boat* and one or two others that meant little. Her best was *Man Would be a Wonderful Thing*, alongside of which the others paled into insignificance.

Despite Miss Phelan's soprano range, she also showed an intimate caressing quality in a lower range that was a salable as a cold drink in a heat wave. Standing way back of the mike, with eyes half closed, the girl sold as tho she'd been in the biz for years. A few more semi-torcheros and that gal would be in by a mile. As it is she'd be a bet for a musical.

Bob Grant's ork cued per capably. Bill Smith.

Casino, Chicago (Thursday, August 26)

Capacity, 425. Price policy, \$1.50-\$2 minimums. Operator, Al Vovos. Manager, Paul Small. Booking policy, exclusive thru Paul Marr. Estimated budget this show, \$2,500. Estimated budget last show, \$2,900.

Current four-act package offers two turns that show promise of climbing the ladder in emcee-comic Lenny Collyer, and Nils and Nadine. Collyer, working in front of a small early-evening crowd, kept punching until he broke down the house. Formerly with the Nov-Elites, cocktail group, Collyer is a top mimic and shows plenty of promise with some original parodies. He pulled good hands with (See CASINO, CHICAGO, page 44)

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VAUDEVILLE REVIEWS

Roxy, New York

(Thursday, August 26)

Capacity, 6,000. Price range, 80 cents to \$1.50. Four shows daily; five Saturdays. House booker, Sammy Rauch. Show played by Paul Ash's house band.

While the current show isn't tremendous, it has enough substance and variety to leave the customers feeling they've gotten their money's worth. The presentation has pace and an interest that makes the hour-long show almost glide by.

Show opened with an eye-filling production number built around the score of Victor Herbert's *Merry Widow*. H. Leopold Spitalny's choral ensemble backgrounded the number

capably with Herbert's pleasant melodies.

The ice show continued the *Merry Widow* picture with its costuming and scenic designs. Icer seemed really built around Carol Lynne, whose skating grows more sensational from week to week. She did a split jump in midair and a spin with a back bend that brought "oohs" and "ahs" from the audience. Fritz Dietl has a good solo, but his spot in this show is more to support the fem icer.

Harmonicats Sock

The Harmonicats opened the flesh side of the program and turned in a sock stint. Three boys know how to work to an audience and make the average pew-sitter so conscious of their efforts they can't help getting palms. They opened with *El Relicario*, but made the woodwork jump with their *Harmonica Boogie* for their best hand. Their *Peg o' My Heart*, the hit record which got them their start, was their closer and was in the sock category.

Jerry Colonna, the mustached comic, is good for a few laughs, but seems to get them more because of his previous radio rep than his comedy here. Most of his stuff seemed weak, but his *Mandalay*, *Molly Malone* and *Pale Hands* got good hands.

Al Gordon and his obstinate pooches make for boffs from the family trade.

Langford-Hall Good

Frances Langford and Jon Hall, last act on the show, are a good warm weather combo. Miss Langford registers even better here than at the Copa. Her standout was *It's Magic*, and she got equally good results with *I'm in the Mood for Love* and *Just One of Those Things*.

Aside from some stale Hollywood chatter, Hall (Miss Langford's husband) pleases. He revealed a nice

Strand, New York

(Friday, August 27)

Capacity, 2,700 seats; prices, 70 cents-\$1.50. Four shows daily. House booker, Harry Mayer. Show played by Alvy West's band.

There's little doubt that the major draw on this bill is the CBS *Winner Take All*, the giveaway air show, making its theater preem. Result is the rest of the show seems to be in the also-ran category, filling up time if not the stage.

The stage is jammed with props. Stage right has a large indicator with hidden lights to show contestants standing in the question-answer game. Center mid-stage is a wheel trimmed with iridescent doodads which light up for the jackpot question. Bill Cullen, a slick, fast, smooth-talking emcee, handles the show from upstage center, with dispatch.

How It Works

First contestants are picked via swivel mirror handled by one of the *Winner Take All* staff. Mirror, reflecting a spot with a long throw, is aimed at audience. The face it hits on a predetermined music beat is the person chosen. About six persons are called up. Two of them face each other at separate mikes. Each one at the mike has a push button for either a light (which appears on the board) or a buzzer. Cullen asks questions on various subjects. The person replying indicates, by buzzer or light, readiness to reply. The person who gets first two questions gets a choice of two prizes.

Before the prize is given, the winner is asked to choose a proxy from the audience, using the mirror to pick him. He's given five seconds to voice in his solo for a lad who doesn't sing for his bread. The two combined for a duet, *If You Were the Only Girl* for the show's finale.

Pic: *That Lady in Ermine*.

Leon Morse.

aim it. Then two attractive gals with lots of gams, wheel on covered objects one from each side of the stage. Winner gets first choice, proxy in the audience gets the other one. Gimmick lies in the fact that prizes are covered and choosing is blind. Participant can thus get a big prize while the man onstage can get a toothbrush, or vice versa.

Winner stays on for entire show and is asked to come the next day for other shows as the "champ" until he's spelled down. The jackpot consisting of \$5,000 worth of goods, comes at the end of the show. Jackpot question is a jingle based on somebody well known and is open only to those onstage. Each one writes answer on paper. The winner gets the prize. While different jingles may be used for each show, the audience is encouraged to do research and come back in the hope the jingle will be repeated and they'll be chosen.

Fast Moving, But—

The *Winner Take All* package moves fast. But like other giveaway shows its chief interest is with participants who want something for nothing. The rest of the audience, out of the running, loses interest. Only when some participant is made the butt of a joke, or gets some good cracks of his own in, are there any laughs.

The first part of the show had Alvy West's combo (6) on for music with a real beat. West, who fronts, is an inoffensive little man who does okay. The outfit's big number was *Poppa's Tune*, a Yiddish folk song of the *Kazatska* type. Carol Ames, an attractive canary, did a pleasant enough job considering her handicaps. For one, there was no piano onstage. For another, the audience wanted prizes, not singing. Yet she did well, showing good phrasing and imaginative styling. Under different conditions, Miss Ames could do a real job.

Cy Reeves, the sad-faced, tall, thin (See STRAND, N. Y. on page 44)

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AGVA Accused of Violation; Gov't Counsel Scores Unions

(Continued from page 38)

with the union, that counsel for the committee moved that AGVA was guilty of a secondary boycott in violation of the Taft-Hartley law.

Kleman told how a "two-man board" in Reading, Pa., where Richard C. Mayo was the AGVA representative, found him guilty "only because he had the opportunity to work as both an agent and as an emcee at the same time." He charged that on September 10, 1947, he adhered to the decision of the "two-man board" by placing \$250 in escrow for a six-month period as guarantee he would not break any union rules, only to find that his check was cashed the very next day.

Further telling of his difficulties because of the jurisdictional dispute, Kleman said that when he was shortly thereafter placed on the unfair list by national AGVA, he was given a clean slate by Jones in February of this year as far as Local No. 6 here was concerned. Moreover, he was cleared by Allen Nickerson, who represented Shelvey in Philadelphia. But Mayo, in Reading, still kept him on the blacklist. He declared that when he applied for a 1948 franchise he agreed to give up his emceeing work. Since he had three contracts already signed, he hired a sub emcee for the dates, but the AGVA rep in Philadelphia refused to let the substitute play the dates. Kleman revealed that following a hearing August 3 in New York, he was notified August 13 that he could get an AGVA franchise if he promised to obey all the union rules in the future and if he paid a fine of \$500 for his "injurious attitude" toward AGVA.

Kleman also accused the Entertainment Managers' Association here of conspiring with AGVA to put him out of business, pointing out that Vito Melfi, local AGVA representative, placed 17 clubs which were his accounts in the up-State territory, on the unfair list. Here again, counsel for the committee charged that the boycotted employers could file suit against the union for damages if evidence of a secondary boycott is held by the courts.

The third day's hearings were concluded by Hyman R. Faine, member of the Four A's executive board and chairman of the AGVA governing body.

Faine pointed out that the authority on the part of AGVA to issue franchises to bookers is vested "in a collective bargaining arrangement and a membership process." The agent, Faine explained, is merely a "channel thru which mass of performers reaches the mass of em-

ployers." As a result, franchises are necessary as a "regulatory order." And since the franchises are issued by the union, "AGVA may revoke any franchise."

Fireworks by Cowan

The day's fireworks were shot off by Arthur W. A. Cowan, a local attorney who has represented Shelvey since the 18-month-old battle first got under way. Cowan attacked the operations of the Four A's, charging that AGVA is governed by a group which governs the Four A's—in violation of the Four A's constitution. He charged that the governing body, "which is a self-perpetuating group," will sit down to a meeting as the Four A's, then take a walk around the room and automatically become AGVA."

Cowan called upon the congressional committee to cite the Four A's for "unfair labor practices," and urged the committee to probe the status of independent contractors and the entire structure of the Four A's as "monopolists under the Taft-Hartley law." In a statement following his testimony before the committee, Cowan declared that the National Labor Relations Board should be called in to conduct an election among all the performers to decide whether or not they want AGVA to represent them.

Contrasting Shelvey's "accomplishments," Cowan next took Jones to task, who Cowan declared was a "good man" but one who had "delusions of grandeur." He said that there is a delicate line between locals and branches in a union—the basic cause of all the jurisdictional trouble. "The only difference is the money," said

Cowan, explaining that Jones took \$1,165 from the national office for the local bank account of Local No. 6, besides keeping payments for the union's benevolent fund that came from the night clubs making the contributions for union permission to stage "celebrity nights."

One-Man Rule Charged

Cowan also charged Jones with a one-man rule—only Jones would administer the rules and regulations, would ask for a raise and get it, and on January 30, 1947, voted himself \$3,564 in back salary. Cowan blamed Jones for letting \$2,500 "slip away while he had delusions of grandeur" in handling the case involving the 14 West Coast show girls stranded here when the Earl Carroll's Vanities unit folded after a week's engagement at the local Earle Theater.

Cowan also justified Shelvey's attempts to take over the local union, pointing out that the Four A's, by adoption of a new constitution, called for the establishment of the branch in place of the local.

Shelvey took the stand in the closing hour of the day's session to substantiate Cowan's story.

Miss Brownstein, following Cowan's testimony, declared that the hearings only prove that the fight is merely a case of two fired employees trying to get their jobs back.

Ed Zwicker and Joel Charles, of EMA, who appeared before, and a newcomer in Bob Bennett, president of the local Variety Bookers' Association, representing nitery bookers (EMA is largely club date bookers), said that AGVA did a marvelous job, in the face of difficulties, in setting up high standards, wages and working conditions for the benefit of actor, booker and employer. Zwicker said "our business wouldn't be worth a nickel without unions in Philadelphia."

Charles said AGVA helped "eliminate" (See Government Hears on page 44)

New York:

Stem Off Slightly in Heat; M. H. Holds to 151G; Cap 98

NEW YORK, Aug. 28.—In the face of a record-breaking heat wave, vaude grosses this week dipped slightly to \$432,462 for the five houses playing the flesh-pic combos as against the somewhat higher \$446,805 total the week before. In addition, the total take was cut because the Roxy played only six days instead of its usual seven, bringing in its new bill a day earlier.

Radio City Music Hall (6,200 seats; average, \$115,000) continues to rack up sensational summer grosses with a hefty \$151,000 for its third stanza with its presentation of Bunin and Company, Estelle Sloan and *Date With Judy*. Previous week brought in \$153,000.

Roxy (6,000 seats; average, \$89,000) was off to 80G for its six-day third and last week. Second seven days made \$99,000 for the management. Dick Haymes, Tommy Trent, Buster Shaver, the Ice Show and *Walls of Jericho* were the attraction. The new bill, reviewed this week, has the

Harmonicats, Al Gordon and his pooches, Frances Langford, Jon Hall, Jerry Colonna, the Ice Show and *That Lady in Ermine*.

Paramount (3,654 seats; average, \$76,000) slipped to \$58,000 for its third week. Second week's take was 80G. Martha Tilton, Jan Murray, the Ray Eberle ork and *Beyond Glory* is the bill.

Capitol (4,627 seats; average, \$66,000) racked up a strong \$98,462 in its first week with its new bill. Last seven days with old show brought \$62,805 in. Current presentation has Dick Powell, Gil Maison, Dick Jurgens ork and *Pitfall*.

Strand (2,700 seats; average, \$40,000) collected a nice \$45,000 for its sixth and last week. Week before brought \$52,000 into the house. Exiting bill was Billie Holiday, Count Basie and ork and *Key Largo*. New bill, reviewed this issue, consists of band, Carol Ames, Radio's Winner *Take All and Two Guys From Texas*.



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Canada Will Get Two Plums: Old Vic and Theater Guild

MONTREAL, Aug. 27.—Two prominent firsts will mark the legit season in Montreal and Toronto: Sir Cedric Hardwicke leading the Old Vic Company of London in its Canadian tour and the definite appearance in Toronto of Broadway's Theater Guild.

The famed London company, returning to North America for the first time in three years, will arrive here sometime in January and will have as its repertory four plays which will be seen on the reopening of the London season at New Theater in September. They are Shakespeare's *Twelfth Night*, Marlowe's *Dr. Faustus*, Congreve's *The Way of the World*, and *The Cherry Orchard* by Anton Chekov.

Of special interest to Canadians, who last saw Hardwicke years ago in *Shadow and Substance*, is the fact that he will do Sir Toby Belch in the Bard's opus and the title role in the Marlowe tragedy.

Heading the troupe with Hardwicke will be Dame Edith Evans, noted British thesp.

The itinerary and dates of the Canadian and U. S. tour have not yet been finalized, but legit fans in London, Ont., and Ottawa will probably be favored, as well as those in Montreal and Toronto. It has also not been decided as yet how long the Old Vic will stay on this side.

Sponsoring the North American tour, as it did in the spring of 1946, is Theater, Inc. In its six-week stint here three years ago, the Old Vic, then headed by Sir Laurence Olivier, did smash biz for the entire run.

The decision to bring the troupe to Canada this time, according to well-informed sources, lies in the fact that now there is not the amusement tax headache that kept so many legit troupes out of Canada during the war years. The stiff 25 per cent bite was lifted some months ago by the federal government.

While this Old Vic company tours

Busses Will Shuttle D.C.'ers to Baltimore

WASHINGTON, Aug. 28.—Arrangements were made this week to set up a shuttle bus service so that Washington subscribers to the Theater Guild and American Theater Society can view plays at Ford's Theater in Baltimore.

Special busses from downtown Washington direct to the Baltimore playhouse are to pick up playgoers and return them after the performance. In the event that legit returns to Washington during the season, subscribers can have their reservations transferred to a local playhouse.

Tyro Scenic Artists Get Test by Union

NEW YORK, Aug. 28.—The scenic artists union is having a seven-hour examination for admittance of new designers at the Hotel Claridge this week-end. The 26 candidates take an examination in designing and in painting, which costs \$25. If accepted, they pay a \$500 initiation fee.

The designers are tested in period architecture, costumes, perspective and a smattering of all the arts. Exam is held twice yearly.

Coast Stars for "Medals"

NEW YORK, Aug. 28.—Arthur Cahn leaves for the Coast this week to get a director and several stars for his fall production of *Loaded With Medals*. The comedy-drama revolving about American soldiers in a German prison camp was written by Edward Trzcenski and Don Bevan.

North America, the London Playhouse will be taken over by another Old Vic contingent now showing its stuff in Australia. The later group will be headed by Olivier and Vivien Leigh.

It has also been learned that for the first time in its history a Canadian city—Toronto—will be on the Theater Guild's roadshow itinerary.

There is a distinct possibility that the Guild group may make the jump to Montreal. The 1948-'49 tour will be the Guild's most extensive since it was founded 29 years ago—a circuit of 30 cities.

Thus far, Torontonians can expect to see four or five Guild plays, depending on open dates at the Royal Alexandra Theater.

At the moment it's a toss-up which will be the first Guild production this year—Robert McEnroe's *The Silver Whistle* or Dorothy Heyward's *Set My People Free*. It's believed, however, that the first one cast will get the nod.

Winter Stock For Atlanta Bows Sept. 13

ATLANTA, Aug. 28.—The Stage, a new winter stock company, opens its eight-week season here September 13 with Haila Stoddard in *Blithe Spirit*. The other stars haven't been set, but the shows will include *Ghost Train*, *John Loves Mary*, *Outward Bound*, *The Late Christopher Bean*, *Dream Girl* and *The Male Animal*.

The Stage has hooked up with the Young Matrons' Circle for Tallulah Falls School, which group has already sold out the first two weeks of its season. The company will be operated by Lucia Cooke, who tried it here last season and failed but evidently has gained enough savvy to co-operate with a community group to help put the operation over.

There will be a low price scale—60 cents to \$2.40—at the theater, the 1,500-seat Atlanta Women's Club. The acting company will include Don Gibson, Nancy Gordon, Elisabeth Hoffman and will be directed by Hudson Fausset. If the Stage clicks, another eight-week season will be held in the spring.

Washington Segregation Ban May Be Evaded Via Virginia

NEW YORK, Aug. 28.—That members of the Actors' Equity segregation committee are not likely to interfere with a theater operating under a segregation policy in Alexandria, Va., near Washington, was learned this week by *The Billboard*.

The disclosure followed reports that several theater operators, among them Marcus Heiman, were negotiating to take over the Virginia Theater in Alexandria. Heiman is the former operator of the National Theater in Washington, former legit house, which was converted to movies because of the union's anti-discrimination policy.

Sentiment among some members of the Equity segregation committee is against the union going out on a limb and forbidding its actors from playing Alexandria, which is very close to the nation's capital. They feel the union's stand against segre-



BROADWAY SHOWLOG

Performances Thru
August 28, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	309
Born Yesterday (Lyceum)	2-4, '46	1,080
Command Decision (Fulton)	10-1, '47	381
Harvey (18th Street)	11-1, '44	1,614
Heiress, The (Biltmore)	9-29, '47	385
Mister Roberts (Alvin)	2-18, '48	221
Play's the Thing, The (Booth)	4-28, '48	121
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	191

Musicals

Angel in the Wings (Coronet)	3-16, '48	299
Annie, Get Your Gun (Imperial)	5-16, '46	956
Finian's Rainbow (16th Street Theater)	1-10, '47	701
High Button Shoes (Century)	10-9, '47	372
Inside U.S.A. (Century)	4-30, '48	139
Make Mine Manhattan (Broadhurst)	1-15, '48	262

ICE SHOWS

Howdy Mr. Ice (Center)	6-22, '48	85
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Morey Amsterdam To Offer Vaude in Stem Legit House

NEW YORK, Aug. 28.—Vaude will be back in a legit house this fall when Morey Amsterdam's production of *Hilarities of 1949* opens at the Adelphi Theater September 9. Amsterdam has put together a show which boasts some of the topflight acts in the biz, including Gali Gali, Luba Malina, Paul Winchell (and Jerry Mahoney), Calgary Brothers, Mazzone and the Abbott Dancers, and others.

That the production will be geared to a different audience than the average legit show can be seen from its schedule of 10 shows weekly and its low prices. *Hilarities* will play each night, two matinees and a Saturday midnight show. From Monday to Thursday evenings the top will be \$2.40, with matinees at the same price and the other performances at \$3.60 top.

gation has won it a moral victory, but that the clause was put in because it is in Washington where the Jim Crow was taking place. Forbidding discrimination in Alexandria would mean taking a stand on the practice thruout the entire South and the feeling is that Equity might be biting off a bit more than it can digest.

The next step, if Alexandria is tabbed Jim Crow, would be to ban playing in segregated theaters in Baltimore, St. Louis and other important Southern stands. The opponents of this kind of thinking claim that legit is having enough trouble existing without trying to change Southern customs. They point out that the only way to get thru a ruling against Jim Crow in the South would be to throw the problems in the laps of the membership and put it to a majority vote.

Non-Jim Crow D. C. Theater May Be Built

Only UBO Franchise Needed

(Continued from page 3)
to play there because of the National's Negro discrimination policy. Arthur C. Katims, a legal associate of Granik, in announcing the Granik-Kass proposal for a new theater indicated that plans are wholly contingent on transfer of the UBO franchise from the National to the projected new house. The theater would be located in a shopping center a few miles from the capital's downtown area where the National is situated. The theater is proposed to be built on Wisconsin Avenue, N. W., at Newark Street, and it would have a seating capacity of about 1,500. The building would include television and radio studios available for leasing. Presumably the Bamberger Broadcasting Company, which possesses the last unused commercial TV license in Washington, would lease the video studio. Katims said the theater would have a policy against race discrimination.

The house, Katims said, could be built in nine months. Kass, president of the Kass Realty Company, built the Ice Palace and three nabe flicker houses here. Granik is owner of a license for a new but yet unbuilt FM station in Washington.

Pittsburgh Sees Banner Season

PITTSBURGH, Aug. 23.—In facing what may possibly be its last season, the Nixon Theater, only legit house here is looking toward one of the most prosperous years in its long history. The building housing the theater has been sold to the Aluminum Company of America, which plans to put up an office building on the site.

Manager Edwin J. Wappler told *The Billboard* condition never have been as bright during his four years here. Last year he had to be content with revivals and a few roadshows that had lost their popular appeal due to the length of time between the Broadway run and the Nixon showing. This year, however, the Nixon is opening with the first showing of the Chicago company of *A Streetcar Named Desire* on September 6. Wappler already has assured producer Irene Selznick that the show will do at least 85 per cent of capacity. During the first three days of ticket sales, the box office took in over \$15,000.

Following *Streetcar* the Nixon gets the New York company of *Brigadoon* for two weeks, with *The Heiress* next on the agenda.

Other shows already set are *Born Yesterday*, *Man and Superman* and *John Loves Mary*. Last year the Nixon had a 34-week season with gross biz off about 20 per cent from the big 1946 season. This year, Wappler enthusiastically expects a longer season with biz back to the peak of two years ago.

Moppet Confab in '49

NEW YORK, Aug. 28.—A nationwide, week-long children's theater conference will be held here next August. It will be sponsored by the American National Theater and Academy (ANTA). Among the orgs participating will be American Educational Theater, the largest of the groups sponsoring children's theater.

Equity Waives New Minimum Of \$65 for Barter, Tentatively

NEW YORK, Aug. 28.—On the basis of a special appeal by Robert Porterfield, head of the Barter Theater, the Actors' Equity Council this week granted the legit outfit the temporary concession of paying the old union minimums to Barter actors. Porterfield showed proof that he had signed contracts to play dates this fall at small guarantees which were expressly set that low because he believed his thespians would be working for the old minimums.

He also brought with him a petition signed by the entire Barter company asking that Equity grant the concession. When he stated that he had lost \$4,000 on the last season at

the old Equity standards and that he would have to close the troupe, throwing 40 actors out of work, if the new wage scales (\$75 weekly) prevailed, Equity granted him the right to pay the old \$60 weekly minimum.

Porterfield has agreed to let the union look at his books next January and, if he has been making a profit, give the actors the difference in minimums.

A similar concession has been permitted to Margaret Webster and her Shakespearean repertory company. Miss Webster, who is touring colleges and universities this fall with *Hamlet* and *Macbeth* was allowed to continue paying the old rehearsal pay of \$25 each week to her thespians, instead of the new \$40 weekly figure.

There is an awareness at Equity that some sort of different wage scales and conditions should be worked out with troupes that are playing the tank towns. In many cases, the troupes are more costly to book and the producer's risk is greater, with his profit possibilities being smaller than where a show only plays the big road towns. No committee has been appointed to work on this question, but it is on the autumn agenda of business for the Equity Council.

Strawhat Review

THE BACHELOR QUEEN

(Opened Monday, August 23)

KENNEBUNKPORT (ME.) PLAYHOUSE

Play by Lawton Campbell. Staged by Hugh Fellows. Settings by Howard Baker. Lighting by Sven Peterson. Costumes by Brooks. Stage manager, Francis Perkins. Presented by Robert C. Currier.

Kate Ashley.....Muriel Pearce
William Cecil.....Melville Rutck
John Dee.....Clyde Stitt
Robert Dudley.....Dick Eastham
Elizabeth.....Edith Atwater
Dorothy.....Barbara Joyce
Francis Walsingham.....Claude Traversa
William Shakespeare.....Charles Sladen

One of the new plays of the summer season which seemed to promise much was *The Bachelor Queen*, a comedy about Queen Elizabeth by Lawton Campbell, chairman of the board of the American National Theater Academy (ANTA). But it did not turn out that way as presented by Robert Currier at his handsome little playhouse in Kennebunkport.

Campbell has characterized the fiery, red-haired Queen Bess as the lusty, forthright woman she was. But he has surrounded her, and the incidents he here ascribes to her career, with such a plethora of words that the play hardly ever gets into motion. The language ranges from colloquial to archaic, and his method of driving home a point, however insignificant, is to repeat it two or three times with very little changes in phrasing. Hence, the actors confused their lines and nearly stumbled out into the darkness, and the play became so thoroly bogged down that it never got up again after the first scene or two.

Briefly, Campbell is trying to say that there is a price for greatness, that Elizabeth's price was to give up marriage (tho she often loved) because of the constant pressure of her duties to England. But Campbell abandons this idea part way thru and flies off in several other directions.

Edith Atwater played the title role with some feeling for the mercurial queen. But her supporting cast was nigh impossible, even considering the fact of a summer theater production. Probably little will be heard again of *The Bachelor Queen* in this study.
Bill Riley.

Miriam Hopkins Set For 'Birthday' Tour

NEW YORK, Aug. 28.—Instead of using Elizabeth Bergner as expected, Russell Lewis and Howard Young have signed Miriam Hopkins to star in the road version of *Happy Birthday*. Tour starts in Los Angeles October 11 and continues east.

OUT-OF-TOWN OPENINGS

TOM JONES

(Opened August 11)

TRYOUT THEATER, SEATTLE

A comedy by Paul S. Clarkson and Joseph H. Purdy. Adapted from the novel of the same name by Henry Fielding. Staged by Ivard Strauss. Settings by Dale King. Press representative, N. Willson Gaw. Stage manager, Jeanne Herget. Presented by Tryout Theater, Inc.

Henry Fielding.....Rufus Carlson
Squire John Western.....Ivard Strauss
Squire Thomas Allworthy.....Wilbur Wengren
Miss Bridget Allworthy.....Connie Briggs
Mrs. Anne Partridge.....Audrey Jefferson
Benjamin Partridge.....Jerry Fox
Jenny Jones (Mrs. Waters).....Evelyn Craig
Miss Diana Western.....Helen Strauss
Honour.....Mary McDermott
Sophia Western.....Delores Dahl
Tom Jones.....Walt Kilgore
Wilfred Blifil.....Charles A. Paton
Landlord.....Gordon Nordstrom
Nancy.....Kathy Gallanar
Lady Jane Bellaston.....Agnes Fairman

Tryout Theater, Inc., local outfit devoted exclusively to new play manuscripts, has tackled for its 36th offering perhaps the toughest production chore in its five-year history. *Tom Jones* may well be the best constructed and most delightfully wanton novel ever written in English. Unfortunately, the use of a prologue plus nine detail-packed scenes is a fairly exhausting lump for the average playgoer to swallow. An over-all unifying of the play's structure would indicate with less fits and starts the epic character of the book.

The familiar story tells of Tom Jones' unfortunate bastardy, his unhappy life with the Squire Allworthy, and his love for the lush Sophia. Driven out on the road he is followed by Sophia, nearly gibbeted for supposedly stealing her muff, but finally returns to her father, Squire Western, to learn of his true parentage and inheritance. Sophia is his, and there is a happy ending.

Faster Pace Needed

There are scenes in the show which faster pacing and even slapstick abandon would make more than hilarious. There are the ribald bemoanings of the tyrannical Squire Western and there are all the stereotyped conversations concerning "virtue." The mannered allusions to "bedding," "breeding" and "bitching"—chronic preoccupations of middle 18th century society—all these could make for sock entertainment, without sacrificing the original story line.

The production at present moves too slowly. The rich humor is hinted at, rather than exploited properly. The final canvas is sketchy and uneven. Too many of the performances are overly conscious and monotonous with almost painful fidelity. Veteran Ivard Strauss as Squire Western, subbing at the last moment, did give a lively and penetrative performance, capitalizing on all the hypocritical undertones of the piece. Rufus Carlson, as Fielding the commentator, continued to reveal himself as one of the few Stem-eligible youngsters in these parts. Charles A. Paton made a properly priggish Blifil, monopolizing most of the yocks during his scenes, while Mary McDermott's maid Honour was brisk and witty. Walt Kilgore and Delores Dahl as the lovers Tom and Sophia didn't quite come across. Their characterizations lacked the naturalness and fire which the roles demand.

Dale King's sets are period-faithful and more than adequate.

This reporter feels that revising the play along musical lines might be the best move for scripters. While it has failed in this case to meet the demands of production, the play has more than fulfilled its function by pointing out to the playwrights future directions for *Tom Jones*, "the founding." Few experimental theaters can do more than that. Wil Stevens.

smooth production and the decor and costumes are exactly what one expects from a traditional Greek tragedy.
Jean White.

SMALL WONDER

(Opened Thursday, August 26)

SHUBERT THEATER, NEW HAVEN, CONN.

A new musical review directed by Burt Shevlove. Dancing by Gower Champion. Music, mostly by Baldwin Bergersen and Albert Selden. Lyrics, mostly by Phyllis McGinley and Billings Brown. Sketches by Charles Spalding, Louis Laun, Max Wilk and George Axelrod. Additional music and lyrics by Irma Jurist and Millard Lampell. Scenery designed by Ralph Alswang. Costumes by John Derro. Orchestrations by Red Royal. Vocal arrangements by Herbert Greens. General manager, Samuel S. H. Schwartz. Company manager, Phil Adler. Press representatives, David Lipsky and Philip Bloom. General stage manager, Tony Albert. Produced by George Nichols 3d.

THE CAST: Tom Ewell, Alice Pearce, Mort Marshall, Alan Ross, J. C. McCord, Hayes Gordon, Mary McCarty, Joan Diener, Joan Mann, Jonathan Lucas, Betty Abbott, Jack Cassidy, Virginia Oswald, Chandler Cowles, Tommy Rall, Marilyn Day, Kate Friedlich, Bill Ferguson, Evelyn Taylor.

Unfortunately for all concerned, George Nichols 3d picked the hottest night of the summer for his unveiling of his musical revue. The first night audience suffered, both mentally and physically, thru the dullest, most amateurish and most gigantic intellectual flop of many a season. This newest bid for "smart audience" favor has absolutely nothing.

The music is completely without distinction, and while it can't be truthfully said that the tunes had been heard before, the general feeling was that it would be all right if they weren't heard again. The youthful cast worked hard enough (considering the weather) but whether or not the authors failed them with material, the fact remains that no one did any sort of job that might be classed as memorable.

Too Many Cooks

The credits list no fewer than 17 persons having a hand in the production, and it is definitely a case of too many cooks. The success of *Make Mine Manhattan* as a satirical revue apparently went to someone's head.

A character identified as a normal neurotic (you and I) wanders thru the play recounting the things that happen to us, and the sketches satirize the symbols and incidents that characterize our daily lives. But the mountain labored and brought forth a very tiny rodent.

Mary McCarty did a nice enough job in a number called *Flaming Youth*, dressed in a flapper outfit and hat, that was amusing more by dint of the young lady's mugging and gyrations than in itself. And Tom Ewell scored with clever delivery of rather banal lines, and his rough comedy number, *I Could Write a Book*.

The staging was amateurish. Of course the show can be saved, by the simple expedient of writing new songs, designing new sets and completely changing all the sketches. The dancing and the costumes are okay. But as it stands right now, if *Small Wonder* makes any impression (except the obvious one) whatsoever on a Stem audience, it will be the greatest wonder of the century.

Sidney Golly.

ROUTES

Dramatic and Musical

Annie, Get Your Gun (Shubert) Chicago.
April Fool (Blitmore) Los Angeles.
Blackstone (Royal Alexandra) Toronto.
Carousel (Aud.) Fresno, Calif., 30-Sept. 1.
Carousel (Civic Theater) San Jose, Calif., 1-4.
Grandma's Diary (Shubert) New Haven, Conn., 2-4.
Heaven on Earth (Shubert) Boston.
High Button Shoes (Great Northern) Chicago.
John Loves Mary (Harris) Chicago.
Magdalena (Curran) San Francisco.
Medea (Aud.) Sacramento 3-4.
Mr. Roberts (Cass) Detroit.
Oklahoma (Lyceum) Minneapolis.
Oklahoma (Erlanger) Chicago.
Small Wonder (Wilbur) Boston.
Town House (Colonial) Boston, opens 2.
Winslow Boy (Metropolitan) Seattle.

Magic

By Bill Sachs

KISMET has two more weeks to go on a summer's engagement at the Northern Showboat, Three Lakes, Wis. . . . Hal Haviland postals greetings from Nassau and Bermuda, where he recently made a cruise, playing to the ship's passengers to and fro. . . . Delmar and Marlene are revamping their magic turn for the fall season in niteries, adding new tricks and new wardrobe. Henry Cogert, Boston, will again serve as their personal rep. . . . Mahra the Mentalist (Bunt Cohn) is recovering from an operation at Veterans' Home, Napa County, California, and plans to hit the road again in theaters in September. . . . Al Sharpe scribbles from West Yellowstone, Mont., that he has laid away his wand and is finishing his law schooling and breaking into pictures. "I'm out here with Ray Milland, and we hop from here to Sun Valley. As soon as I know for sure that I'm in the reel and not on the cutting room floor will advise you." . . . William Kniffel, young Detroit magician, is magicking his way thru a theological school at Springfield, Ill., where he is studying to enter the Lutheran ministry. . . . John Siems, English trixster, who has been working the Detroit area, has joined Al Wagner's Cavalcade of Amusements for the remainder of the outdoor season. . . . Guy Stanley, now resting at his new home in Utica, Mich., begins a swing of Carolina schools the middle of September. . . . Bob Nelson and his talking teakettle will appear for the second year at the Allegheny County Fair, Pittsburgh, for *The Pittsburgh Press* September 2-6. . . . King and Zorita, mentalist, now winding up a two-weeker at Curly's Theater Cafe, Minneapolis, are using a novel table card to herald their turn. The outside cover has a picture of a crystal ball on which is pasted a nickel. The inside carries their likenesses with the suggestion: "If you have enjoyed our mental work, would you please call a friend."

DON AND THELMA GREENWOOD, who have been busy most of the summer rebuilding their full-evening magic and mental act which they lost in the Vanport City, Ore., flood, say they'll be all ready to go next week on theater and auspices dates in their established territory thru the Northwest, sporting, besides some new effects, a new line of advertising and publicity, new wardrobe and a new p.-a. system. . . . Homer Lee Bowen reports that Richard the Great, with a company

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Govt. Hears AGVA's Case; Union's Grief Aired in Philly

(Continued from page 41)

nate the chiselers," and in testimony freely admitted EMA joined with AGVA to eliminate Kleman, Allentown booker, who testified earlier, whereupon McCann went into a long tirade against labor unions entering into secondary boycott agreements in violation of Taft-Hartley law. After about three quarters of an hour, Kearns cut McCann short by saying: "You still haven't proved that the Four A's had anything to do with the Kleman case." After testimony of the three bookers was completed, McCann said: "There is enough evidence in these files for the NLRB to proceed against EMA and AGVA," and then added, "but of course, that's my own personal opinion." Kearns ordered it stricken from the records.

Four A's took over the stand with the afternoon session to cover all the allegations made during the week point by point. First on the stand was Miss Brownstein, associate counsel, as ex-officio member of the AGVA governing board. She said that the Four A's does not consider itself a defendant in this case, stressing the fact that Cowan is not a national counsel for AGVA now, that Shelvey is not connected with AGVA now, and that three unions in the Four A's have been qualified under Taft-Hartley in connection with the Communist pledge. The three, she said, are Screen Actors' Guild, Screen Extras' Guild and AFRA. Their members come under interstate commerce qualifications, whereas the other seven, she said, on advice of their own counsels, did not come under interstate.

When McCann asked if there were Communists in the other unions, she said "absolutely not." Miss Brownstein further pointed out that the new AGVA constitution, patterned after Chorus Equity, would bar Communists from membership.

Concluding Friday's testimony was Mrs. Florence B. Marsden, Four A's executive secretary and Eastern representative for SAG and a member of the AGVA governing board. She stressed the fact that the Four A's was the first AFL union to adopt an arbitration system to avoid jurisdictional disputes, and that has been the

of 25 people, will open October 16 for a tour of Southern theaters. Labeled *A Night in Harlem*, the unit will feature magic and vaude, with David Dennis emceeding. Bessie Dennis will stage the oleo. . . . Clarence Auskings closed as agent for the Kara Kum Mystery Show at Dayton, Tenn., last Saturday (28) and is scouting for a new connection. . . . Earl Morgan took his smoke magic into the Latin Quarter, Newport, Ky., Friday (27) for a two-week stand. . . . Bob Eichelberger (Jiran) was a Magic Desk visitor last Thursday (26) while in Cincinnati for a few days on vacation. Jiran is laying off from his magic chores for a few weeks and will resume in mid-September in his established Texas territory. . . . Prof. Ralph M. Pabst typewrites from Phoenix, Ariz., under date of August 24: "Much has happened since I last wrote you about my school here. I am framing a bigger and better show to feature two of my students who have excelled in mentalism—Lady Jean (Jean Crouse) and her brother, Prof. Allan Crouse. My latest bit of dabbling should bring me results, too. It's a Plexiglass clip-board that never leaves the sight of the audience and is now in process of patent. Bert Easley won the comedy magic contest at the convention in Reno, Nev., and should cop the award at Pasadena, Calif., at the next convention with the Plexiglass board and a routine I have written around it."

primary function of the Four A's.

Dave Fox, assistant national administrative director of AGVA, who also served in that capacity under Shelvey, started off the sessions today, describing the union's unfair list operations, pointing out that the system was devised and put into effect by Shelvey himself.

"Unfair listings is the system used by all theatrical unions," explained Fox. He further pointed out that AGVA recently changed its system so as to provide the accused a hearing as soon as possible, and to list the member as suspended pending the outcome of the hearing. He said that AGVA's new constitution provides the members with even more procedures and safeguards to make the unfair list system all the more democratic.

Fox was followed on the stand by Dewey Barto. A non-paid member of the AGVA governing board, who identified himself as an actor. He presented the viewpoint of the performer in the relationship with AGVA, telling how the union removed the chaos that existed in the variety field for many years, and told of the advantages of the branch system, where the members did not have to pay transfer fees, over the local system.

CASINO, CHICAGO

(Continued from page 39)

his television bit and a rhyming series in which he worked in some excellent takes on Torme, Laine and Vaughn Monroe. His flexible singing voice wins attention.

Nils and Nadine concentrate on aerial work, their lifts and whirls drawing hands thruout their three numbers. The male handles the gal expertly, showing plenty of class on some original variations. They rated the best hand that a dance team has drawn here in a long time.

Jeanne Stanley, blond songstress and a looker, needs some special material to put her over. She grabbed eyes immediately in a smart wardrobe, but showed little on pops or standards. Her best was her *Please Take Me Home* bit.

Nancy Bell, statuesque tapster, opened with a well-rounded series of routines. She does slow and rhythm stuff with plenty of salesmanship, and the whirling closers on most numbers assure her good hands.

Peter Franks' foursome (piano, drums, tenor and trumpet) get fair blend, but the trumpet man often blows too loud. Chet Thomas quartet worked the dance sets.

Johnny Sippel.

LATIN QUARTER

(Continued from page 39)

the dances) and producer Walters before the kids got them down pat.

The Promenadors (six boys), all handsome, well dressed, also do a fine job in their own spots and with the girls. Ving Merlin's band plays the music well. The LQ show adds up to great entertainment topped by one of the masters. That it will do business is a cinch. Whether it will make money is something else. It has to take in a lot of cabbage to pay off each week. But if any show can do it, this one should. Bill Smith.

STRAND, N. Y.

(Continued from page 40)

comic aimed his material at various levels of the house, most of it apparently at the 12-year-olds, and got a big hand. At least the customers yocked. Incidentally, Reeves should know that Italian isn't pronounced Eye-talian, and the word "wop" is hardly in good taste, no matter what laughs it gets.

Pic, *Two Guys From Texas*.

Bill Smith.

Burlesque

By UNO

EDDIE KAPLAN has booked Diane Parker and her zombie novelty act for the Samoa, Manhattan; thence to Montreal theaters and niteries. He also set Sheila Ryan for a limited engagement at the Ha-Ha Club, New York. . . . Jack Howard started rehearsals with Mike Todd's new musical, *As the Girls Go*, that will feature Bobby Clark. . . . Mildred Franklin, former burly feature, is supervisor at the Star Community School for boys in Albion, Mich. . . . Dawn Brothers, whistlers, thru Abner Greshner, started a series of fair dates at Meyersdale, Pa., September 1, with Reading to follow. . . . Mar-Shan opened September 2 at the Palace, Buffalo, as part of the Binder and Rosen show. . . . Jackie Richards, recently producing in burly, began an extended engagement at Top of the Town, St. Louis. . . . Lotus DuBois opened as feature at the Avenue, Detroit, together with Freddie Frampton, comic; Jack Leal, harmonica act, and Barbara Williams. Blaze (Lucia Parks) Fury was held over as an added attraction. . . . Sammy Carlton is readying television scripts for the Watson Sisters. . . . Bebe Perry, new strip, is at the Gem, Chicago.

LEAH WAKEFIELD has joined burly principals Harry Ryan, Matty Matthews, Johnny D'Arco and Paul Williams at the Band Box, Chicago. . . . Harry J. Conley, comic, moves from the Palace, Buffalo, to the Gayety, Toronto, where he picks up his regular Midwest Circuit cast. . . . Eddie Yubel and Lou Ascal opened August 30 at the Casino, Boston. . . . Lou Devine has joined the Binder and Rosen Midwest Circuit show. . . . Stinky Fields, minus his old-time teammate, Shorty McAllister, who underwent an operation recently, will have Al Golden as a new straight man. With Stinky at the Howard, Boston, last week were Tiny Fuller and Jack Ryan. . . . Hymie Shafter, booker, has recovered from severe injuries suffered 10 weeks ago when he was hit by a truck in New York. . . . Jimmie Wilson, former burly producer, is conducting what he calls "a unique drive-in dance and beauty contest" at the Trianon Ballroom, Los Angeles. Similar events will follow in Texas, New Orleans and Las Vegas, Nev., after Labor Day. . . . Winnie Garrett wound up 14 weeks at the Ha-Ha, Manhattan, and went on vacation. . . . Maxie Gealer, ex-burly comic, has been appointed to a top exec post in Associated Theaters Circuit, Detroit. . . . Moray and Eaton set to open at the Steel Pier, Atlantic City, September 12 thru Milton Berger and Sam Tishman. . . . Lester Mack and Bambi to exit the Wivel niterie, New York, and start a road tour of 33 cities from coast-to-coast September 27. They open in Rochester, playing all conventions for Westinghouse Electric show in a cast of 17.

LEON AND EDDIE'S

(Continued from page 39)

They have faults, mostly based on the boy's over-mugging. But as a dance team they rate high. Appearance, of course, is a drawback. The kids are well costumed but lack physical stature. Where height isn't an obstacle, however, the kids could do a fine job.

The Terry Twins, two brunettes, do nicely as unison tappers. Two girls are well costumed, work fast and make a good appearance.

Roslyn Paige, a short, pert brunet singer, displayed a competent voice and nice styling. Tunes in the routine were mostly pops. Her best was a ballad, out of which she got the most.

The productions—Frank Shepherd line (6)—were deftly handled, with the girls doing an okay job. Art Warner's band didn't do too well in some of the act backing. Bill Smith.

Amarillo Scribe Cites McKennon "Show People"

CINCINNATI, Aug. 28.—Proof of the popularity won by the Harley Sadler-Joe McKennon Show during its recent showing in Amarillo, Tex., is the following culled from Norton Spayde's column, *Show Business*, in a recent issue of *The Amarillo News Globe*.

"It's been a swell week with the Sadler show in town," writes Spayde. "There's nothing like a bunch of troupers to restore one's faith in show business. Sometimes one forgets there is more to show business than movies and movie stars. There are thousands of smaller people who entertain on a smaller scale but nonetheless form a big part of the entertainment world."

"One gets to thinking of entertainment on the basis of the salary figure of the movie star instead of the laugh appeal to the audience. The troupers in Joe McKennon's outfit, the Sadler show, are just as adept, if not more so, at satisfying an audience as the highest paid movie star. And they work a good deal harder."

"Audiences in West Texas are not known for their enthusiasm but there has been no lack of appreciation on the part of the large crowds attending the nightly tent shows. Every member of the outfit is a real trouper, too. Some are just starting out in what they hope will be a successful stage career, others have been at it too long to get satisfaction out of dreaming and instead concentrate on pleasing the audience at hand."

"... Then there's a fellow like Mac Johnson, who has a part in every play, does a dance act, sells show advertising and several other chores around the lot. They're the kind that deserve the name, 'show people.'"

Carlstrom Recovers From Fall Injuries

FREMONT, Neb., Aug. 28.—H. (Olee) Carlstrom, who returned to his home here a month ago from California, is recovering from injuries sustained in a fall at a construction job. Carlstrom, who is well known among rep and tent showfolk, said that prior to his accident he visited Ralph and Hazel (McOwen) Moody at their home in North Hollywood, where Ralph is doing radio work. Carlstrom's daughters, Rose Lee and Beverly, visited him on the *Cisco Kid* program. Hazel's father, Col. R. J. McOwen owns a business in Kansas, Carlstrom said.

"Earl and Joyce Grigas," says Carlstrom, "have an old-time meller in a Hartford, Conn., hotel and Glenn and Donna McCord are with 'em. Freddy Moody is in a commercial line in Chicago, as is Joe Marion in Hollywood. Joe still does a bit of emceeing and writing, however. Dewitt and Bobby (King) Dunhaven and Fred Hartley are in business in Billingham, Wash., and Floyd DeForrest recently visited in Billingham with the idea of making his home there."

"Bob Willis is in Dallas, while his brother, Chill, continues to do okay in the movies. Marge O'Dowd is in San Antonio, while Al and Sherry DeOleng are in North Carolina. J. Y. Lewis is still doing the dancing sheriff at the Knox Berry Farm near Los Angeles. Margaret Novah is operating a dancing school in South Omaha."

"Earl (Toby) Newton had a neat outfit, with a small cast, playing Northern California. Fred Jennings sold his big layout in favor of a smaller one, which he has playing to good results in California."

Rep Ripples

FOSTER GRAY is in the Baltimore area trying to line up a circuit of flesh and pic towns. Gray, who has been playing E. F. Hannan's *Old Salt* in Pennsylvania resort spots, closed the season August 21. . . . Baird and Dyson are framing a vaude-pic show for the Hamilton, Ont., area. They have a line of towns which have been tested and report that prospects look okay. . . . Comerford's Novelty Show has been playing the Laramie, Wyo., sector for the past month to good results. Unit is presenting small animals and pix. . . . Chestnut Hall Players will spend the winter in New England appearing under auspices. . . . Harold Winterson has his 16mm. pic show in Western Rhode Island. . . . Freeley's Show, currently playing Brantford, Ont., is finding the cost of moving and living as high as that which prevails in the U. S. Unit has been playing two and three-day stands but soon will go into single-day performances, with a day's lay-off sandwiched in between. A recent addition to the trick is Arthur LeRaine, with magic and hypnotism. . . . J. C. Clayton's Novelty Show is playing the Carson City, Nev., area to fair business. Show is presenting small animals and novelties and recently quit its tent in favor of halls. . . . Dwell Players have closed following a fair season in Maine. . . . F. J. Keating, of Springfield, Mass., would like to read notes about the Coburn Minstrels of the 1908 and 1909 seasons. . . . Allen Gootch has been showing 16mm. pix around Terre Haute, Ind. He recently purchased the film library of Fred Aldrich, East St. Louis. (See REP RIPPLES on page 80)

Fox With Hudson's Goodwill Riders

KEARNEY, Neb., Aug. 28.—Al Fox, repster of note, has been with Glenn Hudson's Oklahoma Goodwill Riders, a show-dance unit playing out of North Platte, Neb., since December 17 to business that has been above average, he reported this week. Fox says Hudson has spared little expense in advertising the unit, using radio, daily papers and four types of window cards.

Unit, according to Fox, is featuring Al Kennon, youthful trumpeter and pianist; Cornell Young, James Lewis; Fox, who directs the three-act drama, plays piano and does character Toby comedy, and Ramblin' Roy, formerly with the Arizona Cowboys, who takes care of the hill-type tunes and old-time fiddle dances. He's also the stage manager. Margie Wilson is featured vocalist. Unit appears twice weekly over Station KODY, North Platte.

Hugo Players and members of Plunkett's show visited the group during its engagement here.

Stafford Forms Miss. Jamboree

MOBILE, Ala., Aug. 28. — A. N. (Cap) Stafford, with headquarters here, has organized Stafford's Jamboree and will hit the road in Northwest Mississippi beginning Labor Day. Stafford's itinerary includes stands at ball parks and halls. He also plans to arrange a number of radio shows.

Unit, which played here recently to big crowds and business, under Shriners' Abba Temple auspices, carries a 900-seat capacity tent. In addition to Stafford, unit comprises seven people, all of whom are musicians. Tennessee Slim heads up the acts and Pete and Marion Stafford, son and daughter-in-law of Stafford, are featured in a song and dance turn.

Roadshows Top "Drunkard" For Longevity, Says Birdoff

NEW YORK, Aug. 28.—When *The Drunkard* recently entered its 16th year, the proprietor of the Theater Mart, Los Angeles, where it is playing, claimed it the longest run in theatrical history.

However, Harry Birdoff, author of *The World's Greatest Hit*, this week disclosed that roadshows still hold the record. He said, "One of the main secrets of the show's hardiness at the 375-seat house in Los Angeles is that the audience sits at tables, consumes free beer, coffee and sandwiches, hisses the villain and adds its impromptu talents to the after-show olio of variety acts." He pointed out that *The Drunkard's* unexpected success had precipitated revivals on the road, but without the convivial atmosphere all petered out.

"Homestead" Ran 30 Years

"Anybody whose memory of the theater goes sufficiently back," maintained Birdoff, "could demonstrate easily enough that the old roadshows had a habit of giving a play year in and year out. *The Old Homestead*

Tilton Chalks Click 20-Week Wisconsin Tour

WISCONSIN RAPIDS, Wis., Aug. 28.—Tilton's Comedians, owned and operated by Mr. and Mrs. M. R. Tilton, who recently completed a successful 20-week tour of Wisconsin, will take a brief lay-off before re-opening in Illinois, officials of show announced this week. The Tilttons have been operating a circle stock out of this city for the past eight years to successful business.

During a week's vacation earlier in the season the Tilttons visited their former partners, Mr. and Mrs. Billy Guthrie, and daughter at Dows, Ia., where they are making their home and operating the Dows Theater. The Tilttons and Guthries operated the Tilton-Guthrie Players tent show for 20 years.

Tilton's line-up includes Bonita Wortham, Norine Austed, Don Weage, I. Brengla, Diane Depenbrink and G. A. Tilton.

Lacey Unit's N. Y., Vermont Tour Fair

SALEM, N. Y., Aug. 28.—Henry Lacey said here this week that he has had his unit playing Southern Vermont and New York State the past month to only fair returns. He added that the show had a few good weeks in Ontario but said that the cost of living there is much higher than it was in other seasons.

Lacey said that he plans to head for Florida soon and play established territory along the route. He will cut the show to pix, his own act and his wife's vaude routine.

Dedham Drive-In In Auspicious Bow

BOSTON, Aug. 28.—Dedham Drive-In Theater preemed here August 11 to a capacity crowd. Constructed on swampland by Michael Redstone at a cost of more than \$250,000, theater's policy is two changes of program weekly on Sunday and Wednesday.

A service staff comprises over 20 usher parking attendants.

ran more than 30 years, and *Rip Van Winkle* played during the same period for almost as long.

The Tom Shows, especially, broke all known longevity records. Of the latter there was Fred Terry's company, which set out from Little Sioux, Ia., in 1890, and which, under the management of Mrs. W. G. Dickey, became motorized in its 40th consecutive season in 1929. However, acknowledged older than all rival competitors was Stetson's company, which gave its Tom Show continually on the road from 1871 to 1931, folding in the 60th year because of the great depression. Compared to these road shows *The Drunkard* is still an infant.

Heart Attack Fatal To Harry O. Brown

AMERY, Wis., Aug. 28.—Harry O. Brown, widely known repster and outdoor showman, died of a heart attack here last week while the Harry Brown Tented Comedy Company was appearing in Cadott, Wis. Shows' last two performances of *Over the Hill to the Poorhouse* in Cadott were canceled because of his death.

A veteran trouper, Brown entered the rep field when he was 13 years old, putting on his first one-man shows in schoolhouses. At 14 he joined the Berlin Dramatic Company and in 1905 organized his own company, currently playing its 43d season. He had been playing established Northern Wisconsin territory. Members of the show announced this week that it will continue its tour.

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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.

KINSLEY, KAN., AUG. 30, 31, SEPT. 1;
LARNED, KAN., SEPT. 2, 3, 4; KINGMAN,
6, 8; HARPER, 9, 11.

THE FINAL CURTAIN

ACKERMAN—John C., professionally known as Clifford the Hypnotist and operator of Clifford's Spook Show, August 8 at the home of his sister, Mrs. C. T. Crause, Hanover, Md. He also leaves his wife and a daughter, Mrs. E. C. Martinez.

BARNARD—Mrs. Regina Warter, 81, New York and London actress a half century ago, August 21 in Miles City, Mich. She appeared in several stage productions with Lillian Russell. Her first husband, Richard Barker, was a theatrical producer for Miss Russell and stage manager for several Gilbert and Sullivan productions.

BENTON—Louis, 44, concessionaire with the Pleasureland Shows, found stabbed to death in his trailer in Willard, O., August 26. Survived by his widow, Margaret.

BREMS—E. A. (Slim), 45, with the Royal American Shows, August 18 in Superior, Wis. No immediate survivors.

BROWN—Harry O., 64, of a heart attack at his home in Amery, Wis., recently. A veteran rep and tent show performer, Brown organized his Harry Brown Tented Comedy Company in 1905 and it is currently in its 43d year of operation. His widow, a daughter, Mrs. George Kleber, and a son, Jack, survive. Funeral and burial in Amery.

BYRNE—Kathleen, 34, vaude performer, August 24 at Rye, N. Y., of a heart ailment. As a child she toured with a family vaude act, the Sylvester Family. Recently she toured the RKO circuit with a singing and dancing act, the Kathleen Byrne Trio. She was also a championship golfer. Survived by her parents, two sisters and a brother.

CARTER—Big Bill, med worker and concessionaire, August 11 of injuries sustained August 8 in an auto accident near St. Louis while en route to Great Falls, Mont. Survived by a daughter, Billy Carter, and two sons. Burial in Great Falls.

CATALANO—Luigi, 66, violinist, recently at Yolo County Hospital, Woodland, Calif. A native of Italy, he graduated from the Royal Conservatory of Music in Palermo. He settled in San Francisco in 1906 and traveled with the Chicago Opera Company for many years.

CHASE—William B., 76, retired music critic of *The New York Times*, August 25 at the Chase Farm Colony in Whitefield, N. H. Critic for the newspaper for nearly 40 years, his special interest was the Metropolitan Opera Company. He also founded the Chase Colony, which came to be a retreat for authors, poets and playwrights. Out of that came the Chase Barn Theater, one of the earliest of the haylofts. He leaves his wife, from whom he was separated, a daughter and a brother.

CLIMAN—Dr. Max, 56, West Hartford, Conn., radiologist and musician, August 18 in Mount Sinai Hospital, Hartford, Conn. He was a member of the Hartford School of Music orchestra and a former president of the West Hartford, Conn., Civic Orchestra.

CODELL—Theresa, 36, singer and emcee, professionally known as Tess Haley, August 19 in Mt. Sinai Hospital, Philadelphia. Survived by her mother and six brothers. Burial in Greenmount Cemetery, Philadelphia, August 23.

COTHRAN—Mrs. W. H., 74, mother of Bill Cothran, med pitcher, August 21 in Mary Black Hospital, Spartanburg, S. C. She also leaves her husband, two sisters and a brother. Burial in Oakwood Cemetery, Spartanburg.

DONOVAN—Ace, trainmaster with C. I. Bros.' Circus, August 24 at Wytheville, Va., when a tractor overturned on him. Surviving is his widow, Bobby, a performer on the Cole show. Masonic funeral services in Louisville.

FINLEY—Samuel L., 31, brother of Mark Finley, public relations director for Mutual-Don Lee network, August 19 at St. Vincent's Hospital, Hollywood, where he had undergone an operation for a heart ailment. Survived by his widow, Katherine, and a son, Samuel Larue VI. Interment in Forest Lawn Cemetery, Glendale, Calif.

GALLATIN—Alberta, 87, former actress, August 25 at Metropolitan Hospital, New York. She had appeared with Edwin Booth, Joseph Jefferson, Richard Mansfield, Thomas W. Keene, Maurice Barrymore, Jacob Adler, Otis Skinner and E. H. Sothern. Her last role was in 1925 as Eve in Lord Byron's *Cain*. Surviving are a son and a half-brother.

HANCOCK—Mrs. Myrtle J., 65, who gained fame 30 years ago as an endman in Emmett Welch's Minstrels, August 19 in Philadelphia General Hospital. She first went on the stage at the age of 5 and it wasn't until 1926, at the close of her career, that it became known that Marty Hancock was a woman. Two sisters and a brother survive. Burial in Sunset Memorial Park, Philadelphia, August 23.

HOILES—Arthur J., 42, founder of Station WFAH-FM, Alliance, O., August 23 in the Painesville (O.) Hospital. He was also vice-president of the Review Publishing Company and managing editor of *The Alliance Review*. Survived by his widow, mother, four children, three sisters and two brothers.

In Memoriam
In Loving Memory of Our Dear Father
SAM JELSMA
who left this life Sept. 6, 1947.
How little we knew when we woke that morn
the sorrow the day would foretell.
For it's hard to part with one we love without
a last farewell.
We think of you and oft repeat your name.
What we would give to hear your voice and
see your smile again.
LEONA & RAY WHEELOCK
MABEL WREDE & FAMILY
HAROLD JELSMA & FAMILY

LATHROP—Fred A., 51, pioneer radio engineer and motion picture operator, August 23 at his home in Detroit. He was chief engineer of WWJ, Detroit, when it began operation August 20, 1920, and later served with other stations, including WAFD, Flint, Mich. Subsequently he was operator at the Highland Park, Rose-dale and other Detroit theaters. Survived by his widow and son.

LUCE—George E., 71, acrobat and circus and carnival troupier, August 17 in Cincinnati. After leaving the road several years ago, Luce settled in Cincinnati where he worked as a rigger and radio dealer. Survived by his widow, Mae; two sons, Robert, Cincinnati; Harry, Dayton, O.; four daughters, Mrs. Gladys Thiesse, Loraine, O.; Helen, Mrs. Evans and Mrs. Betty Schubert, and his mother, Mrs. Sara Belle Luce, all of Cincinnati, and two brothers, Joseph, Cincinnati, and William, Van Wert, O.

MAIDEN—Ercell, electrician for an Ernie Young grandstand show, August 23 at Cresco, Ia., following a heart attack. Survived by his widow and two sons. His home was at the Plaza Hotel, Danville, Ill.

MARONE—Florence Brooks, 90, former editor of *Modern Theater*, August 24 at San Jose, Calif. Survived by a daughter.

MORRIS—Jacques (Tex), 54, formerly a clown and wrestler and recently a concessionaire, in Omaha August 24 of a heart attack.

PERLEY—Ernest E., 70, former president of the Wolseley (Sask.) Agricultural Society, in Regina, Sask., August 16. Perley was a former member of Parliament. Burial in Wolseley.

PRARIE—Milton L., 46, composer and musician, August 20 in Syracuse, N. Y. His compositions included *Where the Tropics Begin*, *Crying Blues Till the World Comes To Its End* and *Won't You Please Come Back?*

RIFE—Robert E., 63, owner-man-

ager of the Bill Hames Shows, recently in Brady (Tex.) Hospital of a heart attack while the shows were playing in that city. Survived by his widow, Ann, and two sons, Robert Jr., who is now managing the shows, and Tommy, secretary-treasurer of the org. Burial in Crest Memorial Park, Dallas.

SCHWARZ—Niklas, 38, musician, August 11 in San Pedro, Calif., while en route to a hospital. Schwarz had played trumpet with the A. G. Barnes Circus in 1937, and was with the Ringling circus in 1938. Survived by his widow, Marie, and daughter, Mickie. Burial in San Pedro August 13.

STATON—Harry M., 78, composer and musician, August 21 at his home in North Wales, Pa. Survived by his widow, Violet, and two daughters.

IN MEMORY OF TOL TEETER PASSED AWAY SEPTEMBER 2, 1941



I MISS YOU SO,
YOUR WIFE,
NELLIE TEETER

STRIKE—Jack W. Sr., 61, lead gallery operator on Fidler's United Shows, August 10 in Racine, Wis. Survived by his widow, Ella; a daughter, Mrs. Gus Schmidt, and two sons, John Jr. and Donald. Burial in Racine. He had also operated a lead gallery in Racine for 12 years.

SULLIVAN—Tom, 72, owner-manager of the Monte Carlo Girls, former burlesque troupe, August 15 in Cincinnati of injuries sustained in a fall at his home there. He retired from show business several years ago. Survived by his widow, Eve.

SWOBODA—Vecheslav, 46, former ballet master and first dancer with the Russian Imperial Ballet in Moscow, August 25 in Roosevelt Hospital, New York. He also danced with Serge Diaghileff's Ballet Russe Company. He had operated a ballet school in New York the last 10 years. Survived by his widow.

I Wish To Thank
My Many Friends for Flowers,
Letters, Telegrams and Sym-
pathy Cards sent to me on the
loss of My Husband

PHIL C. TRAVIS
Mrs. Gussie Travis

WADE—Birdette H. (Birt), 82, former circus musician, August 7 at his home in Sheridan, Mich. He was formerly with the Mat Wixom and Wixom Bros.' circuses. Survived by his widow and three children. Interment in Sheridan.

WINTERNITZ—Felix, 76, August 20 at Faculty Club, Cambridge, Mass. He was a concert violinist in the early 1900's and later a teacher at the New England Conservatory of Music, Boston, and in New York. Among three surviving sons is Roland Winters, screen actor, portrayer of Charlie Chan.

WORSLEY—James E., 83, a di-

Marriages

BASSINDALE-CONNELL — Bob Bassindale, news staffer of WBAP, and Jeanne Connell, recently in Fort Worth.

BOLLER-PINZA — John Boller, New York, and Claudia Pinza, operatic and concert singer and daughter of Ezio Pinza, Metropolitan Opera basso, August 4 in Indianapolis.

CHAGNON-MACK—Wally Chagnon, guitarist with the Johnny J. Jones Exposition, and Rosa Mack, dancer with the same show, August 15 in Fort Wayne, Ind.

CHUDD - MORRO — Lew Chudd, president of Imperial Record Company of California, and Betty Morro, non-pro, in New York August 22.

HUGHES - HUDSON — Thomas J. (Fuzzy) Hughes, owner of riding devices at Lincoln Amusement Park, Los Angeles, and Herma Hudson, former dancer with Will King Musical Comedy Company, in Reno, Nev., August 17.

JOHNSON-SABETTI — Albert Johnson, technician with the musical, *Carousel*, and Audrey Sabetti, singer with the same show, August 1 in Los Angeles.

PEARSON-HARGROVE — Paul Pearson and Nicole Hargrove, dancer, July 31 in Paris.

RODRIGUEZ-BREMER—Rod Rodriguez, son of the former president of Mexico, and Lucille Bremer, film actress, at Catalina Island, Calif., August 1.

ROSSI-VETTI—Tino Rossi, stage and picture singer, and Lia Vetti, screen actress, July 30 at Cassia, Riviera, France.

SCHINDEL-MENDES—Albert R. Schindel, non-pro, and Josephine Mendes (Josephine Gil), Mexican movie actress, August 25 in Los Angeles.

WAGNER - MENASCO — George Wagner, drummer, and Ann Menasco, of Evansville, Ind., both with the Imperial Exposition Shows, recently in Detroit.

WEINER-ROTHSCHILD — Jack Weiner, Hollywood agent, and Rose Rothschild, July 30 in Santa Barbara, Calif.

WELLS-HESS — Harry Wells and Gay Hess, both in the New York Latin Quarter show, August 1 in New York.

YOUNG-LUPINO—Collier Young, Columbia Pictures exec, and Ida Lupino, film star, in La Jolla, Calif., August 5.

Births

A daughter, Susan Kathleen, to Mr. and Mrs. Eddie Bracken at St. John's Hospital, Santa Monica, Calif., August 9. Mother is a former stage actress; father is the film-radio star.

A son, Christian Winslow, to Mr. and Mrs. Sterling Hayden at Good Samaritan Hospital, Los Angeles, August 6. Father is a Paramount Pictures actor.

A daughter to Mr. and Mrs. Randy Kraft July 29 in Philadelphia. Father is on the announcing staff of WFIL in that city.

Twin daughters to Mr. and Mrs. George Sommers July 31 in Temple Hospital, Philadelphia. Father is an orchestra leader in that city.

A daughter to Mr. and Mrs. Al Chance July 28 in St. Louis. Father is a radio director at KSD.

A son, Terrance Jr., to Mr. and Mrs. Terrance Clyne, July 29 in New York. Father is the account exec on Bulova for the Biow Advertising Company.

A son to Mr. and Mrs. Dave Gifford recently in Pittsburgh. Father is a band leader.

A son to Mr. and Mrs. Jack McCoy recently in Hollywood. Father is a KNX announcer.

rector of the Calgary (Alta.) Exhibition and Stampede since 1925 and an associate director since 1940, in that city August 15. Survived by his widow and three sons.

Communications to 155 No. Clark St., Chicago 1, Ill.

COUNTY FAIR BOWS IN CHI

Gets Off To Light Crowds; Railroad Show Runs Near By

Opens in midst of heat wave—geared to make money, event offers exhibits aimed to give city folk glimpse of rural life—tank show tops attractions

By Herb Dotten

CHICAGO, Aug. 28.—A light but not discouraging attendance greeted the new Cook County Fair here Friday and Saturday (27-28) at the huge Soldier Field Stadium and a large lake front area adjacent to it. A heat wave preceded and held on thru the opening and this didn't help the get-away. The big test of the event's potential is to come Sunday afternoon (29), according to Orville Cullerton, top man in the venture. The county fair, first held in densely populated Cook County since 1933 at near by Maywood, was first put into the works last year at a time when the Chicago Railroad Fair, currently running close-by on the lake front, was in the dream stage. Thru Saturday (28), there was no indication whether the Railroad Fair was helping or hurting the county fair. There were many showmen who figured that not a few of the people lured to the railroad shows would make stopovers at the county fair. The torrid weather this week caused a sharp drop-off in Railroad Fair attendance.

Geared To Get Money

There is a sharp difference between the two events. The Railroad Fair isn't geared to make money. But, its exhibits, all for free, are strong. Its outside gate tariff is 25 cents, and the only paid attractions on the inside are *Wheels A-Rollin'* going for 60 cents and a narrow gauge railroad, priced at 10 cents per ride.

The county fair, however, is definitely set up to make money. The outside gate charge is 60 cents. For this, the folks can see livestock, agriculture, floricultural and handicraft exhibits. These, however, are not of sizable proportions, but, perhaps, enough to satisfy those city folks who don't get the opportunity to gander at cattle, chickens, hogs, quilts, dahlias, etc. Too, the folks can see an array of commercial exhibits, housed beneath the Stadium; displays by schools and public service orgs, etc., and some excellent State displays, such as the Your Illinois exhibit.

Most attractive of all exhibits is a model trailer park, set up by the aggressive Trailer Coach Manufacturers' Association. The park is attractive and calculated to do a potent selling job for the trailer industry. It is far and away the standout free attraction at the fair.

As for paid attractions, there are an abundance of them. The Hitler car, spotted in a choice location on a direct line between the main entrance to the Stadium and the Johnny J. Jones Exposition on the midway, goes for 50 cents for adults, 25 cents for children. Thru Saturday (28), despite the heavy publicity the car had received here, it did not get a strong play.

Beneath the Stadium a fashion show is presented, and this is priced at 60 cents. The midway itself affords ample outlets for spending. And, the Stadium attractions give the fair management ample opportunity to rake in money. The fair execs beat others to the punch in leasing Soldier Field and, as a result, the fair is cut in on all of the attractions which will be held there during the run of the event.

Thus on Friday night (27) the fair

If Larry Was in Paris, Then Who Was That in N.Y.?

NEW YORK, Aug. 28.—Super-man Larry Sunbrock either has a speedy plane or an uncanny double. Keeping up with the boy promoter is one hectic chore. Cincinnati story of last week has him in Paris and while we are glancing thru same he is in New York talking to *The Billboard* office over the phone—and we do know his voice.

Latest development in Sunbrock's project to tour Europe with a rodeo and thrill show was a phone call from Sunbrock in which he stated that he was definitely set to play the big Palais de Sports in Paris, September 10-30, followed by runs in the British Isles, at London, Birmingham, Manchester and Glasgow; in Italy, at Rome and Milan; in Belgium, at Antwerp and Brussels, and at two spots in Switzerland.

According to Sunbrock, he is taking over 42 rodeo performers, 22 of whom went by plane last Friday (20). Also, according to Sunbrock, he was leaving for Paris this week and 20 rodeo performers and 60 head of stock were

(See *Where's Larry?* on page 48)

got 60 cents from every one of the some 26,000 who paid to see the opening pro football game between the Chicago Rockets and the Los Angeles Dons. Too, the fair gets a cut from the midget races, a regular Stadium feature continued during the fair, and, of course, from its own Stadium attractions.

Chief among these last is *Rhapsody in Swimtime*, a Bing Crosby production (See *County Annual* on page 48)

Close-Ups:

Eddie Brown, the Showman Who Made Friends -- and Kept Them

By Douglas N. Rhodes

(This is another in a series of articles on little-known facts about prominent people in outdoor show business.)

EARLY one spring in 1900, a skinny, scared youngster had his only pair of pants stolen and, as a result, acquired a lifelong friend, a new name and a career in show business that has lasted to the present day.

Outdoor showfolk know him today as Eddie Brown—or more formally, J. Ed Brown. But until that morning in Galesburg, Ill., he answered to the name of James Edward Buck, which remained his legal moniker until a relatively few years ago when he had his adopted name approved by the courts.

Eddie was 11 years old when he made his inauspicious debut into the amusement world and, in the nearly half century since the Galesburg incident, he has held scores of executive positions in nearly every branch of outdoor show business, including circuses, showboats, carnivals, parks and fairs.

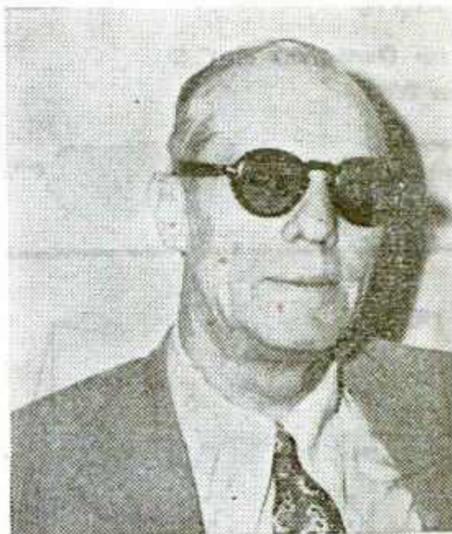
He reached the peak of his career when he won national acclaim as Mayor of the Gayway at the Golden Gate International Exposition, San Francisco. Since that event, Eddie has functioned in the same capacity at other large California fairs. This year, for the third consecutive season, he held the Mayor title at the San Diego County Fair, Del Mar.

Born in Chicago, December 29, 1888, Eddie found it necessary to go to work

at an early age to help support his widowed mother. He sold papers on Windy City streets when he was little more than a toddler and had no chance to attend school above the fourth grade. In spite of his lack of formal academic training, he's highly educated, having been graduated cum laude from the University of Hard Knocks. In appearance he resembles a senior statesman with graying hair and dignified manner. And, like a statesman, he is an authority on parliamentary procedure.

Probably the outstanding characteristic of Brown's life is his ability to make friends—and keep them. All other qualities aside, this attribute marks him as an honorable man, for the price of lasting friendship has always

(See *EDDIE BROWN* on page 52)



EDDIE BROWN

Minn. Sets New Opening Day Records

Tops 1947 Bow by 4,675

ST. PAUL, Aug. 30.—Annual Minnesota State Fair here got off to terrific start Saturday (28), setting a new opening day attendance mark of 69,506.

Altho forecasts called for wet weather, opener came thru with bright skies and turnstiles clicked in 4,675 customers—at 50 cents each—more than was recorded at the 1947 first day when 64,831 paid their way in. Ray Lee, fair secretary, and Doug Baldwin, assistant, said first day's attendance will help this year's exposition in its drive to go over the million mark. Attendance in 1947 was 902,803.

On the midway Royal American Shows got off to a fast start in their effort to crack their all-time record gross of \$283,008.48, after taxes, set at the 1947 run. Big attraction on the midway was the Sally Rand Show. While no figures were available from RAS officials, Baldwin said his observations were that Rand was drawing heavily thruout the day. Arriving in the Twin Cities last Monday (23) Sally made knife and fork league circuit with appearances before such groups as Optimists Club and Rotarians, building good will for herself and the midway, with generous newspaper coverage in St. Paul and Minneapolis.

After a fast opening the midway tempo slowed slightly during the afternoon because of the terrific heat, but once dusk came the play stepped up considerably and at 12:45 a.m. Sunday (29) lights were still burning with patrons intent on seeing everything.

Grandstand Draws 18,000

The afternoon grandstand show drew 18,000, Baldwin reported. The Frank Winkley auto races saw Emory Collins crack world and track records in two events. In the three lap, mile and one-half run he set a new world's mark of 1:17.7, while his time for the first five-lap heat was 2:09.7, a new track record.

Big features of the grandstand afternoon show were the jet plane demonstration and maneuvers by Royal Canadian Air Forces, of Winnipeg, and appearances of U. S. Army Ground Forces Band and Royal Canadian Air Force Band. The jets zoomed by the grandstand at 450 miles an hour to put gulps in every throat.

The *State Fair Revue*, night grandstand attraction, was witnessed by better than 10,000 patrons, double the opening night attendance of 1947, Baldwin reported.

First day visitors included Andy Hanson, of the All-Iowa Fair, Cedar Rapids, and Art Corey, of Des Moines, former secretary of the Iowa State Fair. Minnesota annual continues thru Labor Day.

Record of 105,000 Gladhand CNE

Heat Softens Conklin Take At Inaugural

O&J Advance Sale Over 100G

TORONTO, Aug. 28.—Despite 93-degree temperature and oppressive humidity which blanketed the region throughout the week, a record 105,000, 2,000 more than last year, turned out for the opening of Canadian National Exhibition here yesterday. Altho no relief from the heat was predicted thru tomorrow, officials feel no qualms about the future.

Elwood A. Hughes, general manager, announced prior to the performance of the Leonidoff-produced Olson and Johnson night grandstand feature that the advance sale had smashed the \$100,000 mark. The elaborate show, a larger counterpart of the usual Radio City Music Hall production, except for the headlining of the zany comedians, was seen by about 15,000 opening night. The new multi-million-dollar grandstand and the 360-foot stage surpassed even the grandiose advance descriptions. The huge stand has a capacity of 25,000.

The weather apparently took its toll on J. W. (Patty) Conklin's midway, altho final figures were not available at this writing. Last year's opening-day gross was about \$18,000. Continuing heat may well hurt to-

day's business which, based upon last year, should be the biggest for the date.

Conklin Aims High

Permanent fronts on the Conklin midway, both those erected last year and several new ones added for this engagement, leave nothing to be desired. Conklin is hopeful of garnering \$500,000, nearly \$100,000 more than in 1947, with his shows and rides, and a similar amount with his concessions. The concession gross will have to be about doubled if he is to reach his goal.

For the first time in the history of the CNE the midway has been granted permission to continue operations until 1 a.m., an hour longer than usual. The added hour can add thousands of dollars to the take. A new Hi-Ball and Rockoplane have been added, as well as several kiddie rides.

Many ride prices have been cut, Conklin said. Monday, Children's Day, all rides will operate for a nickel. Prices on other rides will range from 10 to 25 cents.

A George A. Hamid bill of acts will be presented nightly beginning Monday for one hour prior to the revue. Added incentive to attend the night shows is being created with the giveaway of a new automobile on each of the 14 nights.

The exhibition was officially opened by Lord and Lady Mountbatten, who flew here from Burma. Their presence was credited with the attendance of many thousands of Canadians.

Despite the sweltering heat, Gene Krupa drew about 4,000 in the Coliseum for dancing opening night. He will be replaced Monday by Tommy Dorsey. George A. Hamid is handling this enterprise.

County Annual Bows in Chicago

(Continued from page 47)

The tank show, which stars Vicki Draves, Olympic champ, is the big night attraction thru most of the fair's run, which will end Labor Day. A strong advance sale for the water show has been built up, with the Illinois Police Association tied in on a p.c. of the sale. Other principal Stadium attractions are Joie Chitwood's Thrill Show, in for almost every afternoon. Chitwood's unit made its bow here today before a light crowd. The fact that the Stadium is uncovered hurts the afternoon potential.

More Rides for JJJ

The Johnny J. Jones Exposition is at its top strength here. Several new rides, a Rolloplane, C-Cruise, miniature train and kiddie auto ride, are in the line-up of the Morris Lipsky-Buddy Paddock aggregation. Friday night (27) midway business was light, with one good hour of play following the end of the pro football game. Saturday (28) yielded a fair take, with most of it coming in the late evening hours.

There is much merchandise on display and the front end boys on the first two days showed a disposition to dole it out. The front end, incidentally, is distinguished by three electrically operated derby games, bunched closely, and Saturday night (28) each got a brisk play. Another feature is the bingo operation. One of the games has a rare location, spotted on the street, island-fashion, between the stadium entrance and the Jones midway.

The fair has been getting exceptionally strong support from Chi newspapers. A press prevue was tossed Thursday night (26) in the gal show top of the Jones show, and this occasioned a news break and put Honey Lee Walker, gal show talker, in the hospital. While serving as emcee of the prevue show, Honey suffered a wrist bite from Cheeter, chimp in Carl Lauther's midway unit, and was rushed to St. Luke's Hospital. She is not regarded in serious condition but will remain there under observation for a few days. The chimp was impounded, pending a check to determine if he has rabies.

The promotion-wise fair execs have made a tie-up with navy recruiting which is expected to swell the crowds beginning with this afternoon. Free tickets are to be given out at the navy exhibit under the stadium to all who wish to see the navy's largest flying boat, the 82½-ton Carolina Mars, which landed here Saturday (28) after a record-breaking, non-stop flight from Hawaii. The boat is anchored in the lake close by the fair, and the only way people will get to

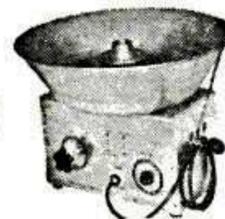
WHERE'S LARRY?

(Continued from page 47) due to leave this week Thursday (26) on the Norwalk Victory, of the Black Diamond Lines, for Antwerp, Belgium. The steamship line infos that three cowhands and some stock sailed Thursday (26).

go thru it is by obtaining a ticket at the fair. The flight of the huge plane received much page 1 publicity, with several local newspapermen making the record-smashing flight from Hawaii.

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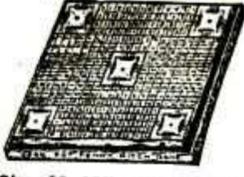
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Hot Weather Cools Gate at Chi RR Fair

Spec Holds Up Firmly

CHICAGO, Aug. 28.—Attendance at the Chicago Railroad Fair here this week wilted in the face of a sweltering heat wave.

The gate fell to 23,267 Wednesday (25), for the lowest single day's attendance since the event opened July 20. Attendance other days this week was not much higher.

Despite the sharp drop-off at the gate, which had been averaging close to 45,000 daily, patronage at *Wheels A-Rollin'* stood up firmly by comparison. On Wednesday, for instance, 13,744 paid to see it, altho the fair's attendance was only 23,267.

Similarly, business held up well on the Deadwood Central, narrow-gauge railroad which runs practically the entire length of the fairgrounds. On Wednesday, 12,185 paid to ride it.

Thru Wednesday, the 37th day of the run, total gate admissions were 1,594,283. *Wheels A-Rollin'*, over the same period, had played to 606,280, with the loss of only three performances, out of a total of 148, to rain. The Deadwood Central, thru Wednesday, had carried 561,336 persons at 10 cents a ride.

Odessa, Wash., Rodeo Honors Won by Arnie Will

ODESSA, Wash., Aug. 28.—Record crowds saw 57 cowboys compete in the Odessa Rodeo Saturday and Sunday (21-22).

Arnie Will, Loomis, was adjudged all-around cowboy. He also set a new arena record of 4.4 seconds in bulldogging, but placed second in this event to Larry Daniels. Red Allen was third and Rudy Doucette, Phoenix, Ariz., fourth.

Joe Keeler, Penticton, B. C., altho injured in bronk riding the first night, went on to win. Scotty Bagnell, Yuma, Ariz., rodeo clown, placed second; Fred Marchand, Okanogan, third, and Jim Holligan, Walla Walla, fourth.

Kelly Atchinson received a broken leg in bronk riding, and Fred Gage head injuries. Slim Pickens presented a surprise bullfighting act. Ring Bros., Wilbur, supplied stock.

Hamid "Fantasies" Clicks 'Em Off on Canada Swing

THREE RIVERS, Que., Aug. 28.—Joe Hughes, chaperoning George A. Hamid's *Fantasies* revue at the Three Rivers Fair, reports that the grandstand show is busting all records, as it did last week at the Skowhegan (Me.) Fair. Wallace Bros.' Shows of Canada provided rides and attractions on the midway.

Hughes, with Hamid's *Showtime* grandstand opus, also hung up attendance records recently at Fredrickton, N. B.; Presque Isle, Me., and Bangor, Me., giving him five record-busters in a row.

Polio in Edmonton Area

EDMONTON, Alta., Aug. 28.—Amusement attractions and public gathering places are out of bounds to children under 16 in Edmonton, Mayerthorpe, Claresholm and Athabaska because of polio.

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Monkey Bizness

RUSSELLVILLE, Ky., Aug. 28.—Page Bob Ripley and make room for Squeaky, the hitchhiking carnival monk. Last Sunday (22) as Peppers All-States Shows were pulling out of the lot at Gallatin, Tenn., one of the big fem monkeys, Squeaky, and her six-week-old baby went AWOL from Danny Peppers' Monkey Show truck and could not be located.

Search was given up and the show headed for Russellville. About 12 miles out of town the driver of the truck carrying the Girl Show heard a squeaking noise and on investigating found Squeaky and junior enjoying the scenery from the top of the truck. Show personnel swear the hitch-hiking monks were not on the truck when it left Gallatin.

P. S.: Yep, the show's p. a. confidentially tipped us off to the above, but vows on *The Billboard* that it's veridique.

Mrs. Joe Antalek Reported Improving

CHICAGO, Aug. 28.—Mrs. Melanie Antalek, with her husband Joe, a member of the Antaleks, perch act, who suffered serious injuries when she fell during a performance at the Stratford Theater, Chicago, Sunday (22), was reported improving today by hospital attendants.

Mrs. Antalek, who fell 28 feet, was taken to Evangelical Hospital but later removed to Norwegian-American Hospital.

King City, Calif., Sets Dates for Annual Stampede

KING CITY, Calif., Aug. 28.—King City's annual stampede will be held Sunday, October 3, to be followed with a jackpot roping Monday (4) with an entry fee of \$500. The event was held last year and proved highly successful. Entry list for all events closes Wednesday, September 29, at 6 p.m.

E. L. Rianda is stampede president and R. E. Garner is secretary.

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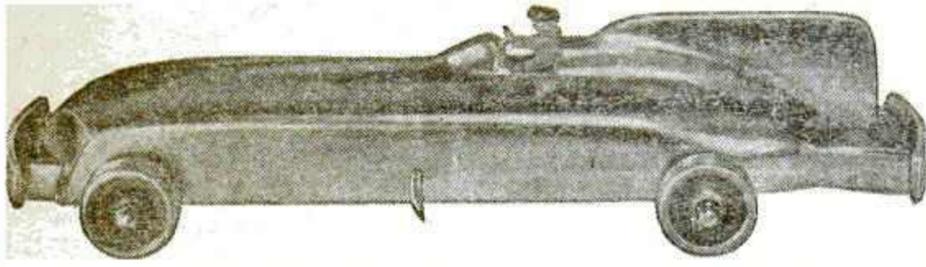
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Fair Dates



A list of fairs, with dates one week in advance and arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated July 31.

September 5-11

ALABAMA

Anniston—Calhoun Co. Fair. Sept. 7-11.

ARKANSAS

Arkadelphia—Clark Co. Fair. Sept. 9-11. A. T. Goodlow.
Greenwood—Sebastian Co. Free Fair Assn. Sept. 9-11. Earl Pryor.

CALIFORNIA

Anderson—Shasta Co. District Fair. Sept. 9-12. Dudley V. Saeltzer.
Lancaster—Antelope Valley Fair. Sept. 9-12. D. R. Jaqua.
Placerville—El Dorado Co. Fair Assn. Sept. 10-12. Robert K. Woodward.
Sacramento—California State Fair. Sept. 2-12. E. P. Green.

COLORADO

Calhan—El Paso Co. Fair. Second week in Sept. A. L. Peiper.
Castle Rock—Douglas Co. Fair. Sept. 11-12. Charles E. Kirk.
Craig—Moffat Co. Fair. Sept. 9-10. Walter J. Gregory.
Denver—Denver Fair. Sept. 7-9. Robert D. Buck, 125 Municipal Bldg.
Eads—Kiowa Co. Free Fair. Sept. 9-11. C. E. Hightower.
Hotchkiss—Delta Co. Fair & Rodeo. Sept. 8-11. Mark Clay.

CONNECTICUT

Bethlehem—Bethlehem Fair. Sept. 11-12. Mrs. Frank Devine, Waterbury, Conn.
Goshen—Goshen Agrl. Soc. Sept. 5-6. Edward N. Randall.
Haddam Neck—Haddam Neck Fair Assn. Sept. 6. Leonard J. Seldon. R. D. 1, E. Hampton.
North Haven—North Haven Fair Assn. Sept. 10-12. Laura T. Bartlett.
Rocky Hill—Rocky Hill Grange Fair. Sept. 10-11. Dorothy B. Herrick.
Wallingford—Wallingford Grange Fair. Sept. 11. Flora E. Hough.
Wapping—Wapping Fair. Sept. 11. Mrs. Barbara Potterton, Manchester, Conn.

IDAHO

Jerome—Jerome Co. Fair Assn. Sept. 7-11. Charles Address.
Lewiston—Lewiston Round-Up & Fair. Sept. 10-12. Joe M. Skok.
Malad City—Oneida Co. Fair. Sept. 9-11. K. V. Hanson.
Ririe—Jefferson Co. Fair. Sept. 10-11. C. M. Shaner.

ILLINOIS

El Paso—4-H Club Free Fair. Sept. 9-11. Burton Baily.
Marion—Williamson Co. Fair Assn. Sept. 6-10. Ray Miller.
Melvin—Ford Co. Fair. Sept. 8-11. C. D. Thompson.
Oblong—Crawford Co. Fair Assn. Sept. 6-11. Ralph Goodwin.
Odell—Odell Community Fair. Sept. 9-11. Lowell Bruns.
Salem—Marion Co. Fair Assn. Sept. 6-11. W. R. Hancock.
Sandwich—Sandwich Fair Assn. Sept. 8-12. C. R. Brady.

INDIANA

Indianapolis—Indiana State Fair. Sept. 3-10. Orval C. Pratt.

IOWA

Derby—Derby Dist. Agrl. Assn. Sept. 7-10. Lewis O. Ryan.
Guthrie Center—Guthrie Co. Fair. Sept. 7-10. M. L. Branson.
Mason City—North Iowa Fair Assn. Sept. 3-7. M. C. Lawson.
Missouri Valley—Harrison Co. Fair Assn. Sept. 7-10. Fred C. Behm.
Sibley—Osceola Co. Livestock Show. Sept. 8-11. Sam D. Robinson.
Webster City—Hamilton Co. Fair. Sept. 6-9. W. H. Johnson.

KANSAS

Belle Plaine—Belle Plaine Fair Assn. Sept. 9-10. Dallas W. Davis.
Beloit—Mitchell Co. Fair Assn. Sept. 7-10. Lyle Lukens.
Caldwell—Summer Co. Fair. Sept. 9-11. F. W. Frazier.
Coffeyville—Inter-State Fair. Sept. 6-11. Lawrence W. Smith.
Dodge City—Southwest Fair & Rodeo Assn. Sept. 7-11. Ward Perkins.
Horton—Tri-County Fair. Sept. 8-10. Jules A. Bourquin.
Longton—Elk Co. Fair Assn. Sept. 9-11. Bert Speer, Howard, Kan.
Osawatimie—Osawatimie Free Fair. Sept. 8-10. R. A. Hanfield.
Scott City—Scott Co. Free Fair. Sept. 6-8. Donald Christy.
Stafford—Stafford Co. Fair. Sept. 7-10. Art Harzman.
Sylvan Grove—Sylvan Grove Fair Assn. Sept. 8-11. W. A. Buzick, Jr.
Topeka—Kansas Free Fair Assn. Sept. 11-17. Maurice W. Jencks.
Washington—Washington Co. Fair Assn. Sept. 9-11. A. C. Fuhrken.
Wellsville—Wellsville Picnic Fair Assn. Sept. 9-10. J. H. Cramer.
West Mineral—Mineral District Free Fair. Sept. 8-11. John Blair.

KENTUCKY

Central City—Muhlenberg Co. Fair Assn. Sept. 6-11. Larry Stone.
Hardinsburg—Breckenridge Co. Fair. Sept. 10-11. W. C. Fate.

Hartford—Ohio Co. Fair. Sept. 9-11. J. R. Russell.
Madisonville—Hopkins Co. Fair. Sept. 9-11. C. Frank Brown.
Owensboro—Owensboro Fair Assn. Sept. 8-11. Louis T. Riley.
Paintsville—Johnson Co. Fair Assn. Sept. 9-11. John N. Mostoller.
Stanton—Powell Co. Agrl. Fair. Sept. 9-11. James H. Hall.

MAINE

Blue Hill—Hancock Co. Agrl. Soc. Sept. 6-8. C. R. Parker.
Lewiston—Maine State Fair. Sept. 6-11. Jim O'Kane.

MARYLAND

Elkton—Cecil Co. Fair. Sept. 11. Wm. Shelton.
Timonium—Maryland State Fair. Sept. 1-11. Les Sponser.

MASSACHUSETTS

Blandford—Union Agrl. Soc. Sept. 5-8. Lee E. Wyman.
Brockton—Brockton Fair. Sept. 11-12. Frank H. Kingman.
Dudley—Dudley Hill Fair. Sept. 6. Florence Penniman.
Northampton—Three-County Fair. Sept. 5-11. John L. Banner.
Southwick—Southwick Community Fair. Sept. 10-11. Mrs. Barbara Mathews.

MICHIGAN

Alpena—Alpena Co. Agrl. Soc. Sept. 6-11. Norman L. Hobbs.
Cadillac—Northern District Fair. Sept. 6-10. Arvid E. Swanson.
Decatur—Decatur Agrl. Soc. Sept. 8-11. Marshall Orr.
Detroit—Michigan State Fair. Sept. 3-12. Hazen L. Funk.
Eagle—Eagle Twp. Fair. Assn. Sept. 9-11. Jay Morris, R. 3, Grand Ledge, Mich.
East Jordan—Charlevoix Co. Agrl. Soc. Sept. 7-11. Ed Rebmam, Boyne City, Mich.
Fowlerville—Fowlerville Agrl. Soc. Sept. 6-11. O. B. Hall.
Gladwin—Gladwin Co. Fair Assn. Sept. 7-10. R. H. Brubaker.
Hart—Oceana Co. Fair. Sept. 8-10. August Marx, Shelby, Mich.
Pinconning—Pinconning Community Fair Assn. Sept. 10-11. Meryl A. Bird.

MINNESOTA

Blue Earth—Faribault Co. Fair Assn. Sept. 9-12. Harold A. Myers.
Cambridge—Isanti Co. Fair Assn. Sept. 8-11. L. O. Carlson.
Grand Marais—Cook Co. Agrl. Soc. Sept. 8-10. M. J. Humphrey.
Marshall—Lyon Co. Agrl. Soc. Sept. 8-11. F. J. Meade.
Montevideo—Chippewa Co. Fair Assn. Sept. 8-11. L. E. Whitmer.
Pequot Lakes—Crow Wing Co. Agrl. Soc. Sept. 9-11. Myrtle Mabbott.
Wheaton—Traverse Co. Agrl. Assn. Sept. 9-12. A. W. Vye.

MISSOURI

Bethany—Northwest Mo. State Fair. Sept. 6-11. Lester M. Maple.
Bowling Green—Pike Co. Fair Assn. Sept. 8-11. John M. McIlroy.
Brunswick—Brunswick Fair Assn. Sept. 9-11. Berl E. Cahoon.
Cuba—Cuba Community Fair. Sept. 8-11. James I. Dodd.
Galt—Galt Community Fair. Sept. 8-11. P. K. Payne, Jr.
Greenfield—Dade Co. Free Fair. Sept. 8-11. C. S. Courtney.
Hermitage—Hickory Co. Fair. Sept. 9-11. Raymond Meador.
Perryville—Perry Co. Fair. Sept. 10-11. Werner T. Weber.
Reynolds—Reynolds Co. Fair. Sept. 9-11. E. L. Brown.
Rockport—Atchison Co. & Legion Fair. Sept. 8-11. Lloyd W. Gildersleeve.
Saint Charles—St. Charles Co. Fair. Sept. 9-11. Richard J. Fritts.
Unionville—Putnam Co. Agrl. Soc. Sept. 7-10. Marple S. Wyckoff.
Versailles—Morgan Co. Fair. Sept. 8-11. Rufus Harms.

MONTANA

Fort Benton—Chouteau Co. Fair. Sept. 10-12. G. O. Schmidt Jr.
Hamilton—Ravalli Co. Fair. Sept. 9-11. Glenn Chaffin.

NEBRASKA

Bridgeport—Morrill Co. Fair Assn. Sept. 6-8. J. Cedric Conover.
David City—Butler Co. Agrl. Soc. Sept. 11-14. R. C. Zellinger.
Dunning—Blaine Co. Fair Assn. Sept. 9-11. J. C. Glidden.
Eustis—Frontier Co. Agrl. Soc. Sept. 8-10. Richard Hopkins, R. R. 2, Bartley, Neb.
Lewellen—Garden Co. Fair. Sept. 9-11. Paul D. Temple.
Lincoln—Lancaster Co. Agrl. Assn. Sept. 5-10. B. F. Preston.
Lincoln—Nebraska State Fair. Sept. 5-10. Edwin Schultz.
Mitchell—Scottsbluff Co. Agrl. Soc. Sept. 6-11. Harold Ledingham.
Norden—Keya Paha Co. Agrl. Soc. Sept. 9-11. Harley McCormick.
Saint Paul—Howard Co. Agrl. Soc. Sept. 6-10. Charles Cobry.

NEW HAMPSHIRE

Contoocook—Hopkinton Fair. Sept. 6-8. Harold R. Clough.
Keene—Cheshire Fair Assn. Sept. 9-11. Joseph Kershaw, North Swanzy, N. H.

NEW MEXICO

Alamogordo—Otero Co. Fair Assn. Sept. 10-11. Mrs. Lillian Bagwell.
Belen—Valencia Co. Fair Assn. Sept. 11-12. George P. Seery.
Farmington—San Juan Co. Fair Assn. Sept. 10-12. J. F. Sprows, Aztec, N. M.
Las Vegas—San Miguel Co. Fair. Sept. 10-12. Lewis P. Schieler.

NEW YORK

Bath—Steuben Co. Agrl. Soc. (Bath Fair) Sept. 6-11. J. Victor Faucett.
Brookfield—Madison Co. Agrl. Soc. Sept. 5-8. R. P. Burdick.
Dunkirk—Chautauque Co. Fair. Sept. 6-11. Carlton J. Larson.

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Pafmyra—Palmyra Fair Assn. Week of Sept. 5
Ray Converse.
Schaghticoke—Schaghticoke Fair. Sept. 6-9.
Carl W. Lohnes.
White Plains—Westchester Co. Agrl. Assn.
Sept. 9-12. Mrs. P. T. Phillips.

NORTH CAROLINA

Fairmont—Fairmont Fair Assn. Week of Sept.
6. Charles Rawls.
Franklinton—Franklinton Fair. Sept. 6-11.
Thompson & Rumley.

NORTH DAKOTA

Forman—Sargent Co. Fair. Sept. 7-8. J. W.
Bond.

OHIO

Andover—Andover Street Fair Assn. Sept.
10-11. Wm. S. Grabert.
Bellefontaine—Logan Co. Agrl. Soc. Sept. 6-
10. M. N. Nichols.
Bucyrus—Crawford Co. Agrl. Soc. Sept. 6-10.
George Damschroder.
Canton—Stark Co. Agrl. Soc. Sept. 6-9. Ed
S. Wilson.
Dayton—Montgomery Co. Fair. Sept. 6-9.
R. C. Haines.
Findlay—Hancock Co. Agrl. Soc. Sept. 8-11.
R. L. Yates.
Fremont—Sandusky Co. Agrl. Soc. Sept. 6-10.
Russell Hull.
Marietta—Washington Co. Fair. Sept. 5-8.
L. E. Apple.
McConnsville—Morgan Co. Agrl. Soc. Sept.
9-11. Ray G. Smith.
Medina—Medina Co. Agrl. Soc. Sept. 8-11.
Paul M. Jones.
Millersburg—Holmes Co. Agrl. Soc. Sept. 8-11.
Verle Sprang, Lakeville, Ohio.
St. Clairsville—Belmont Co. Agrl. Soc. Sept.
8-11. Wm. R. Butcher Jr.
Van Wert—Van Wert Co. Agrl. Soc. Sept.
6-10. N. E. Stuckey.
Wauseon—Fulton Co. Agrl. Soc. Sept. 6-10.
C. J. Keller

OKLAHOMA

Chickasha—Grady Co. Fair Assn. Sept. 8-11.
M. G. Tucker.
Collinsville—Collinsville Tri-Co. Fair. Sept.
9-11. Paul Latture.
Cushing—Cushing District Fair. Sept. 9-11.
D. H. Fisher.
Duncan—Stephenson Co. Free Fair. Sept.
8-11. Herb Gallaway.
Frederick—Tillman Co. Free Fair. Sept. 8-11.
Wayne C. Liles.
Hominy—Hominy District Fair. Sept. 10-11.
Leon Rogers.
Kingfisher—Kingfisher Co. Fair. Sept. 7-10.
Howard Connally.
Fryor—Mayes Co. Fair. Sept. 8-11. Elsworth
Hammer.

OREGON

Salem—Oregon State Fair. Sept. 6-12. Leo
G. Spitzbart.

PENNSYLVANIA

Claysburg—Greenfield Tp. Farm Show. Sept.
9-11. Kermit B. Wright.
Ebensburg—Cambria Co. Fair Assn. Sept.
6-11. Walter Good.
Edinboro—Community Agrl. Assn. Sept. 9-11.
Joseph Ondrey.
Ford City—Armstrong Co. Fair. Sept. 6-9.
W. B. Mechling.
Hanover—Forest Park Free Fair. Sept. 6-12.
A. Karst.
Harford—Harford Agrl. Soc. Sept. 9-11.
Wm. Robbins.
Home—Ox Hill Community Fair. Sept. 6-8.
D. R. Hill.
Laurelton—Union Co. West End Fair Assn.
Sept. 8-11. J. Frank Snyder.
Lehighton—Lehighton Fair. Sept. 6-11. Frank
R. Diehl.
Millersburg—Millersburg Farmers' Fair Assn.
Sept. 9-11. Neil B. March.
Millport—Oswayo Valley Community Fair.
Sept. 8-11. Mrs. Nina H. Vanderhoof.
Northampton—Twin Co. Agrl. Assn. Sept. 8-11.
Warren J. Dech.
Pleasant Valley—Community Fair Assn. Sept.
7-11. Eugene V. Keefer, Connellsville.
Port Royal—Juniata Co. Agrl. Assn. Sept.
6-11. J. Robert Stimmel.
Spartansburg—Sparta Community Fair. Sept.
9-11. Byron A. Hughes.
Sugar Grove—Sugar Grove Community Fair.
Sept. 9-11. Richard J. Sanders.
Waterford—Waterford Community Fair Assn.
Sept. 8-11. Charles Bowman.
Youngsville—Youngsville Community Fair Assn.
Sept. 8-11. Russell F. Crippen.

SOUTH DAKOTA

Edgemont—Fall River Co. Fair Assn. Sept.
6-7. B. W. Keating.
Huron—South Dakota State Fair. Sept. 6-11.
P. L. Hafner

TENNESSEE

Cookeville—Putnam Co. Agrl. Fair. Sept. 9-11.
W. J. Huddleston.
Erwin—Unicoi Co. Agrl. Fair. Sept. 8-11.
Hassel Evans.
Franklin—Williamson Co. Fair. Sept. 9-11.
Robert R. Garner.
Harriman—Roane Co. Fair. Sept. 6-11. W. B.
Stout.
Hartsville—Trousdale Co. Fair. Sept. 6-11.
Eleanor Stone.
Jamestown—Fentress Co. Fair Assn. Sept.
9-11. J. E. Graham.
Maryville—Blount Co. Fair. Sept. 6-11. John
H. Edmondson.
McMinnville—Warren Co. Fair. Sept. 9-11.
H. S. Willson.
Pencer—Van Buren Co. Fair. Sept. 9-11.
H. L. Hollingsworth.
Waverly—Humphrey Co. Fair. Sept. 8-11.
E. R. Spann.
Westmoreland—East Sumner Fair Assn. Sept.
10-11. Miss Gustine Simmons.

TEXAS

Gainesville—Cooke Co. Fair Assn. Sept. 6-11.
Claude Jones.
Mount Pleasant—Titus Co. Fair & Dairy
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Teague—Freestone Co. Fair Assn. Sept. 10-11.
Clivell McSpadden.

UTAH

Duchesne—Duchesne Co. Fair & Rodeo. Sept.
10-11. C. C. Mickelson.
Nephi—Juab Co. Fair. Sept. 9-11. J. E.
Worthington.

VERMONT

Rutland—Rutland Fair. Sept. 6-11. Arthur
B. Porter.

VIRGINIA

Clintwood—Farmers Fair Assn. Sept. 9-11.
Alfred A. Skeen Jr.
Bland—Bland Co. Fair Assn. Sept. 9-11.
T. E. Mallory.
Luray—Page Co. Fair. Sept. 6-11. S. Frank
Rosser.
Lynchburg—Campbell Co. Legion Fair. Sept.
6-11. S. J. Thompson, Rustburg, Va.
Manassas—Manassas Fair Assn. Sept. 6.
J. M. Baucum.
Pennington Gap—Lee Co. Fair Assn. Sept.
6-11. R. C. Carter, mall care Virgil Wacks.
Rocky Mount, Va.—Rocky Mount Fair. Sept.
6-11. H. F. Fraint.
Rustburg—Campbell Co. Legion Fair. Sept.
6-11. S. J. Thompson.
Tappahannock—Northern Virginia Fair. Sept.
6-11.
Warsaw—Northern Neck Fair Assn. Sept. 6-
11. L. P. Altaffer.
Waverly—Sussex Co. Fair. Sept. 6-11. Phillip
D. Harcum.

WASHINGTON

Davenport—Lincoln Co. Fair Assn. Sept. 9-11.
C. Ross Trout.
Friday Harbor—San Juan Co. Fair. Sept. 10-
12. Andy R. Johnson.
Goldendale—Klickitat Co. Fair Assn. Sept.
10-12. Miss Pat Armeling.
Longview—Cowlitz Co. Fair. Sept. 9-12.
Harold Gilkey.
Monroe—Snohomish Co. Fair. Sept. 9-12.
B. T. Moore, Everett, Wash.
Moses Lake—Grant Co. Fair Assn. Sept. 10-
12. C. E. Dougherty.
Okanogan—Okanogan Co. Fair. Sept. 10-12.
Ned H. Shorey.
Quitecene—Jefferson Co. Fair Assn. Sept. 5-6.
George Munn, Port Townsend, Wash.
Republic—Ferry Co. Grande Fair Assn. Sept.
10-12. G. M. Wilcox, Malo, Wash.
Shamokawa—Wahkiakum Co. Fair Assn. Sept.
9-11. H. O. Weyrich, Cathlamet, Wash.

WEST VIRGINIA

Charleston—W. Va. Free Fair. Sept. 4-12.
T. H. McGovran.
Helvetia—Helvetia Community Fair Assn.
Sept. 9-11. Mrs. James McNeal.

WISCONSIN

Beaver Dam—Dodge Co. Fair Assn. Sept.
8-12. Forrest Knaup.
Bloomington—Blakes Prairie Agrl. Soc. Sept.
10-12. Robert O. Brodt.
Ellsworth—Pierce Co. Fair Assn. Sept. 7-10.
N. G. Seyforth.
Gays Mills—Crawford Co. Fair. Sept. 9-12.
Leonore M. Feldman, Prairie du Chien.
Marshfield—Central Wis. State Fair Assn.
Sept. 5-9. R. R. Williams.
Shawano—Shawano Co. Fair. Sept. 9-12.
Louis W. Catteau.

CANADA

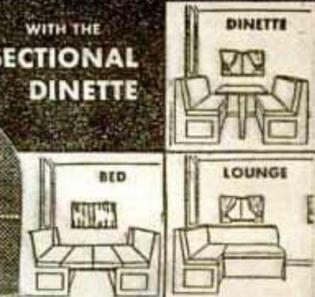
Chilliwack, B. C.—Chilliwack Agrl. Assn. Sept.
8-10. Ian T. Hepburn.
Duncan, B. C.—Cowichan Agrl. Soc. Sept.
9-11. W. R. Barker.
Prince George, B. C.—Prince George Agrl.
Assn. Sept. 6-7. J. Corner.
Quesnel, B. C.—Cariboo Agrl. Sept. 10-11.
K. J. Smith.
Chatham, N. B.—Chatham Exhn. Sept. 6-11.
C. K. McKnight.
North Sydney, N. S. Cape Breton Co. Exhn.
Sept. 6-9. Charles Munn.
Aylmer, Ont.—Aylmer & E. Elgin Agrl. Soc.
Sept. 7-10. Frank E. Leeson.
Black-ock, Ont.—Cartwright Agrl. Soc. Sept.
7-8. Henry Thompson, Nestleton.
Blyth, Ont.—Blyth Agrl. Soc. Sept. 7-8. Miss
L. Livingston.
Coe Hill, Ont.—Wollaston Agrl. Soc. Sept. 7-8.
C. H. Gunter.
Delta, Ont.—Delta Fair Assn. Sept. 6-8. Isaac
Stevens, Philippsville, Ont.
Elmira, Ont.—Elmira Agrl. Assn. Sept. 3-6.
Fred C. Forwell.
Emsdale, Ont.—Perry Agrl. Soc. Sept. 8-9.
Arthur Rowley.
Lansdowne, Ont.—Lansdowne Agrl. Soc.
Sept. 9-11. L. W. Moxley.
Newington, Ont.—Stormont Fair. Sept. 7-8.
Les. Young.
Orillia, Ont.—East Simcoe Agrl. Soc. Sept.
9-11. Irwin McMahon, Hawkestone.
Orono, Ont.—Durham Central Agrl. Soc. Sept.
10-11. J. C. Gamey.
Perth, Ont.—South Lanark Agrl. Soc. Sept.
10-11. M. J. Donohoe.
Porquis Junction, Ont.—Porquis Junction Agrl.
Soc. Sept. 9-10. Mrs. Pearl Bailey.
Ripley, Ont.—Huron Township Agrl. Soc. Sept.
9-10. Albert Wylds.
Seaforth, Ont.—Seaforth Agrl. Soc. Sept. 9-
10. Mrs. Lillian Grummett.
Shannonville, Ont.—Shannonville Agrl. Soc.
Sept. 10-11. K. R. Vivian.
Strathroy, Ont.—Strathroy Agrl. Soc. Sept.
6-8. F. Langan.
Sturgeon Falls, Ont.—Sturgeon Falls Agrl. Soc.
Sept. 5-8. Wm. J. Edmunds.
Sundridge, Ont.—Strong Agrl. Soc. Sept. 9-10.
Mrs. R. G. Harper.
Tavistock, Ont.—Tavistock Agrl. Soc. Sept.
10-11. R. Rudy.
Toronto, Ont.—Canadian National Exhn.
Aug. 27-Sept. 11. Elwood A. Hughes.
Vankleek Hill, Ont.—Vankleek Hill Agrl. Soc.
Sept. 9-11. Leslie Nixon.
Warren, Ont.—Warren Agrl. Soc. Sept. 7-8.
Mrs. R. Bole.
Wooler, Ont.—Wooler Agrl. Soc. Sept. 7-8.
Carmen Richards.
Aylmer, Que.—Gatineau Co. Agrl. Soc. Sept.
9-11. R. K. Edey.
Brome, Que.—Brome Co. Agrl. Soc. Sept.
6-8. George A. McClay, Knowlton, Que.
Granby, Que.—Granby Hort. Soc. Sept. 9-12.
L. G. Ball.
Huntingdon, Que.—Huntingdon Agrl. Soc.
Sept. 9-10. John Small.
Marbleton, Que.—Wolfe Agrl. Soc. Sept. 8-9.
Raymond Thibodeau.
Quebec, Que.—Provincial Expo. of Quebec.
Sept. 3-12. Emery Boucher.
Saint Alexandre, Que.—Iberville Agrl. Soc.
Sept. 10-11. Jean Brault.

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- Trunk for storage or bottled gas,
- full size Sealy beds,
- Circulating oil burner heat,
- Oven-type cook stove,

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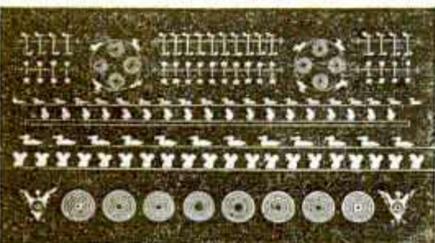


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Eddie Brown, the Showman Who Made Friends -- and Kept Them

(Continued from page 47)

been honor.

Eddie made his first friend when he was selling papers in Chicago. The friend was another urchin, Lou Lurie, whose stand was on the opposite corner from Eddie's place of business. The youngsters, drawn together thru mutual adversity and poverty, have remained close friends over the years. Lurie, now an important financier in San Francisco, has helped Brown in many ways during the latter's ups and downs in show business. And Eddie has reciprocated in kind whenever the opportunity presented itself.

The friend who shaped Brown's destiny, tho, was a circus trainmaster, one George Brown, whose name Eddie assumed.

In addition to his paper selling job, Eddie, at the age of 12, picked up a few dollars a week ushering at the Academy Theater, Chicago. While riding with the theater's billposter one day Eddie saw his first circus wagon at the Cole Younger & Frank James Wild West Shows quarters outside the city. Learning that the show was about to begin its tour, Eddie applied for a job but was turned down because of his youth. As the youngster shuffled dejectedly off the lot he was hailed by a woman who offered to hire him as a dishwasher and coffee boy. Eddie eagerly accepted, tho the pay was \$1 a week and board.

That night the show left Chicago for its opening stand at Galesburg. Eddie was assigned his sleeping quarters in a converted boxcar where show's workmen slept, two in a bunk, four bunks high. The spirit of adventure was in the air and the erstwhile newsboy slumbered soundly with his dreams of becoming a great showman.

Came the Dawn

When he awoke, it was broad daylight and the car was empty except for Eddie. Panic-stricken in fear of losing his job before he had even started on his new career, he hot-footed it for the door. Then he stopped short and looked down. Eddie had gone to bed fully dressed but now his one and only pair of pants was missing. A hasty search of the car confirmed his worst fears. During his sound sleep someone among his car mates had stolen the trousers off his body. Clad only in his shirt and shoes, Eddie gazed forlornly out of the car window at the show lot a short distance away. The outfit was set up and the people were beginning to swarm around the tents. So near and yet so far, thought Eddie, and what a long way back to Chicago—particularly without pants.

"Hey, you!" a rough voice along the tracks outside shattered his morose reverie. "Come out of there! What do you think this is, a hotel for cookhouse punks?"

"I can't come out," replied Eddie mournfully. "Somebody stole my pants."

The man, who turned out to be George Brown, the show's trainmaster, became sympathetic upon hearing the kid's plight. "You stay there until I come back," he directed.

Eddie Finds a Friend

Half an hour later Brown returned with a brand new pair of trousers which he had walked into town to buy. "Now," he said when Eddie had climbed into them, "we'll go and explain the situation to the boss. I don't think he'll fire you."

From that day on, George Brown became Eddie's mentor. The kid followed him everywhere when not occupied with his cookhouse duties. Soon he became known as "Brown's boy, Eddie." Gradually he became used to answering to the handle, "Eddie Brown." His own surname

faded into the past and it has appeared only on legal documents since the turn of the century.

Incidentally, his adopted moniker has caused Eddie a bit of concern on a number of occasions. When he was married in Chicago, in 1915, Eddie was leaving the license bureau with the license made out in the name of Brown when he noticed a posted sign which read: "Penalty for giving fictitious names—fine and imprisonment." He hesitated in the hall and gave the matter some hard thought. Maybe the marriage wouldn't be legal under the name of Brown. Maybe he'd even go to jail!

Corrects "Error"

He swallowed hard and returned to the license desk. Informing the clerk that he was an actor and had inadvertently given his stage name, Eddie asked for, and received, another license made out to James Edward Buck.

After several other incidents which caused confusion and tangled identities, Eddie had the courts sanction his assumed name. Few of his closest friends are aware he was born with another surname.

Eddie stayed with the Younger & James show until 1902 when he joined Walter T. McGinley. Under McGinley he learned the intricacies of being a legal adjuster and, later in his career, served in that capacity for such well-known showmen as Big Lew White, George Steele, Henry Fifley, Doc Childress, J. C. O'Brien and Harry Stevens.

With Sells-Floto

In 1903 Brown, now a seasoned outdoor showman despite his tender years, was with Buckskin Bill's Wild West. He toured with John Robinson's 10 Big Shows in 1904. Between 1905 and 1907 he held positions on Spark's Old Reliable Virginia Shows. He joined Sells-Floto Circus in 1908 and returned to the John Robinson org for the 1909 season. The next two seasons again found him with Sells-Floto. In 1912 he went with Arlington & Beckman's Wild West, and in 1913 toured with the Young Buffalo Wild West show. Howe's Great London Circus called him in 1914 and in 1915 he was with Barton & Bailey's Circus. In 1916 he worked for Hugo Bros.' Circus.

In 1917 Brown switched from circuses to carnivals, joining the Rice & Wortham Shows and from 1918 to 1920 was with C. A. Wortham Shows.

For the next five years he again worked for Walter McGinley. For a short time he relinquished his show business career to go into the oil business, but the lure of the midway remained too strong and in 1925 Brown took the position of manager with the W. H. (Bill) Rice water show.

Stages First Police Show

In 1926 he managed John T. Wortham's carnival and a year later produced the first police show in Miami. From 1928 thru 1930 he managed the Rubin & Cherry Exposition. He then turned his attention to fairs and expositions.

At the San Diego (Calif.) Exposition in 1936 Eddie had charge of the concessions with the grandiose title Mayor of Gayway. Here he met Ernest O. Hulick, then in charge of special events and the two became close friends. When Hulick was made secretary-manager of the San Diego County Fair, Del Mar, a few years ago, Brown spent many days with the energetic manager helping coordinate plans which were to make this fair one of the largest in California.

At fair time for the past three years, Brown has made the trek from his home in the Elks Club, Los Angeles, to Del Mar to take over his mayor

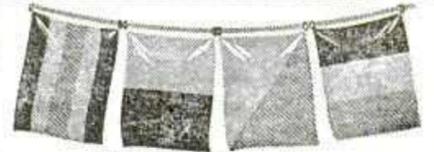
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duties. Tho retired, Eddie looks forward to this honorary job each year. He says it helps to keep him young and in touch with outdoor show business. He acts as a liaison between the concessionaires and the fair management. His wide experience in both fields is invaluable and many is the time Eddie—with a few diplomatic words—has soothed the ruffled feelings of one side or the other.

"Mayor of the Gayway"

Eddie, however, reached the pinnacle of his career when he officiated in his perennial Mayor of the Gayway role at the Golden Gate International Exposition, San Francisco.

Eddie heard that his friend, Lou Lurie, had obtained the hot dog concession at the exposition for \$200,000 and was set to give the fair a 16 to 25 per cent cut on top of that. Eddie fished out pencil and paper and did a little figuring. Then he contacted Lurie and showed his friend that an arrangement based on those terms would only guarantee a place for Lurie in the poor house. Lurie asked Brown what he thought an equitable deal would consist of, and Eddie told him to go back to the exposition officials and tell them that 5 per cent was all the concession was worth. This, Lurie did, quoting Brown's figures. The committee was impressed with Brown's experience and bargain-driving prowess and forthwith made a deal with him to represent them in other transactions involving concessions. Thus, Brown wound up with two jobs at the exposition, working both for Lurie and the fair management.

In Park Biz, Too

Eddie had had considerable amusement park experience, too. Twelve years ago he was engaged by the Pacific Mutual Company of Los Angeles to plan and supervise the construction of an amusement park on a four-acre tract, at the north end of the Long Beach Pike.

Shortly after Brown undertook the job, his eyesight began to fail. When the affliction persisted he decided to retire. He now is virtually blind but still is active in the Pacific Coast Showmen's Association, of which he was one of the founders in 1922. He served one term as president and is a member of the board of governors and chairman of several committees.

Brown takes a lively interest in all show business affairs and each year makes several trips to various shows and fairs in the State.

Too Close for Comfort

And Eddie has his memories of show business, which to him is the grandest in the world. But there have been plenty of anguished moments, too. For instance, Eddie recalls one time in Monroe, N. C., when he was with the John Robinson Circus. Every time the incident comes to mind he shivers because he came close to doing a 10-year penitentiary stretch for a crime he did not commit.

The incident occurred after show had made a Sunday run. Brown, who had the pie-car privilege, took \$1,000 in silver to the local bank to have it changed into currency. He stood in line before the teller's window and directly behind a minister, who moved aside to let Brown transact his business. The teller, learning Brown was with the show, remarked that the bank could use additional change if the circus had any to spare so Eddie went back to the show grounds to accommodate him. Returning to the bank with another bag of coins, a couple of policemen grabbed Eddie and hustled him off to the cooler. Demanding to know why he had been arrested, Brown was told that the minister, who had stood in front of him in the bank on his first trip, had accused Eddie of picking his pocket of a wallet containing funds for the church's widows and orphans.

Police "Watch" Him

Protestations of innocence were of no avail and Eddie became alarmed.

Here he was, a stranger in a town, with no local friends—and pick-pocketing in North Carolina carried a 10-year rap. As proof of his guilt, the police pulled out Eddie's watch chain and displayed a watch on each end. "That," declared the chief, with amazing logic, "is enough to convict you."

Eddie explained that one of the watches was security for a loan he had made to another member of the troupe but they only laughed at him. Several hours later Brown experienced one of the most dismal moments of his life. As he sat in despair in his cell he heard the circus parade going by outside. All he could think of, tho, was that 10-year sentence ahead.

In the afternoon the chief came in and told Eddie he could go. Without apology for the rough treatment he had accorded the young showman the officer remarked that the minister had discovered his missing wallet in another suit. "If he hadn't been decent enough to call the police station, or had himself been dishonest," Eddie comments, "I'd have done those 10 years as sure as fate."

A la Mark Twain

Among Eddie's memories are the reminiscences of an adventurous period in the past when he and Bill (Cap) Curtis, famous circus lot superintendent, made a shanty boat trip down the Mississippi between seasons one year. Done in true Mark Twain style, the two showmen fished and loafed their way along and worried not at all about the future. When they ran out of funds for tobacco and staples, they simply tied up at a levee and sold enough "slum" jewelry to the Southern darkies to enable them to make another leg of their journey.

But there was plenty of work in those days, too, Eddie recalls. He remembers that when he was with the old Sparks Circus the org stayed out all year—for three straight years, and without a single vacation. The show, a five-car trick, was managed by Charlie Sparks. Time never had a chance to hang heavy on Eddie's hands thruout the entire three-year period. His first chore in the morning was to hunt up the local gasoline dispensary and buy enough to fill the show's lamps. Next, he led the parade with a pony-and-cart rig, and then hurried back to the lot to take tickets on the Side Show until the red wagon opened for the matinee. Big show tickets in those days, Brown recalls, sold for 25 and 35 cents.

Doubles in Show

Then he doubled as a big show performer, presenting a two-pony number and a January act. Following his second ring appearance, he made the concert announcement and sold tickets for it—a dime admission to see a man put his head into the mouth of an ancient and decrepit lion.

After a hasty meal in the cook-house, Eddie repeated the entire routine for the night performance.

The salary for all this was \$10 a week. "That," Brown adds, "was about \$5 less than the top salary on the show."

Eddie Brown's perennial optimism about outdoor show business and its future has not dimmed, despite the fact that competition from other and newer forms of amusement is now many times stronger than in his own heyday. He feels that the loyal friends of the outdoor show world will always see it thru the rough days. He has a great deal of faith in the power of friendship for he knows what it can do. Eddie Brown himself has an outstanding talent—not only for making friends, but also for keeping them.

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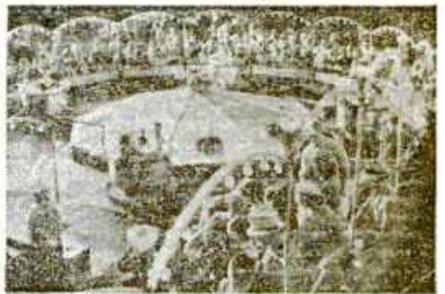
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 American Beauty: Kirksville, Mo.; Ottumwa, Ia., 4-6.
 American Eagle: Rosedale, Miss.
 M.P. No. 1: Masontown, W. Va.; Grafton 6-11.
 M.P. No. 2: Oakland, Md.; 30-Sept. 6.
 American United: Ontario, Ore.
 American Midway: Columbus, Kan.
 A & C Expo: (Fair) Rochester, N. Y., 1-6.
 A & H Am.: Fair Bluff, N. C.
 A & V: (Fair) Greenwich, N. Y.; (Fair) Fonda 4-8.
 Adger State: Sanborn, Minn.
 Baker United: Tipton, Ind.
 Baker Attrs.: (Fair) Meyersdale, Pa.
 Beck, Lee: (Grant Co. Fair) Williamstown, Ky., 2-5.
 Bee's Old Reliable: Linden, Tenn.; Waverly 6-11.
 Bernard & Barry: Kitchener, Ont.; Windsor 6-11.
 Blue Grass: Tell City, Ind.; Boonville 5-6.
 Bogle & Reese: Ft. Scott, Kan.
 John & Sons United: Lewistown, Mo., 2-4.
 John & Sons United, No. 2: Green Castle, Mo.
 Jordanland: Columbus, Tex.
 Jorup's United: (Fair) Itta Bena, Miss.
 Jownie Am.: Mount City, Kan.; Pittsburg 6-11.
 Light Lights: Schuyler, Va.; (Fair) Rocky Mount 6-11.
 Luck, O. C.: (Fair) Lockport, N. Y.
 Luffalo: (Fair) Angelica, N. Y.
 Lulloch Am.: Page, W. Va.; Sophia 6-11.
 Lurick's: Taylor, Tex.
 California: Fresno, Calif.; Griddy 6-11.
 Lappel Bros.: Henryetta, Okla., 2-6.
 Capital City: (Fair) Scottsville, Ky.; (Fair) Central City 6-11.
 Caravella Am.: Phillipsburg, Pa.; (Fair) Ford City 6-12.
 Casey, E. J.: (Fair) Emo, Ont.; (Fair) Rainy River 2-4.
 Cavalcade of Amusements: Danville, Ill.; East St. Louis 6-11.
 Cavalcade of Stars: Bad Axe, Mich.
 Central Am. Co.: Ahoskie, N. C.; Murfreesboro 6-11.
 Cellin & Wilson: (State Fair) Indianapolis 3-10.
 Cherokee Am.: Burlington, Kan., 30-Sept. 3.
 Coleman Bros.: (Fair) Altamont, N. Y.
 Collins Bros. United: Ansley, Neb.; Oxford 2-4.
 Collins, Wm. T.: Mason City, Ia., 3-7.
 Continental: (Fair) Westport, N. Y.
 Central State: Lexington, Neb.; Beloit, Kan., 7-10.
 Conklin: (Fair) Sherbrooke, Que.; (Fair) Quebec City, Que., 4-12.
 Craft's Expo.: Oakland, Calif.
 Craft's 20 Big: San Bernardino, Calif.
 Craig, Harry: (Fair) Carnegie, Okla.; (Fair) Duncan 6-11.
 Crystal Expo.: Saltville, Va.; Clintwood 6-11.
 Cumberland Valley: (Fair) Sparta, Tenn.; (Fair) Cookeville 6-11.
 Curl, W. S.: Alexandria, Ky., 4-6.
 De Luxe: Branford, Conn.; Holyoke, Mass., 6-11.
 Denton, Johnny J.: Rome, Ga.
 Denton, Johnny J. No. 2: Wheelwright, Ky.; Jenkins 6-11.
 Dick's Greater: Collegeville, Pa.
 Dodson's United: (Fair) Hayward, Wis., 2-4; (Fair) Ridgeland 6-11.
 Douglas Greater: Astoria, Ore.
 Dugan Am.: Russiaville, Ind., 30-Sept. 1.
 Dudley, D. S.: Grandfield, Okla.
 Dumont: Richmond, Va.; Franklinton, N. C., 6-11.
 Eddy Bros.: Staunton, Va.
 Fleming, Mad Cody: Blue Ridge, Ga.; Ellijay 6-11.
 Florida Am.: (Fair) Monroeville, Ind.; Linton, Ind., 6-11.
 Folk Celebration: Clayton, New Mexico.
 Francis, John: Plymouth, Wis., 1-6; Mt. Horeb 7-10.
 Franklin, Don: Austin, Tex.
 Fears United: Iola, Kan.; Caldwell 6-11.
 Funland: Walnut Grove, Mo., 2-6; Adrian 8-11.
 Gannote Greater: Linn, Mo., 1-4.
 Garden State: (State Fair) Kingston, R. I.
 Gem City: (Fair) Elkhorn, Wis.
 Gentsch, J. A.: Indianola, Miss.
 Georgia Am.: Lakeland, Ga.; Homerville 6-11.
 Gifford's Rides & Am.: (Fair) Ringwood, Okla., 2-4.
 Gold Bond: (Fair) Athens, Wis.; (Fair) Luxemburg 3-6.
 Golden Gate: Crofton, Ky.; Trenton 6-11.
 Golden Rule: Mt. Union, Pa.; Philadelphia 9-25.
 Golden West: (Fair) Lakeport, Calif.; (Fair) Anderson 7-12.
 Gooding American Expo.: (State Fair) Detroit 3-12.
 Gooding Am. Co. No. 1: (State Fair) Columbus, O., 28-Sept. 3.
 Gooding Am. Co. No. 2: (State Fair) Columbus, O., 28-Sept. 3.
 Gooding Am. Co. No. 3: (Fair) Napoleon, O.
 Gooding Am. Co. No. 4: (State Fair) Detroit 3-12.
 Gooding Am. Co. No. 5: (Fair) Charlotte, Mich.
 Gooding Greater: (Fair) Jackson, Mich., 30-Sept. 3.
 Gooding Park Attrs.: (Fair) Burton, O., 1-6.
 Graceland Greater: Carlisle, Ind.
 Granite State: Canaan, N. H.
 Gra-Loy: Reynolds, Ind.
 Greater Rainbow: (Fair) Seward, Neb.; Ceresco 2-3; Brainard 4-5; Waco 7-8.
 Greater United: Denton, Tex.; (Fair) Mt. Pleasant 6-11.
 Great Western: De Soto, Mo.
 H. & E.: Sparta, N. C.
 Hale's: Kearney, Neb.
 Hames, Bill: Paris, Tex.; Gainesville 6-11.
 Hannum, Morris: Flemington, N. J.; Northampton, Pa., 8-11.
 Happy Holiday: Hudsonville, Mich., 2-4.

Happy Attrs.: Perrysville, O., 1-4; Bellefontaine 6-11.
 Happyland: (Fair) Cadill 0.
 Harris United: Smith, Ark.; Harrison, Greas; Hartscock Bros.; Haywood: Ulys; Heart of Tex; Heller's Acms; Henson, J. L.; Heth, L. J.; Holiday Am.; Rising; Home State: Omaha 1-9; Hottle, Buff; Howard Bros.; Howard Bros.; Howard Bros.; Howard Bros.; Imperial Expo.: (Fair) Fargo, N. D.; Huron, S. D., 6-11.
 Imperial: (Fair) Aledo, Ill.; (Fair) Mendota 4-5.
 International: (Fair) Franklin, Neb., 31-Sept. 3; Junction City, Kan., 6-11.
 J. & B.: Lexington Park, Md.
 Jayhawk Am.: Erie, Kan.
 Johnny's United: Brazil, Ind.; Loogootee 8-11.
 Jolly: Falls Church, Va.
 Jollytime: Olyphant, Pa.
 Jones Greater: (Fair) Pennsboro, W. Va.
 Jones, Johnny J.: (Soldier Field) Chicago, 26-Sept. 7; Hendersonville, N. C., 10-18.
 Kaus, W. C.: Johnson City, Tenn.; (Fair) Erwin 6-11.
 Kirkwood, Jos. J.: Newport News, Va.; Elizabeth City 6-11.
 Lagasse Am.: (Fair) Lancaster, N. H., 3-6; (Fair) Northampton, Mass., 6-11.
 Lamb, L. B.: Tipton, Ia.
 Lawrence Greater: (Fair) Charleston, W. Va., 3-12.
 Leeright, J. R.: (Fair) Holyoke, Colo.
 Lewis, Ted: Bath, Pa.; Allentown 6-11.
 Lone Star: Francisville, Ind., 30-Sept. 4; Rochester 5-12.
 Lottridge, Harry: Tallapoosa, Ga.
 McBride Bros.: Oceana, W. Va.
 McKee, John: Covington, Ind., 1-4; Jonesville, Mich., 3-6.
 Magic Empire: (Fair) Hodgenville, Ky.; (Fair) Franklin, Tenn., 6-11.
 Maine Am.: (Fair) Springfield, Me.
 Majestic Greater: Richmond, Va.; Waverly 6-11.
 Manning, Ross: Great Barrington, Mass.
 Marion Greater: Kingstree, S. C.
 Merit: Windsor, Me.
 Marks, John H.: (Fair) Roanoke, Va.; (Fair) Lynchburg 6-11.

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.

Meeker's: Ellensburg, Wash., 1-6.
 Merry Midway: Westfield, Ill.; Armstrong 6-11.
 Merryland: Newago, Mich.
 Midway of Mirth: (Fair) Augusta, Ill.; Sparta 6-11.
 Mid West: (Fair) Afton, Wyo.
 Mid-Western Expo.: (Fair) Grant City, Mo., 2-4; (Fair) Manes 8-11.
 Mighty Hoosier State: Marion, Ind.; Bremen 6-11.
 Model: Navoo, Ill.; Creston, Ia., 6-11.
 Moore's Modern: (Fair) Newton, Ill.; (Fair) Oblong 5-10.
 Moonlight: Pulaski, Tenn.
 Mound City: West Plains, Mo.
 Mound City No. 1: Paris, Mo., 30-Sept. 2.
 Nessler's: Pana, Ill.; Nokomis 7-11.
 Nolan, Larry: Pine Bluff, Wyo.; Natoma, Kan., 6; Sylvan Grove 7-11.
 Ohio Valley: Cromwell, Ind.
 Omar's: Chetopa, Kan.
 Orange Blossom: Dillsboro, Ind.; Carrollton, Ky., 7-11.
 Orange State & Ted Lewis: Bath, Pa.
 Pacific Coast: (Fair) Walla Walla, Wash., 1-6; Milton, Ore., 8-11.
 Page Bros.: (Fair) Lafayette, Tenn.; Spencer 6-11.
 Page Bros. Unit No. 2: Petersburg, Tenn., 6-11.
 Page, J. J.: Harlman, Tenn.; (Fair) Jasper 6-11.
 Palmetto Expo.: Traveler's Rest, S. C.
 Parada: Paola, Kan.; Deepwater, Mo., 6-7; Hume 8-9.
 Paul's Am.: Marshfield, Mo.
 Peerless Celebration Am.: Friendsville, Md.; Terra Alta, W. Va., 6-11.
 Penn Am.: Treverton, Pa.; West Fairview 6-11.
 Penn Premier: (Fair) Mansfield, Pa.; (Fair) Port Royal 6-11.
 Pepper's All-States: (Fair) Columbia, Tenn.
 Perry, Jack J.: Roanoke Rapids, N. C.
 Pike Am.: California, Mo.; Ellington 6-11.
 Playtime Am.: (Fair) Pittsfield, N. H.
 Playland United: (Fair) Onekama, Mich.; (Fair) East Jordan 6-11.
 Playtime: McClure, Ill.; Cape Girardeau 6-11.
 Powellson Greater: Dresden, O.; McConnellsville 8-11.
 Prell's Broadway: (Fair) Indiana, Pa.; (Fair) Ebensburg 6-11.
 Queen City: Lynchburg, O.; reebles 6-11.
 Raftery, James J.: (Fair) Nashville, N. C.
 Raines Am.: (Fair) Greenwood, Ark.
 Reid, King: (Fair) Rhinebeck, N. Y.; Schaghticoke 6-9.
 Rogers Greater: Zeigler, Ill.; Marion 5-10.
 Rogers Bros.: Two Harbors, Minn., 1-4; Bovey 6.
 Rosen, H. B.: Dawson Springs, Ky.; Hickman 6-11.
 Royal American: (State Fair) St. Paul.
 Royal Crown: (Fair) Princeton, Ind.; Madisonville 6-11.
 Royal Expo.: Waynesboro, Ga.; (Legion Festival) Sylvania 6-11.
 Rupe's Midway for Fun: South Haven, Kan., 2-4; Cedarville 4-8.
 Shan Bros.: Tazewell, Va.; Pennington Gap 6-11.
 Siebraad Bros.: (Fair) Thayer, Kan., 1-3.

Silver Star: Wellsville, Utah.
 Silver State: Arthur, Neb., 1-3.
 Silver State No. 2: Chambers, Neb., 2-4.
 Smith Am.: Mineola, Tex.
 Smith, Casey: (Fair) Tipton, Okla.
 Smith, George Clyde: Johnstown, Pa.; Patton 6-11.
 Snapp Greater: Oshkosh, Wis.
 Southern Am. Co.: Crowell, Tex.
 Southern States: Panama City, Fla., 30-Sept. 6; Madison 11-16.
 Southern Valley: Wynne, Ark.; Arkadelphia 6-11.
 Sparks, J. A.: Wheelright, Ky.
 Srader, M. A.: (Fair) St. Francis, Kan.; (Fair) Dodge City 6-11.
 Stafford United: Carthage, Ind.
 Star Am.: Caraway, Ark.; Rector 6-11.
 Star, Joe: Hot Springs, Ark., 1-6.
 Star, C. A.: Yukon, W. Va.; New Castle.
 Strates, James E.: (Fair) Cortland, N. Y.; (Fair) Bath 6-11.
 Sunflower State: (Fair) Rush Center, Kan.; Florence 4-6.
 Sunset Am.: (Fair) Postville, Ia., 2-6.
 Tassel, Barney: Bowling Green, Va.
 Tatham Bros.: Henry, Ill., 30-Sept. 3; Roanoke 4-6.
 Texas: Andrews, Tex.
 Texas Expo.: Monahans, Tex.
 Thomas Am.: Thornton, Ind., 31-Sept. 1; Medaryville 6-11.
 Thomas Joyland: Kentland, Ind.; Gary, Ind., 6-11.
 Thompson Bros. No. 1: Lock Haven, Pa., 30-Sept. 6.
 Thompson Bros. No. 2: Conemaugh, Pa.; Windber 6-11.
 Tidwell, T. J.: (Fair) Liberal, Kan.
 Tinsley, Johnny T.: Hapeville, Ga.; Atlanta 6-11.
 Tip Top: Chilton, Wis., 4-6.
 Tivoli Expo.: Cresco, Ia.; Webster City 6-11.
 Tri-City Rides: (Fair) Elizabeth, Ill., 1-2.
 Turner Bros.: Du Quoin, Ill.
 Twin City: Hamilton, Mo.; (Fair) Unionville 7-11.
 20th Century: Belville, Kan.
 United Expo.: Rantoul, Ill., 1-3; Springfield 4-5; Jacksonville 6.
 United States: Webster Springs, W. Va.
 Veterans United: West Point, Neb., 29-Sept. 2.
 Victory Expo.: Trenton, Mo.; Lebanon 6-11.
 Virginia Midway: Yukon, W. Va.
 Virginia Greater: Suffolk, Va.; Warsaw 6-11.
 W. E. Attrs.: Holland, Mo.
 Wade, W. G.: Bad Axe, Mich.; (Fair) Alpena 6-11.
 Wade, W. G., No. 2: Bay City, Mich.
 Wallace, I. K.: Scottsville, Va.
 Wallace Bros. of Canada: (Fair) Sherbrooke, Que.; (Fair) Quebec City 4-12.
 Wallace Bros.: Frankfort, Ky.; Owensboro 6-11.
 Wallace & Murray: Mountain City, Tenn.
 Ward, John R.: Aberdeen, S. D.; Louisville, Ky., 12-18.
 West Coast: (Fair) Yreka, Calif., 1-6; Redwood City 9-11.
 Whalen & Riley: Laverne, Okla., 6-11.
 Wheeler, Eddie L.: Trion, Ga.
 White Star Attrs.: Clay Center, O.
 White's Rides: Guthrie, Tenn.; Lebanon 6-11.
 Wilson Famous: Depue, Ill., 4-6; (Fair) Sandwich 8-12.
 Wilson Greater: Rifle, Colo., 2-6.
 Wolfe Am.: Landrum, S. C.
 Wolfe Greater: Caledonia, Minn.; Cambridge 8-11.
 World of Pleasure: (Fair) Warsaw, Ind.; (Fair) Wauseon, O., 6-10.
 World of Today: Grand Island, Neb.; Bothany, Mo., 6-11.
 Young's Am. Co.: Buffalo, Ia.
 Ziegler: Vancouver, B. C.

Misc. Routes

Send to
 2160 Patterson St., Cincinnati 22, O.

McKennon, Joe, Stageshow: Levelland, Tex., 2-4.
 Pan-American World-Wide Animal Exhibit: Nicholasville, Ky., 1-2; Tompkinsville 3-5.
 Plunkett's Stageshow: Larned, Kan., 30-Sept. 1; Kinsley 2-4.
 Skating Vanities of 1949: (Exposition Provinciale) Quebec City, Que., 3-12.

Circus Routes

Send to
 2160 Patterson St., Cincinnati 22, O.

Balley Bros.: El Reno, Okla., 31; Clinton Sept. 1; Hobart 2; Altus 3; Frederick 4; Lawton, Okla., 6; Chickasha 7.
 Barton's Society Circus: Buckeye Lake, O., 1-6; Bucyrus 8-9.
 Beatty, Clyde: Batesville, Ark., 31; Paragould Sept. 1; Bixzheville 2; Jonesboro 3; Pine Bluff 4.
 Cole, James M.: Tuckerton, N. J., 31; Somers Point Sept. 1; Cape May Courthouse 2; Wildwood 3-4.
 Cole Bros.: Nashville 31; Paris, Tenn., Sept. 1; Jackson 2; Memphis 3-4.
 Dalley Bros.: Watachee, Wash., 31; Everett Sept. 1; Bellingham 2; Auburn 3; Cle Elum 4.
 Dales Bros.: Ozark, Ark., 31; Clarksville Sept. 1; Morrilton 2; Dardenville 3; Danville 4.
 Gainesville Community: Plano, Tex., 2-3; Dallas 8-10.
 Gould, Jay: Wyconda, Mo., 1-2; Clarence 3-4; Monroe City 6-8; Bowling Green 9-11.
 Jones, Al: Rodeo & Circus: (Fair) Pennsboro, W. Va.; (Fair) Charleston 5-11.
 Kelly, Al G., & Miller Bros.: Hartford, Wis., 31; Cedarburg Sept. 1; Jefferson 2; Stoughton 3; Highland 4.
 King Bros.: Fayetteville, Tenn., 2.
 Mills Bros.: Columbia, Pa., 31; Lebanon Sept. 1; West York 2; Hanover 3; Egerstown, Md., 4; Carlisle, Pa., 5; Chambersburg 7; Frederick, Md., 8; Winchester, Va., 9; Front Royal 10; Manassas 11.
 Polack Bros.: Western: Vancouver, B. C., 30-Sept. 6; Seattle 10-19.
 Polack Bros.: (Eastern): Parkersburg, W. Va., 30-Sept. 2; Kingston, Tenn., 4-6; Lexington, Ky., 7-11.

NY Rodeo Tix Same as 1947

Sale under way for show opening Sept. 29—Autry again to be the star

NEW YORK, Aug. 28.—Tickets for the Madison Square Garden's 23d Annual World's Championship Rodeo, September 29-October 24, go on sale at the Garden box-offices Monday (30) morning—with mail order sales already under way. Price range will be the same as last year—\$1.50 to \$6, tax included. Children will get half-price rate at the Wednesday and Friday matinees.

This year's rodeo will put on 26 night performances and 17 matinee sessions. Matinees will be on Wednesdays, Fridays, Saturdays and Sundays, and on Columbus Day.

Gene Autry will again be the top feature of the Garden cowboy fiesta, but Frank Moore, the Garden's rodeo manager, has also signed up several top-notch acts for the Garden run, including the twin brothers, Lee and Byron Hendricks, who, with the aid of their sister, Ann, and five highly trained horses, put on a thrill show which has been a feature of major rodeos in the West.

King Bros.' Duo Injured in Fall

HARRIMAN, Tenn., Aug. 28.—Sylvia Gregory, 25, Charlotte, N. C., and Betty Biller, 22, Louisville, are in Harriman Hospital with injuries received when they fell during their tight-wire act on King Bros.' Circus here Friday night (27). Eddie Hendricks, other member of the trio, escaped injury.

Preliminary examination showed Miss Biller suffered a sprained back, while Miss Gregory, the most seriously injured, received severe sprains with a possible fracture of the shoulder.

The trio was performing its rope jumping act before a packed house when the rigging gave way, hurling the two girls to the ground. Hendricks was in the middle of the wire skipping rope that the two girls were swinging from their respective positions. The rigging on Miss Gregory's end broke, sending all three to the ground, with part of the rigging falling on Miss Gregory. Miss Gregory was carried from the ring unconscious while Miss Biller was helped from the ring in a semi-conscious condition.

Stevens Nets Hefty Biz At Bowman, N. D., Stand

BOWMAN, N. D., Aug. 23.—With radio stations plugging the show for four days and excellent newspaper publicity, Stevens Bros.' Circus played here Monday (23) to a capacity matinee and a straw house at night.

Now under the direction of Carl Stevens, the Side Show runs continuously from 1 to 11:30 p.m. Its attractions include a line-up of animals plus Captain Henry's fighting lions; Paul Bejano, midget fire-eater; Lady Jean, sword swallower, and the Hawaiian village.

Ringling Bros. and Barnum & Bailey: San Francisco 30-Sept. 2; Santa Barbara, Calif., 3; Los Angeles 4-12.
 Rogers Bros.: Campbellsville, Ky., 31; Greensburg Sept. 1; Columbia 2; Edmenton 3; Tompkinsville 4.
 Seal Bros.: Henryetta, Okla., 2.
 Stevens Bros.: Upton, Wyo., 31; Newcastle Sept. 1; Edgemont, S. D., 2; Crawford, Neb., 3; Herdingford 4.

OTTAWA BREAKS GATE MARKS

Nags Help Biz At Morris Co.

Jersey fair's attendance hypoped by horse show—admish hike doesn't hurt

NEW YORK, Aug. 28.—The Morris County Fair, over in Troy Hills, N. J., has a direct appeal to the New York and Long Island horse set, as it puts on what is apparently a top-notch horse show, drawing entrants and spectators from a wide area.

This year's fair, August 17-21, drew good attendance despite the fact that Friday (20) was completely washed out by a heavy rain which left the grounds and parking lots in "tough shape."

The fair, which has little in the way of buildings or ground layout, attempted this year to raise some cash for fixing up the grounds by hiking its gate fee from 50 cents to 85 for adults and to 50 for children. This did not seem to hurt attendance, but both the James M. Cole Circus, in front of the grandstand, and the I. T. Shows, on the midway, claimed the higher admish definitely cut their business.

Half a Top

The James M. Cole Circus used the same set-up that it tried out last year at the Mineola (L. I.) Fair—raising only one-half of its big top, leaving the side facing the grandstand entirely open. The set-up, very unusual, worked out satisfactorily at Troy Hills, as it had at Mineola.

James M. Cole presented his regular performance twice daily and played to satisfactory business excepting Friday (20), completely lost thru rain. Closing day, Saturday (21), was the biggest day for the circus, as well as for the midway and the fair. Cole's Side Show top was (See NAGS HELP MORRIS, page 90)

Orange County, N. Y., Draws Peak 85,000, 25,000 Over 1947

MIDDLETOWN, N. Y., Aug. 28.—Last week's Orange County Fair (16-21) chalked up an attendance record of more than 85,000, which

1948 Success; Skowhegan To Expand in '49

SKOWHEGAN, Me., Aug. 28.—While no official attendance figures have been released, the Skowhegan State Fair, which closed Saturday (21), broke a first-day record Monday (16) and hit a high of around 15,000 Wednesday (18).

Success of the grandstand shows, featuring George A. Hamid's *Fantasies Revue*, was so great that plans are under way, according to Roy E. Symons, treasurer-manager of the fair, for enlarging the seating capacity of the grandstand before next year's fair season. The opening night's show was a complete sellout and succeeding shows were sold out early each day, with thousands of turn-aways. Afternoon racing cards were equally good draws, with pari-mutuel handles generally topping those of last year.

Good Flacking

The 1948 Skowhegan Fair received 40 per cent more newspaper and radio publicity than ever before in its history, and was featured in nationwide hook-ups on the radio, as well as getting a *Saturday Evening Post* cover (August 28) with a Skowhegan fairground scene drawn by Steve Dohanos.

Helping land the news space was the Miss Maine pageant held at the (See Skowhegan Clicks on page 90)

topped last year's total by nearly 25,000. Auto races put on by Walter Stebbins on closing day, Saturday (21), drew a crowd estimated at 16,000, which topped the all-time record for a Saturday, hung up in 1941 when one of Stebbins's racing cards drew a turnout of 11,000.

Attendance figures, quoted by John J. Chambers, one of the fair's directors, included 82,000 paid admissions, plus the crowds on the grounds on the Sunday (15) preceding the official opening day and guests of the fair on Children's and Old Timers' days. Ideal weather prevailed during most of the week, with only Friday (20) marred by threatening clouds and intermittent drizzles, which cut attendance slightly but did not force the canceling of any of the day's feature events.

The nightly feature grandstand attraction was George A. Hamid's *Show Time Revue*. Coleman Bros.' Shows occupied the midway.

Jefferson Fair Equals Last Year

WATERTOWN, N. Y., Aug. 28.—The 126th Annual Jefferson County Fair, August 17-21, registered a total of 33,000 for its five-day run, according to Karl Malady, secretary of the fair association. Approximately on a par with last year's gate.

Circle W Rodeo played to 1,200 spectators Tuesday (17), opening night, and played a return engagement Saturday (21) to a near-capacity crowd. Jack Kochman's Hell Drivers drew 1,493 Wednesday (18) and a record grandstand gate of 2,330 Thursday (19).

Ferris Rides, of Medina, N. Y., occupied the midway.

Torrid Wave & Rain Hurt

Hamid night show plays to overflow after first show—plant is superb

By Jim McHugh

OTTAWA, Aug. 28.—A new attendance mark, surpassing last year's 324,192 paid, was virtually assured as the Central Canada Exhibition neared today's finale. An accurate turnstile count thru Thursday (26) showed an increase of more than 17,000 in the paid gate despite a record-breaking heat wave which has kept the temperature in the high 90's for the past three days and turned the paved midways into griddles.

At the opening Monday (23) the gate soared to 58,064, about 15,000 more than last year. Tuesday (24) was salvaged after a lengthy unpredicted rainstorm. The crowds were late in coming out and, altho the final count showed a total of 44,200, nearly 2,000 more than last year, the gross in most departments suffered.

Another obstacle to clocking the record gate was the cancelling this year, with no advance notice, of the traditional half holiday granted civil service employees, of whom there are more than 32,000. While it is logical to assume that most will attend the exhibition on at least one night, their absence during the daytime will be keenly felt.

George A. Hamid's major revue, *Grandstand Follies*, played to overflow crowds after opening night. On Wednesday night (25) 12,754, nearly 3,500 more than grandstand capacity, paid to see the show. The overflow was seated on folding chairs and bleachers, and many had to be turned away because of lack of accommodations. Top price was \$1.50.

On the midway Frank Bergen's World of Mirth Shows were operating under a reduced-price policy, with the result that there was little hope that the show's gross would equal last year's record \$150,000 take. Rides for children thruout the week were priced at 10 cents, while adults were charged a maximum of 25 cents on any ride, including the new Hi-Ball. Fifty cents was the maximum show admission and only three units were allowed to work for the top price.

A refurbishing program, begun last (See Ottawa Taps Marks on page 59)

Strong Start at Des Moines

1st Three Days Top '46 Figures

Record advance sale for grandstand indicates new gate mark will be set

DES. MOINES, Aug. 28.—The Iowa State Fair opened here this week with a strong start that promised a record-shattering attendance if the weather holds up for the remainder of the 10-day run, which ends Friday, September 3.

Thru Friday (27), the third day of the event, the gate was running well ahead of '47 and slightly ahead of '46.

The two entry days, Wednesday and Thursday (25-26), accounted for a gate count of 6,986 and 9,817 respectively, as against 6,803 and 8,691 for the corresponding days last year.

Hit 67,000 Friday

The first full-scaled day of the event, Friday (27), yielded an attend- (See Des Moines Starts Big, page 90)

KEX's Kay West Day Big Draw at Multnomah Annual

PORTLAND, Ore., Aug. 28.—Station KEX's Kay West Day at Multnomah County Fair, Gresham, Ore., Wednesday (25) attracted an estimated 20,000, giving the event its best single day's attendance mark in its history, Charles L. Burrow, KEX promotion manager, said here this week. KEX pulled the crowd with a two-week barrage announcing the station's Parade of Talent show at the fairgrounds, with Kay West, station's women's program director, the headliner.

Other KEX talent included Roy Jackson and the Northwesterners, George Burns Trio and vocalists Dick Reed and Ray Mills. Bill Hansen, KEX farm director, also participated. Free gate passes were issued to 3,000. The shows were aired from the fairgrounds and a continuous program by KEX talent was offered to fairgoers from 11 a.m. until 2 p.m.

W. Va. Winner On All Counts; New Records Set

RONCEVERTE, W. Va., Aug. 28.—All attendance marks and midway gross figures were topped at the annual West Virginia State Fair here August 16-21, Ross Tutweiler, president, announced this week. Tutweiler said that this year's event marked the best in the history of the fair. Joie Chitwood Thrill Show opened the annual on a Monday for the first time in the fair's history and chalked up outstanding grandstand box-office counts. Filling out the grandstand attractions daily were acts provided by the George A. Hamid office.

Entries in the cattle exhibit were larger than ever before and the horse racing events pulled big crowds daily. Endy Bros.' Shows, providing the midway attractions, set new gross marks. Shows were the first railroad org ever to appear here, Tutweiler said.

Boxcar Figure

SPRINGFIELD, Ill., Aug. 28.—The 10-day Illinois State Fair, which closed here Sunday (22), drew attendance of 1,192,000. At least, that's the count released to the public.

Tho not classified as a free fair, there was a free gate on more days than there was a paid gate. The farm bureau, miffed because the fair had so many other free days, such as Veterans, Kids, Republicans, Democrats, etc., beefed that there was a paid gate on Farmers' Day, Friday (20). The beef brought results. The gate charge was knocked off that day, too.

WIS. BIG, BUT POLIO HURTS

Epidemic and Heat Wave Hit Milwaukee; Cause Gate Sag

Attendance reaches 1,617,000 with three days to go before 23-day event closes—night grandstand, ice show in strong draw—record advance for auto race

MILWAUKEE, Aug. 28.—The successful Wisconsin Centennial Exposition suffered severe jolts this week as it entered the home stretch of its 23-day run. A polio epidemic broke out in the city and a heat wave gripped the expo's drawing area to slash attendance sharply. Nevertheless, thru Thursday (26), attendance totaled 1,617,000, and indications were that the expo, unless jarred by bad week-end weather and despite the polio epidemic, will hit a gate of about 1,850,000 before it closes Sunday night (29). The polio epidemic—and the accompanying publicity—broke Monday (23). Since then, proportions of the epidemic have assumed greater size. As of Friday (27), 10 deaths in the Milwaukee area were attributed to the disease and some 125 cases had been reported in the city.

Mercury Soars

While polio mounted, the mercury soared. It continued torrid thruout the week, hovering in the 90's. Yet, even with all this, attendance Thursday (26) was 53,000.

Attendance this week had been marked not only by the relative small proportions of children but also by (See *POLIO HURTS WIS.*, page 59)

Bldg. Work Rushed For Hemet Festival

HEMET, Calif., Aug. 28.—New buildings for the second annual Farmers Fair and Festival here are being rushed to completion in time for the event, October 6-10. Seven structures are being erected and include a cafe and an auditorium, which can be used for community functions during the year.

Indian-style architecture, generally used in the vicinity, will be followed. Building will contain 110,000 square feet of floor space. Farmers Fair and Festival, sponsored by 46th District Agricultural Association, will offer \$40,000 in prize money.

Threat of Polio Cuts Albert Lea Attendance 40%

ALBERT LEA, Minn., Aug. 28.—A polio scare blighted attendance at the Freeborn County Fair, which closed its five-day run here Friday (20).

The gate was off 40 per cent, Herman D. Jenson, secretary, estimated. Grandstand patronage and midway business suffered proportionately.

On entry day, *The Albert Lea Tribune* broke a story quoting health officials urging children to stay away from the fair as a precautionary measure. This sparked the scare that kept the small fry at home and, with them, many of the parents.

Night grandstand attraction, Tuesday thru Thursday, consisted of a revue and acts booked in thru Barnes-Carruthers Theatrical Enterprises, Chicago. Hot rod races, big car races, and the White Horse Troupe were in for single matinees. Frank Winkley's Thrill Show was in for an afternoon and night show closing day. All speed events were staged by Winkley.

The Imperial Exposition Shows were on the midway.

Superior Annual In Fast Finish; Chalks Record

SUPERIOR, Wis., Aug. 28.—After getting off to a slow start, following thunderstorm the morning of opening day, Tuesday (17), the Tri-State Fair made a big comeback, and when the lights were turned out after the final day, Sunday (22), record attendance and grosses had been chalked up.

Secretary Max Lavine reported paid attendance for the six-day run in the neighborhood of 65,000, approximately 10,000 over last year's figure. Royal American Shows and the grandstand revue reported grosses up substantially from 1947.

The grandstand show went over with a bang, particularly in the last half. The final two nights crowd overflowed the grandstand for the first time in the history of the event.

With premiums increased, and a greater variety of classes in which exhibitors could enter, the agricultural end of the fair likewise set proportionately high marks.

Except for opening day the weather was near-perfect. A light shower fell Friday (20) and cut down the crowd at the auto races, but in the evening the customers swarmed back.

Davenport Gate, Stand Under '47

DAVENPORT, Ia., Aug. 28.—Final tabulation of attendance at Mississippi Valley Fair here, which closed Sunday (22), showed a total paid attendance of 50,740 as compared to 54,030 last year. There were 26,112 paid admissions to the grandstand, as compared to 28,003 last year.

Receipts from the carnival (Victory Exposition Shows), food stand and independent concessions totaled \$31,300. Approximately \$5,000 was grossed by permanent rides on the fairgrounds.

Gate Up 15% At Colorado State Annual

Grandstand Show Scores

PUEBLO, Colo., Aug. 28.—Attendance 15 per cent higher than for the corresponding period last year was chalked up at the Colorado State Fair here thru Thursday (26), the fourth day of the five-day event. A good gate also was anticipated for Friday (27) as indications were for good weather. Moreover, sellouts for both the afternoon and night grandstand shows were assured by a heavy advance sale.

Grandstand sellouts have been common at each performance. One show was marred Tuesday (24), when a bucking bronk broke thru a 6-foot high wire fence separating the rodeo arena from the bleachers and grandstand and charged thru the crowd. Twenty-two persons were injured. Two continued hospitalized, one in serious condition.

The afternoon attraction program consisted of a rodeo (Leo Cremer's) and running horse races, without pari-mutuels. The rodeo, plus fireworks (Thearle-Duffield's, with Art Briese in charge), comprised the night bill. Two acts, Ostermaier's high school horse and the Gallagher Family, teeterboard, also were offered in front of the grandstand.

On the midway, where Selden, the Stratosphere Man, was presented as an added attraction, Forsythe and Dowis had the rides and shows. Business thru Thursday was a shade under '47.

Commercial exhibits were up 75 per cent over last year. Livestock entries showed a jump of 39 per cent and the rabbit show, always big, was the largest in the event's history.

15,500 See Revived Yolo County Annual

WOODLAND, Calif., Aug. 23.—First Yolo County Fair held since 1941 drew estimated attendance of 15,500 for the three-day run. Prizes totaled \$22,000.

Highlights of the combination fair and centennial celebration which closed Sunday (22) were two rodeos. Events, held Saturday and Sunday, were in charge of the Capay Roping Club. Bucking horses and steers were furnished by Jim Millerick, Sonoma.

First-place winners were: Bareback riding, Earl Sutton; bull riding, Don Ackley; saddle bronk riding, Pete Gill; bulldogging, Jack Bowen, Saturday, and Glenn Shaw, Sunday; calf roping, Vic Castro, Saturday, and Art Littrell, Sunday; team roping, Vic Castro and Stan Lovelady, Saturday, and Pete Dixon and Jim Gallagher, Sunday.

PNE Gets Off to Light Debut

Skies' Menace Hurts 1st Day

Lengthened run expected to net bigger total gate but thinner daily attendance

VANCOUVER, B. C., Aug. 28.—Pacific National Exhibition premed Wednesday (25) with a five-mile long parade under threatening skies which knocked attendance figures for a loop. There were 40,784 paid admissions against 67,573 for the opener last year.

Another factor, besides the menacing skies, which cut down attendance on the tee-off day was the fact that last year's opener also was children's day and the crowd then was swelled by school children clutching free ducats.

4-a-Day for Durante

The Jimmy Durante show in the Forum, which seats 5,000, gave four (See *PNE OFF LIGHT* on page 90)

Heavy Grandstand Crowds Spark Sedalia, Mo., Event

SEDALIA, Mo., Aug. 28.—Record night grandstand business marked the Missouri State Fair in the early part of its eight-day run, which opened Sunday (22). A revue and circus acts, booked thru Ernie Young, Chicago, lured huge crowds Tuesday thru Thursday. Grandstand patronage Thursday (26) was so big that the grandstand and bleachers, with a combined capacity of about 9,000, were filled to overflowing and benches were placed on the track. But, even then, many people stood to see the show. It was estimated the crowd for that performance hit over 14,000, a new high here.

Outside gate admissions thru Thursday (26) were running along at a record-breaking clip, and Roy Kemper, secretary, said Friday (27) that, given good weather, the attendance should top the previous high of 305,000. Thru Thursday, with

three days to go, attendance was announced at 246,000.

Sunday (22) provided one of the biggest single-day turnouts in the fair's history. The crowd then was estimated at 61,400. The big lure was big car auto races. Motorcycle races followed as the track attraction Monday, with harness horse races in Tuesday thru Friday, big car races skedded to repeat today, and Jimmie Lynch's Death Dodgers in for Sunday afternoon and night (29). Final performance of the Ernie Young grandstand unit was slated for Friday (27).

A horse show was presented in front of the grandstand the first two nights, then shifted to the coliseum for the next four nights.

The weather was hot the first two days of the fair, then turned ideal. Spending on the midway, where Al Wagner's Cavalcade of Amusements (See *Sedalia Pulls 'Em* on page 90)

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Fast Finish Helps At Placer County

ROSEVILLE, Calif., Aug. 28.—Sixth annual Placer County Fair closed Sunday (22) with an estimated 15,000 customers filing thru the new \$8,000 entrance gate, according to Nic Huddleston, fair manager.

Three horse shows were held under the direction of Tevis Paine, with final event drawing 1,200.

Largest parade ever held here was highlight of closing day. Over 200 horsemen appeared in march to the fairgrounds, including riders from the Sacramento Horsemen's Association; the Sierra Rangers, Auburn; the American River Riders' Club, Carmichael; the Gold Trail Riders, Grass Valley; the Roseville Riders' Club, the Sacramento County Sheriff's Posse and the Sacramento Ladies' Mounted Patrol.

Feature of the parade was the California Centennial Commission's \$15,000 gold float, which carried State seal, model of Sutter's mill in Coloma, Fort Sutter, early-day modes of transportation and early-day characters.

Rodeo, under the direction of Earl E. Barber, drew an attendance of 2,500.

No-gambling ban by local police chief was carried out during fair meet.

Hearst Hits West Coast Auto Races

LOS ANGELES, Calif., Aug. 28.—A drive, backed by Hearst papers, is under way to ban auto racing following five track deaths, four of them in the last three months. *The Herald-Express*, Hearst sheet here, carried an editorial and cartoon depicting what it termed a "brutalizing spectacle."

Petition also is being circulated to outlaw board track midget races at the Rose Bowl in Pasadena. Residents adjacent to the stadium claim motor noise and gasoline stench are a nuisance.

Sports writers on other Los Angeles papers have not climbed on the Hearst bandwagon.

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Notice to Fair Managers

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Franklin, Tenn., Awaits Its First Annual in 22 Yrs.

FRANKLIN, Tenn., Aug. 28.—All is in readiness for the first county fair here in 22 years. The event, Williamson County Fair, opens September 9 for a three-day run and will offer premiums totaling \$2,500.

Opening night ceremonies will feature dedication of the virtually completed \$100,000 Williamson County Center. John McDonald, farm director for Station WSM, Nashville, will serve as emcee, according to Robert (Dit) Garner, fair president. The program will feature music by Milton Estes and His Musical Millers from the *Grand Ol' Opry*. Fireworks will be presented each night.

Magic Empire Shows will furnish the midway and will be the first carnival to show within the city limits in 15 years.

Lewis County Par With Record Years

LOWVILLE, N. Y., Aug. 28.—According to J. Yale Moore, treasurer of the Lewis County Agricultural Society, the 127th annual Lewis County Fair, August 16-21, was one of the largest and most successful since 1921. Attendance was 18,775.

Smallest attendance registered opening day, with a gate of 1,499. Biggest turnout was chalked up Tuesday, with 3,752. A total of 1,150 season tickets were sold.

George A. Hamid's *Ideal Revue*, Joie Chitwood's Hell Drivers (on closing day) and Mickey Sullivan's band were the grandstand attractions, with the King Reid Shows on the midway. More than 12,000 persons viewed the various events, with Chitwood's show drawing the biggest gate of the week—2,500.

Chitwood's drivers dished out a couple of unscheduled thrills. Two accidents resulted in minor injuries to one driver and one spectator. Francis Long, one of Chitwood's crew, was hit by one of the cars during the criss-cross auto stunt and suffered a sprained ankle. Later a spectator in the grandstand was struck by a piece of wood hurled from a burning gate crashed by a stunt car, and was hospitalized with a broken nose and lacerations.

Gainesville, Tex., Annual Ready for September 6 Bow

GAINESVILLE, TEX., Aug. 28.—Five new buildings and properties, valued at \$50,000, are in readiness for the Cooke County Fair here September 6-11, Fair President W. T. Bonner announced.

The fair, scheduled as a centennial celebration, will show at its new location near the recently completed U. S. Highway No. 77, which links Canada with Mexico.

Phil Teague is secretary of the fair association and Bob Murdoch manager. The Bill Hames Shows again will be on the midway.

Grandstand, Gate Records Set at North Battleford

NORTH BATTLEFORD, Sask., Aug. 28. — Grandstand receipts for the three-day exhibition here were \$5,003.50, a gain of \$847 over last year and believed to be a new record. Estimated gate figures also were at a peak.

The weather was warm and dry and exhibits were larger than in years. The fair was the first for N. W. Symonds, secretary-manager.

Sheep dog demonstrations and light horse jumping were features. Wallace Bros.' Shows were on the midway and Gus Sun acts were in front of the grandstand.

Cedar Rapids Annual Lures Record 132,693

CEDAR RAPIDS, Ia., Aug. 28.—All-Iowa Fair, which closed its six-day run here Saturday (21), was a record-breaker.

Estimated attendance was 132,693, nearly a third higher than last year's total. Paid admissions hit close to 70,000, all children under 15 being admitted free.

Imperial Exposition Shows registered a new peak for rides and shows. Carnival business was off the early part of the event, but it picked up half-way thru the run and closed on a powerful note.

Perfect weather prevailed thruout the seven days. Night attendance was up substantially over previous years.

Commenting on the fair's success, Andy Hanson, serving his first year as manager here, said that plans call for the planting of a larger number of shade trees. These, however, won't be big enough to provide the necessary shade next year, so big tents will serve as sun-shelters.

Fair also is mulling ways and means of increasing facilities for the All-Iowa Pig Congress and the State-wide Sheep Show.

Corunna, Mich., Off; Night Biz Okay

CORUNNA, Mich., Aug. 28.—Six-day run of the recent Shiawassee County Free Fair here drew an attendance estimated at 65,000, about 5 per cent under last year. Afternoon business was off, nights up. Children's day attendance was down sharply. Exhibits were slightly more extensive than last year.

Jack Raum's circus-thrill show did a grandstand gross reported at less than \$100 in excess of 1947 despite the loss of one show to rain. Midway, played by W. G. Wade Shows' No. 1 Unit, registered biz slightly under last year's.

Considerable publicity via news services as well as locally was gleaned two weeks before the fair's opening when a few church groups opposed Girl Shows and any form of "gambling," including corn games and penny pitches. The fair board stood firm, suggesting that it was willing to omit such attractions if the church groups would underwrite possible fair losses.

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SAM COOKE, Secy.-Mgr.

RIVERVIEW MARDI GRAS PAYS

Schmidt Says Attendance Up

Annual celebration draws crowds despite competition from fair, musical festival

CHICAGO, Aug. 28.—Any doubts about whether the Mardi Gras at Riverview Park paid dividends its first week have been dispelled by George A. Schmidt, president-general manager of the Chicago funspot.

Opening Saturday night (14), the Mardi Gras hypoed attendance during the week, but it was the week-end of Saturday and Sunday (21-22) which proved the celebration was paying its way.

On those two days, according to Schmidt, attendance jumped 4,000 per day over a year ago, giving the spot figures comparable to those of '46, which, without a doubt, was a big week-end two years ago.

Runs 14 Per Cent Ahead

For the season, attendance figures are running 14½ per cent ahead of a year ago, according to Schmidt. This despite some bad weather a week ago.

"This is the time of the year when business usually starts to dwindle and is the period I call dog days. However, our figures show that in spite of the dog days we're running ahead of last year which in itself is a healthy sign," Schmidt said.

Schmidt pointed out that in addition, his amusement park has competition this year that it didn't have last year in the form of the Chicago Railroad Fair which has been drawing at a remarkable pace. Too, he called attention to the fact that the Chicago Music Festival, in addition to the railroad fair, is a competitive force for Riverview.

In spite of those two events, Riverview's attendance has shown an increase and Schmidt believes the Mardi Gras is the thing that will help the spot keep ahead. He reminded that more competition for his spot started Friday night (27) in the form of the Cook County Fair, which in addition to the usual number of exhibits, has the Johnny J. Jones Exposition on the midway, plus a gigantic water show.

Schmidt is well satisfied with attendance to date at his spot, but it might be well to point out that he hasn't just sat back and hoped for business. He held a car giveaway this year to help hypo attendance and has enlarged the Mardi Gras events this year to make it even more attractive than a year ago.

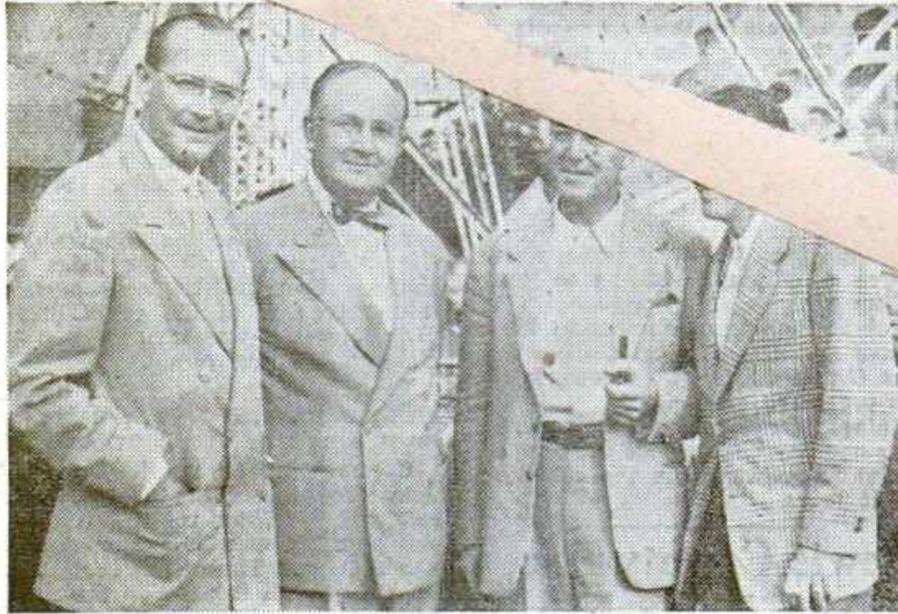
"You can't just sit around and hope attendance will keep up," Schmidt said. "You've got to help it along, and that's what we are doing."

Cedar Point Gates Match 1947 Counts; Spending Tailspins

SANDUSKY, O., Aug. 28.—Attendance at Cedar Point on Lake Erie this year is holding even with that of last year, according to park officials, but spending is considerably lower than a year ago.

Henry George's Cleveland Orchestra winds up the season here in the Coliseum Ballroom. Attendance this year was reported as fair.

Spot's large ballroom was not used this year.



RADIO PROMOTION OF KYW, PHILADELPHIA, staging a picnic at Willow Grove Park, Philadelphia, counted for a full house at the funspot August 18. KYW executives who promoted the event are shown here with E. E. Foehl, manager of Willow Grove Park. Left to right: Robert E. White, general manager of KYW; Mr. Foehl; A. Harvey McCall Jr., KYW sales manager, and James P. Begley, program manager who staged a radio revue at the park theater at night.

International Beauty Pageant Plans Revealed

NEW ORLEANS, Aug. 28.—An international beauty pageant, planned to out-glamour Atlantic City and projected on a Western Hemisphere basis thru selection of queen of the Americas, is scheduled next month at Pontchartrain Beach, Harry J. Batt, managing director, announced this week. Batt says a special committee is being organized to stage the event, with co-operation promised by Pan-American impresarios.

Batt says that Miss New Orleans, named at the beach Wednesday (25), will leave next week on an escorted air tour of all Central and South American countries extending to each invitations to send girls to the 1949 pageant.

"We have discussed this pageant at New Orleans for some time," Batt says, "and all civic leaders feel it will afford our city limitless opportunities for good will and worldwide publicity. International House, International Trade Mart and all Latin organizations in New Orleans are going to assist us as a part of their program of increasing trade relations between Latin-America and this country."

Batt believes changes in the method of selecting the 1948 Miss New Orleans has resulted in increasing competition for the event.

Mission Beach, Calif., Fears Dredging Recurrence

MISSION BEACH, Calif., Aug. 28.—Local businessmen are taking steps to prevent a recurrence of the dredging operations that put the damper on the take at the local beach during the height of the season, when tons of mud were pumped into the surf. It is feared if construction of the newly planned bridge isn't started soon the zone again may be in the dredging stage by next summer and ruin the beach for bathing.

The city council is discussing plans for a million-dollar drawbridge between Sunset Point and Ventura Point. Some are in favor of a trestle construction which would reduce the 150-foot span to 100 feet or less, providing it would clear yacht masts.

Seal Beach, Calif., Seeks Concessions

SEAL BEACH, Calif., Aug. 28.—A proposal to allow operation of concessions on city beaches again will be discussed when city council convenes September 7. The idea has been discussed from time to time since the Chamber of Commerce sought an addition to the municipal election ballot that would authorize construction of a beach-front auditorium for ballroom and concessions.

Favoring the licensing of concessions is Councilman Al Leonard who said he felt they should be allowed to operate on the beach below two small park areas on either side of the Municipal Pier entrance. He claimed license and lease fees on the property would net the city from \$25,000 to \$50,000 additional annual revenue.

Dr. F. O. Brostrom, councilman, who is serving as mayor pro-tem during the absence of Mayor Frank Shufelt, said he had reached no conclusion on the matter, feeling that public sentiment should be weighed before any decision is reached.

Annual Baby Parade At Olympic Park

IRVINGTON, N. J., Aug. 28.—Henry Guenther, owner of Olympic Park, is staging his annual baby parade this afternoon, with the usual big list of entries and a big turnout expected to see the tiny tots. Event usually is a big success.

Heat wave of the past week has hypoed attendance at the park, with the densely wooded picnic grove and the big swim pool heavily patronized.

Open-air circus, with its covered grandstand, also is pulling them in, offering a good line-up of acts, including the Great Drisko, high sway pole; Three Jades, fem novelty tumbling act; Ted Lester, musical novelty, and Marcelli and Company, slack-wire and juggling.

Herb Schmeck, of the Philadelphia Toboggan Company, Germantown, Pa., while in Cincinnati on business Wednesday of last week (25), was the guest of Edward L. Schott, president and general manager of Coney Island, and Ralph Wachs, Coney manager.

Torrid Wave Aids Beaches, Pools in N. Y.

Parks Cash In on Heat

NEW YORK, Aug. 28.—With the most torrid heat wave of the summer scorching New York, the beaches and outdoor resorts are reaping a bonanza.

The heat hit a peak of 100.8 degrees Thursday afternoon (26) and thawed out the fingers of the resort drum beaters who came up with the following attendance figures for the day: Coney Island, 700,000, biggest week-day crowd of the season; Rockaway Beach, 800,000, including 60,000 at Jacob Riis Park, and Atlantic Beach, 60,000. Rockaway Beach concessionaires ran out of soft drinks early in the day. That spot expects bigger total attendance this week, if the heat wave continues, than during the entire month of June.

Palisades Amusement Park, on the New Jersey side of the Hudson, drew a record-breaking crowd Thursday (26), with all bathhouse facilities occupied before noon.

Last week-end was also good to the beach, park and pool showmen, despite a brief shower which hit early Sunday evening (22). The Sabbath turnout at Coney Island was near the 1,000,000 mark; Rockaway Beach had 700,000; Jones Beach, 75,000, and Orchard Beach, 60,000.

Coney Island's weekly fireworks display Tuesday (24) drew 600,000. Pyro displays at Rockaway Beach and at Palisades Amusement Park, Wednesday night (25) also pulled big crowds.

Lalle's Funspot Topping '47 Biz

ANGOLA, N. Y., Aug. 28.—Lalle's Amusement Park here is hitting new highs in spending and attendance this summer, with business reported 25 per cent ahead of last year by Owner Michael Guzzetta. Rides now total 20, with the concessions line-up greatly augmented. Ballroom is doing capacity business and park operates seven days a week.

Inauguration of a free act policy, for the first time, proved a mid-summer biz hypo. Acts, booked by the Ray S. Kneeland office, are changed weekly. Free act policy started in mid-July and acts appearing included Buddy Herrick, tumbler-juggler; Two Elgins, acro comics; Harry Forbes, aerialist, and the Fisher-Graham Trio, trapeze.

Guzzetta again will stage his annual Baby Show and Bathing Beauty Contest to boost late summer attendance. He plans to keep the spot open until the end of September if weather holds. Lalle's Amusement Park set a new high in attendance records over the Fourth of July week-end when it drew 44,000 people in three days.

Jackie Del Grosso, dietician at the dining concession at Bland Park, Altoona, Pa., has returned from a vacation in Chicago, where she visited Riverview Beach Park. Ray Kirk reports that business at Bland Park has been slightly off from past seasons and that officials there attribute decrease to the high cost of living in that area.

Program Set Up For Annual Meet Of Pa. Parkmen

SUNBURY, Pa., Aug. 28.—Final touches are being given the program for the 14th annual meeting of the Pennsylvania Amusement Parks' Association, which will be held here at Rolling Green Park Thursday September 9.

R. M. Spangler, president of the Pennsylvania Parkmen's association, has mapped a program which starts with greetings to early arrivals Wednesday night (8). Registration takes place at the park in the morning, followed by luncheon at the park restaurant.

Women in attendance and delegates, who so desire, will be taken by bus for a tour of points of interest in the area in the afternoon. The annual banquet gets under way at 7:30 p.m. in Rainbow Ballroom, with a noted sports figure delivering an address. There will be concerts by the Sunbury city band at 7 and 9 p.m., followed by fireworks.

Edward L. Schott, prexy and general manager of Cincinnati's Coney Island and president of the National Association of Amusement Parks, Pools and beaches (NAAPPB), as well as Paul Huedepohl, executive secretary of the NAAPPB, will be at the meeting which is expected to be attended by showmen from 115 parks in Pennsylvania and near-by States.

While Strolling Thru the Park

The miniature railroad at the Detroit Zoo carried its 10 millionth passenger last week, after 16 years of operation. The passenger, a 13-year-old boy, was given a season pass and a pad of ducats for extra rides.

Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches; George Schmidt, president-general manager of Riverview Park, Chicago; Harry Batt, owner of Pontchartrain Beach, New Orleans, and Fred W. Pearce, owner of Walled Lake Park, Detroit, and Excelsior Park, Excelsior, Minn., are attending the Canadian National Exposition in Toronto this week. Also on hand is Jack Eyerly, of the Eyerly Aircraft Corporation, who flew his plane to Toronto to supervise the installation of the Eyerly Rock-o-Plane ride.

POLIO HURTS WIS.

(Continued from page 56)

light afternoon turnouts and big night crowds. The midway has suffered the most from the sag in kids' attendance.

Night turnouts for the grandstand show, No. 1 revue and acts of Barnes-Carruthers Theatrical Enterprises, Chicago, have been excellent, and *Ice Vogues* of '48 have been playing to full houses nightly in the 3,500-capacity Coliseum.

Afternoon grandstand crowds, drawn by grand circuit harness races, were below normal for State fair operations, with the daily turnouts averaging about 5,500. At night the grandstand show this week had an average nightly pull of 8,500 persons.

200-Miler Clicks

Motorcycle races are scheduled this afternoon, with a 200-mile national championship race slated for Sunday. An advance sale of \$25,000 had been registered thru Friday for the 200-miler, which is expected to ring up the largest gross of any event ever staged on the fairgrounds here.

The grandstand offering tonight and Sunday will be a musical festival, the Barnes-Carruthers show having closed Friday night.

Coney Island, New York

By UNO

C. J. Hilbert has been appointed grand marshal of the Mardi Gras parades. Selection was made by Moe S. Silberman, prexy of the Coney Carnival Company. Hilbert was honored by fellow Coney Islanders for his outstanding business zeal and acumen during 40 years of Coney habitation, 20 of them as a leading member of the Chamber of Commerce. Hilbert has been local manager of the Consolidated Edison Company for 24 years. During 1939 and 1940 he served as the president of the Chamber of Commerce and in 1946 and 1947 was president of the Carnival Company.

Pageants Nightly

The approaching Mardi Gras fete which this year will bear the theme Golden Jubilee in token of New York City's celebration of the 50th anniversary of the consolidation of the five boroughs, will present pageants every night from September 13-17. For Monday it will be police turnout mixed with the Iceberg A. C.; for Tuesday, the fire department of Manhattan and volunteer firemen from New Jersey, Connecticut and Long Island; Wednesday, Knights of Columbus and New York Sanitation Department; Thursday, Kings County American Legion, and Friday, U. S. Army Air Force plus vets from foreign wars. Saturday will feature the usual baby parade in the afternoon and revelry and confetti in the evening. The baby parade winds up at Ravenhall's Bathing Park where the prizes will be distributed.

Ride Park Personnel

Ride Park, covering the first two Bowery blocks, controlled by Kyrimes Bros., Inc., of which James Kyrimes is prexy; Neil Kyrimes, veepee, and George Kyrimes Sr., secretary-treasurer, has for its personnel Johnnie Johnson, foreman; Francis Kelly and George Van Cotter, platform men, and Armine Abbott, ticket seller on the Whip. William Lewis is Boomerang foreman; Charles Solomon and Joseph James, platform men; Seymour Lichtman, tickets; Cuddle Up, Sam Hadjes, foreman; Leon Tyler, platform man, and Al Fiorella, tickets; Caterpillar, George Johnson, foreman; Louis Teverow, tickets; Hurricane, Al Tuckerman, manager; Harold Werner, platform man, and Bob Buckley, tickets; Looper, George Kyrimes Jr., manager; Charles Hayes and Sam Dano, platform men; Myron Abbott, tickets; Virginia Reel, Nick Protentis, foreman; Al and Frank, platform men, and Dave Rapp, tickets; Motor Parkway, John Londis, manager. Maintenance men are Joe Speck and James Phillips. Night watchmen are James Vassale and Joe Koorre. Neil Kyrimes is general superintendent and George Sr. supervises the Looper, Virginia Reel and Whirl-a-Way.

Herman Wolff's and Louis Lobell's Arcade on the Boardwalk is thickly tenanted this season. Assisting Herman and Louis are Jerome Berkowitz, Louis Beyer, Vincent Carter, Irving Wolf, Sam Dingott and Bob Dishitsky. Moe's (Silberman) 5-Star Final on the Boardwalk tenants 52 units of a group game manufactured by John Gibbs of California. In control are Silberman and wife, Sadie; his son, Irving; his brother-in-law, Joel Kadem, and mike man Hal Klapper.

Coney Newcomers

Two newcomers are Candice, born August 9 to Bill and Helen Bonder, and a daughter to Harold and Berwick Mathison, of Feltman's Carousel. David and Ruth Brown are celebrating their 12th year as Island concessionaires. Their gift shop on Surf is managed by Louis Milman. Comet Poker Roll on Surf, formerly operated by Neil Kyrimes, is under new ownership of Isadore Sperber. Helping him at 42 tables of the Scientific

brand are Joe Monti and Joe Colwell. Morris Davis's frozen custard and Drink-O-Mat, Surf and West Eighth, has Margaret Murray and Joe Tesirie as assistants. Silvia and Michael Schisoff operate the Favorite bar and grill on Surf with Benny Boland the barkeep. Mike's brother, Alfred Shaw, is partnered in the operation of Coney's two Howard Johnson's spots on Stillwell and Surf. The Favorite also has Julius Goldsmith, hot dog expert, and Frank Pinkney, chef.

Daiells To Hit Road

Lou and Billie Daiell, of the penny pitch, on Surf, are taking a new game on the road next month. Abie Fishbein, former Luna Park cashier, now chief steward at his brother-in-law Bill Miller's Riviera in Fort Lee, N. J., is a daily visitor to his ailing grandmother, 82, in a Coney hospital. One of the features of the September 7 fireworks display will be the exploding of bombshells forming 50 golden-rods. Bill Nicholson, former secretary of the Chamber of Commerce, is constantly busy on Island promotion. Sandy Ehrman is conducting a carnival and bazaar to aid the Jewish synagogue. Activities, to run up to Labor Day, are on the Boardwalk and West 29th. Associated with Sandy are Charles Traub, old-time showman, and Sammy Goldstein. Harriette Savell is doubling as secretary to Lester Wildman, sign man, and breaking into the publicity game in Monroe Ehrman's office on West Eighth. Pat Revelli, Johnny Tamasoli, Marty Ruvinsky, Sam Abrams and Tom Burke are additions to Harry Nelson's concessions on Nelson's Corner.

OTTAWA TOPS MARKS

(Continued from page 55)

year when the grounds were returned to the association by the army and continuing this year under the incumbent president, D. Roy Campbell, has resulted in a nearly perfect fair plant. H. H. McElroy, secretary-manager, reported that \$500,000 had been spent on improvements. Of this amount approximately \$300,000 was received from the government following its release of the grounds for war purposes.

Even the sweltering 61,999 persons attending Wednesday failed to tax the free drinking fountains and the added free toilet facilities. All exhibit buildings have been redecorated and rearranged, with the lavish use of fluorescent lighting included. The attractive interior of the huge manufacturers' building would be hard to equal.

Enough free entertainment, including Dr. Edwin Franko Goldman's band, was offered to make it unnecessary for patrons to spend any considerable amount of money after admittance unless they so desired.

All exhibit space was sold long in advance of opening and it was necessary to erect tents to care for the overflow in the cattle department. A supplementary building was allotted to exhibiting manufacturers.

Ed Scholl, president of the Allentown (Pa.) Fair, was a visitor.

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R-B SEATTLE BIZ SOCKO

San Fran Next On Org's Sked

Big One bows in Cow Palace—John Ringling North in Europe scouting acts

PORTLAND, Ore., Aug. 28.—After doing sock business in a four-day stand in Seattle, and excellent business here on a two-day stand, Ringling Bros. and Barnum & Bailey pulled out Friday night (27) for San Francisco where the show makes its California bow for 1948 Monday (30) in the Cow Palace.

Opening in Seattle Monday (23), the Big One did capacity and straw business, especially at night. It was the first appearance for the R-B org in Seattle in seven years and the populace really turned out. Opening day the weather was anything but good, the morning, up to 11 a.m., being on the threatening side. In addition, parking facilities were not good. However, this didn't seem to bother Seattle residents who came early for the matinee and all but filled the big top.

So big was the crowd of early arrivals, that the Side Show opened early for business and scored heavily.

Second day found business even better, despite what the papers said was the heaviest rain on an August 24 here in 56 years. It was an all-day affair, but the show drew near capacity at the matinee and a sell-out at night.

Final day found a near-capacity house at the matinee and folks were put on the straw at night. Veteran circus followers in Seattle said the show easily could have played two (See Seattle Big for R-B on page 90)

Mills Cashes N. J. Jackpot

NEW YORK, Aug. 28.—Mills Bros.' Circus hit the jackpot at its first stand in New Jersey, where it played four towns the past week.

Coming into Paterson, N. J., under auspices of the local mail carriers, the show played to a full house at the Monday (23) matinee and long before time for the evening seance faced a complete sellout plus a big crowd holding general admission tickets.

A brief huddle attended by members of the sponsoring group, police and Jack Mills resulted in the evening show's getting under way ahead of schedule and run thru at speedy tempo after announcement to the waiting crowd that all would be taken care of at a second performance, which got under way about 10 o'clock, with about two-thirds of the seats occupied.

Mills ran into trouble at its second New Jersey stand, in Elizabeth, where a crowd of rowdies started a disturbance at the show lot on Tuesday (24). Two employees of the circus, William Kitchinson and Kermit Taylor, got scalp wounds and required hospital treatment.

In New York State, Port Jervis gave with a full one at night despite rain, but attendance at the matinee was weak even tho 600 children, whose admissions were paid by local merchants, were present. Ideal weather prevailed in Newburgh, and capacity crowds viewed both performances.



GEORGE W. SMITH

Biz for Cole Said So-So; Donovan Dies

Trainmaster Mishap Victim

JOHNSON CITY, Tenn., Aug. 28.—Business for Cole Bros. this week could be classed as just so-so as a couple of late arrivals and the shortage of roustabouts hit the box office.

In addition, the show suffered the loss of its trainmaster, Paul D. (Ace) Donovan, 41, who was accidentally killed when pinned under a train which went out of control on the wet grass of an embankment at the Norfolk & Western Railway station in Wytheville, Va.

Donovan, recently named trainmaster, was superintending loading of the circus equipment for the trip to Johnson City, Tenn., 175 miles south, when the vehicle he was operating turned over. He died en route to Chitwood-Morré Clinic.

The body was taken to Louisville for burial and was accompanied by his wife, Bobbie, a performer on the show, and Marion Portello.

Matinee business at Johnson City was light but a full one was on tap at night. At Radford, Va., biz amounted to one full house for two shows. Matinee was light and night show drew a three-quarter house.

At Petersburg, Va., the show had competition from a baseball game and a religious meeting. Draw was good in view of this, matinee being strong and night show drawing capacity. Cole Bros. was the second show to play Radford within two weeks, King Bros. having played Monday (9). Wytheville, Va., gave with a half house at the matinee and three-quarters at night.

It's Harvest Time For Stevens Bros.

BELFIELD, N. D., Aug. 28.—Stevens Bros. has been doing some harvesting, box-office variety, of its own in these parts recently, with full houses registered here and at Beach, N. D., and a near-capacity turnout at Terry, Mont.

There were no matinees here and at Terry, as harvest is in full swing which means very few people in town during the day.

Beach preceded its night full house with a strong matinee.

George W. Smith Named Manager of Dailey Bros.; Davenport Critically Ill

Former R-B Head Joins at Shelby; Mont. Biz Proves Okay

CHICAGO, Aug. 28.—George W. Smith, former superintendent and general manager of Ringling Bros. and Barnum & Bailey, this week was named manager of Dailey Bros., and joined the show at Shelby, Mont., Thursday (26). Announcement of Smith's appointment was made by R. M. Harvey, Dailey general agent, who issued the following statement: "I am pleased to announce that Mrs. Ben Davenport, at my urging, has hired George Smith as manager of the Dailey show. In my opinion, Smith is one of the best men in the circus business today and we are fortunate to secure

his services. When I heard that Smith, who has been off the road and living in Sarasota, Fla., since leaving the Ringling show, was available, I immediately wired Mrs. Davenport, urging her to hire him. Within a matter of a few hours, Mrs. Davenport called me long-distance and told me she had hired Smith and that he would report to the show in Shelby."

Harvey, when asked just what Smith's job as manager would be, said he would be in direct charge of the show proper.

"Of course, Mrs. Davenport is treasurer of the show, handles all financial matters and is the top boss of the show," Harvey said. Smith will be able to take over a lot of the duties Mrs. Davenport has been handling since her husband's illness.

Davenport Critical

Regarding Ben Davenport, who is a patient in Colonial Hospital, Rochester, Minn., where he is under the care of Mayo Clinic doctors, Harvey said the Dailey owner's condition is critical. He said he visited Davenport last week and found him to be "a very sick man." He said a wire Friday informed him (Harvey) that for the first time in three weeks Davenport had shown a slight improvement Thursday. "Mrs. Davenport is in constant touch with the hospital by telephone," Harvey said, "and I plan to go to Rochester next week to visit him again and may stay there until he is safely out of the woods."

The Dailey general agent said attending physicians refuse to make any prediction as to the outcome of the case, which, they said, is the severest type of typhoid fever. "We can only hope and pray that Ben will come out of this okay," Harvey said.

Continues Good

Meanwhile, the show continues to good business on its tour of Montana. The show had excellent biz in North Dakota and moved into Montana Tuesday (24), playing at Glasgow, followed by appearances in Havre, Shelby and White Fish. Business in all these spots was described as "good."

Pulaski, Va., Gives King Org a 'Tumble'

PULASKI, Va., Aug. 28.—The ancient adage that "all's well that ends well" proved true for King Bros.

En route here from Floyd, Va., the air brakes on a truck carrying three of the org's elephants gave way and the truck rolled backward over the side of a mountain to a 150-foot drop. Neither the driver nor the bulls were injured; and the big animals were recovered in time to put in an appearance at the night show here, which attracted a near-capacity throng despite rain. Threatening weather pared attendance at the matinee.

Beatty Finds South Rough

Madisonville, Ky., proves only bright spot—Tenn. cities give light biz

PARIS, Tenn., Aug. 28.—Clyde Beatty was finding it rough down South, from the draw standpoint, with Madisonville, Ky., proving the only real bright spot in Kentucky and Tennessee.

Show ran into extremely hot and humid weather here Wednesday (25) and as a result business was off. Matinee drew about a half house, with the night show getting three quarters.

It was the same at Clarksville, Tenn., where the weather was almost at an unbearable stage and business was about the same as that at Paris. Hopkinsville, Ky., gave with a light matinee but a strong night house.

The first show to play Hopkins County on a Sunday, the Beatty org drew two capacity throngs at Madisonville. The weather co-operated, and as a result, people came from all over the county.

Owensboro, Ky., proved a flop, org getting less than one good house for two shows.

Kelly-Miller Org Clicks Despite Downpour, Heat

CHILTON, Wis., Aug. 28.—Rain or shine, hot or cold, Al G. Kelly & Miller Bros. continues to click on its swing thru Wisconsin and Northern Michigan.

Despite temperatures near the 100 mark, the org drew a pair of full houses here Tuesday (24). K-M was the first circus to play here since before World War II, and was accorded an enthusiastic reception.

An afternoon downpour that turned into a cloudburst at night failed to dampen circus enthusiasm Saturday (21) in Sturgeon Bay, Wis., and both shows were straws. Attendance at the matinee was estimated at 3,000, with an estimated 3,500 on hand at night.

Jupiter Pluvius got in his licks at Crystal Falls, Mich., too, but a capacity crowd saw the night show after a light matinee.

Polack Western To Canada After Calif. Winners

VANCOUVER, B. C., Aug. 28.—Polack Bros.' Western Unit was off to a fast start here Wednesday (25) under the joint sponsorship of the Gizeh Shrine Temple and the Pacific National Exposition. This stand at the Forum Building in Exposition Park, is slated to run thru September 6.

Org arrived here following a successful stay in Reno, Nev. (19-22), where it played following four highly lucrative months in California.

At least half of the California dates topped previous records and the others held their own. Two out of the 16 were new dates. Nine were played indoors. Excellent weather favored all the outdoor appearances.

Click at Bakersfield

After whopping dates at Sacramento, Oakland and San Francisco, the show moved down the San Joaquin Valley with stops ranging from two days to a week at Stockton, Modesto, Merced, Fresno and Bakersfield. The last named, always good, was bigger than ever this year.

Then came a five-day run at the San Diego County Fair at Del Mar, where the sponsorship was shared by Al Bahr Temple and the fair association.

After a year's lapse, show again played Shrine Auditorium in Los Angeles for Al Malaikah Temple, with a 10-day run that substantially exceeded previous records. Date at Long Beach was back under the aegis of the Scouts and showed a considerable improvement over last year.

Turnaways Galore

Show returned north over the coast route, playing Santa Barbara, Salinas, Santa Cruz and San Jose. Business was good all along the line. At Santa Cruz the limited capacity of the otherwise nifty auditorium wouldn't accommodate the crowds, and all five performances were turnaways. At San Jose the majority of the 13 shows were sellouts or turnaways.

The jump to Reno was broken with

SEAL BROS.' CIRCUS

Wants following for long season: Manager for nicely framed Side Show, Performers and Clowns for Big Show. All privileges, except Novelties, for sale. Norman, wire if interested. Can place A-1 Banner Man.

Route: Sept. 1, Okemah, Okla.; Sept. 2, Henryetta; Sept. 3, Checotah; Sept. 4, Sallisaw.

WANT

Promotional Managers

Who can handle Phone Men. Must be sober, reliable and no liars. Also able to finance self. If you are broke, do not answer. Must be ready to start immediately. Write or wire, stating where you can be reached by phone.

JACK MILLS, c/o Mills Bros.' Circus, Lebanon, Pa., Sept. 1; York, 2; Hanover, 3; Hagerstown, Md., 4; or per route.

KING BROS.' CIRCUS

Wants Billposters and Lithographers, must be able to drive trucks; Musicians for Big Show Band, Air Calliope Player, strong Cornet and Trombone, six Clowns, useful Circus People in all departments. Longest season, meals and sleeper accommodations the best. Address: Fayetteville, Tenn., Sept. 2; Pulaski, 3; Lawrenceburg, 4; Scottsboro, Ala., 6; and Guntersville, 7.

WANTED

Capable Slim Skillo Agent. Good territory.

BILL LUCK

c/o Dailey Bros.' Circus

Wenatchee, Wash., Aug. 31; Everett, Sept. 1; Bellingham, 2; Auburn, 3; Cle Elum, 4.

Bank Night

WICHITA FALLS, Tex., Aug. 21.—Wichita Falls residents won't be starved for circus entertainment the next few months. No fewer than four shows are scheduled to play here between August and November.

The kickoff starts Wednesday (25) when the Gainesville Community Circus plays Hamilton Park here for three days. Cole Bros. is scheduled on the Marlow lot, north of Spudder Park, September 11. Then comes Ringling-Barnum at the baseball park north of Spudder Park, September 27. Polack Bros. is set for Memorial Auditorium, November 15-17.

a new two-day stand at Oroville for the local Shrine Club of Ben Ali Temple, Sacramento. This proved a surprise, both nights giving with turnaways. An aggregate attendance exceeding the town's population meant that customers came in goodly numbers from Chico, Marysville and other surrounding communities.

Though Polack has played Reno in previous years, this was the first appearance for Kerak Temple. Outstanding was the U. P. C. promotion, with thousands of children brought by special busses from a radius of more than 200 miles in Northwestern Nevada and Eastern California. The University of Nevada's Mackay Stadium provided a beautiful setting for the show. Concurrently, Twentieth Century-Fox was shooting *Mother Was a Freshman* on the university campus, with Van Johnson, Loretta Young and Rudy Vallee in the cast.

Promotion in Reno was handled by George W. Westerman, who previously was in San Francisco and jointly handled Salinas and Santa Cruz. He goes next to Denver.

Waltrip Heads East

A. E. (Buck) Waltrip, who had strong promotions in Stockton and Santa Barbara, is in charge of Yakima and then jumps to Utica, N. Y., for his second year with the Polack Eastern Unit. En route, he and Mrs. Waltrip will spend two weeks at their home in Madisonville, Ky.

Jimmy Rison, who had Sacramento, Bakersfield and San Jose, has gone to the Eastern Unit, spanning the continent to Baltimore for his second year. Also handling promotions for the Eastern Unit are two members of Rison's staff—Dixie Hebert and Gene Miller. Hebert had charge of Modesto and Oroville and Miller of Merced.

Joe O'Donnell, who has been with the Eastern Unit since Indianapolis last April, is back with the Western Unit handling Seattle, which he has had for several years.

Sam Ward, who returned to the Western Unit after some dates for Eastern, is back in Portland and next goes to Oklahoma City.

Blue to San Antonio

Mickey Blue has hardly been able to catch a breath between Oakland, Fresno, Long Beach and Vancouver, and has had to do some flying to work them all in. His next date will be San Antonio.

Show's line-up of acts has remained unchanged up to this point and has won consistent praise all along the route. Mabel Stark and her tigers were added for the big arenas in Sacramento, Oakland and San Francisco. After completing some film contracts she left for the Eastern Unit.

The Western Unit's season ends December 12 at Charleston, W. Va.

Full One for Seal Bros.

ELINWOOD, Kan., Aug. 28.—Seal Bros. played to a full house here Thursday night (19) following a strong matinee. At Hoisington, Kan., biz was light at both shows.

Stockholm Gets 3 Shows After Long Months of Waiting

STOCKHOLM, Aug. 28.—After months of waiting for one of the traveling circuses to visit, Stockholm residents now are getting the rush act, with no less than three shows on tap.

Heading the list is Baptista Schreiber's American circus, followed by Cirkus Scott and Cirkus Altemburg, both of which are well known here.

Mrs. Baptista Schreiber boasts mostly American artists on her show, featuring the jugglers, Herbert and Edmund, and the Two Brockney's, bicycle act.

Harrisonburg Vets' Show Chalks Winner

HARRISONBURG, Va., Aug. 28.—Three-Day Circus here under joint auspices of the Veterans of Foreign Wars and American Legion posts for the benefit of the Veterans' Welfare and Oxygen Tent Funds, proved a winner. Clifford H. Darling, promotional director, reported.

Presented August 19-21 in Memorial Stadium, event featured a classy assemblage of circus acts, headed by Dick Clemen's Lions. Thursday night's show was rained out but near-capacity crowds Friday and Saturday nights brought the event out on top.

Matinee crowds were scant because of rain. Advance promotion was handled by Cliff and Janice Darling between engagements with the Hamid-Morton Circus. One of the features of the promotion was a 56-page program.

Beatty for Abbott And Costello Film

HOLLYWOOD, Calif., Aug. 28.—Papers calling for the services of Clyde Beatty were inked here this week when Nassour Studios signed the circus owner for a pic starring Abbott and Costello. The deal calls for the services of Beatty and 25 lions and tigers. According to present plans, the film will roll November 1.

Norman Carroll, personal rep for Beatty, handled the deal, which calls for Beatty to receive top billing with the comic team. A spring release has been set for the film, according to Carroll.

This marks Beatty's first picture work since he made the *Big Cage* for Universal 15 years ago.

Bartlesville, Okla., Gives A Full One for Bailey Org

BARTLESVILLE, Okla., Aug. 28.—Hot, clear weather brought out a full night house for Bailey Bros. here Wednesday (25). A strong house viewed the matinee.

A three-quarter house was on hand at night in Wellington, Kan., following a light matinee.

HODGINI'S

Bareback Horses for sale. Also Mat and Ring Curb.

Anyone interested, write or wire

JOE HODGINI

Peru, Ind.

WANTED AT ONCE, BIG SHOW ACTS

For balance of season. Side Show Acts, Magic, Punch, Vent, Etc. Also useful Circus People for all departments. Bill Longstreet, contact at once.

DALES BROS.' CIRCUS

Fort Smith, Ark., Aug. 30; Ozark, 31; Clarksville, Sept. 1; Morrilton, 2; Dardanelle, 3; Danville, 4; Searcy, 6.

COLORED PERFORMERS AND MUSICIANS

WANTED

Trumpet, Trombone, Drummer (double), Comic, two Girls. Enlarging for Southern tour through Arkansas, Texas and Louisiana. Wire or write

Johnnie B. Williams

DAILEY BROS.' CIRCUS
Auburn, Sept. 3; Cle Elum, 4; Kennewick, 6; all Washington State.

WANT

Half and Half and Dancers. Good proposition. Wire

MILT ROBBINS

Side Show Mgr., Dailey Bros.' Circus, Auburn, Wash., Sept. 3; Cle Elum, 4; Kennewick, 6, or as per Billboard route.

WANTED

Side Show and Concession Help. Peanuts, Whiskey Bob, Willie Jones, answer, or any other Help that can stand prosperity, stay sober to do their work.

Answer:

FRED BRAD

CARE DAILEY BROS.' CIRCUS
Everett, Sept. 1; Bellingham, 2; Auburn, 3; Cle Elum, 4; all Washington, or as per route.

AL G. KELLY & MILLER BROS.' CIRCUS

Wants at once: Good Chev. Mechanic. Grooms. Can use Side Show Ticket Seller; will have to do some labor. Want 2 Billposters and one Lithographer. Circus Cook. Will buy large Male Chimp. Cedarburg, Wis., Sept. 1; Jefferson, 2; Stoughton, 3; Highland, 4; or per route.

WANTED AT ONCE

Train Master for Cole Bros.' Circus. Must be sober and reliable. Frank Seigar, please answer.

ZACK TERRELL COLE BROS.' CIRCUS

Paris, Tenn., Sept. 1; Jackson, 2; Memphis, 3-4.

AT LIBERTY

On Account of Agent Leaving

THREE HIGH SCHOOL HORSES
ONE TRICK AND COMEDY MULE ACT

For Circus, Fairs, Winter Dates, Etc.

RAY THOMPSON
FAIRGROUNDS BUTLER, PENN.

King Bros.

In Virginia we had nothing but hot weather with plenty of humidity but biz was good.

A quiet Sunday in Boston, Va., found most of the folks at the movies as guests of the manager, Carrington Waddell, a circus fan. Personnel of the Wolfe Amusement Company visited in South Boston. Other visitors included Irene, Roy and Ernie Sylvester; Ralph Holt, fan from Burlington, N. C., who spent a couple of days on the show and gifted the girls with nylons.

Jack Bell, Millie and George Chamberty, Slim Girard and Rebel Marchette have been on the sick list.

Paul Delaney and his family were away for a few days. Bertha Morowich returned to the show after visiting her family in Brooklyn. Scott Hall left for home by plane to nurse a recurrent illness suffered while in the service. Betty Biller planned to Louisville to try and get some relief from her poison ivy.

Bill Tumber is visiting his many friends. Dr. William Mann, of the National Zoo, Washington, visited at Annapolis. Everyone was happy to hear Frank (Kokomo) Anders is doing so well. Come back soon, Kokomo. To Andy and Mabel Kelly: Thanks for your letters, we all miss you.

Show sights: Mom Morales taking excellent care of the wardrobe. She is sewing at all times. . . . Frank Sattiro getting the Side Show up and down despite the shortage of help. . . . Charlie Poplin and Jewel keeping the stock in good shape. . . . Mrs. Fannie Carter doing a good job of keeping people away from the back door.—SYLVIA GREGORY.

Stevens Bros.

After a successful trip thru Montana we came back into North Dakota at Beech, where we showed to two packed houses. Two new trucks, a semi, calliope and more seats have been added. Org's new canvas spool loads the canvas in 6 minutes without unlacing it. Two llamas arrived from Boston recently, and two cub bears from Canada. The new menagerie top has been received.

ACTS WANTED

Am Now Contracting

FEATURE ACTS

FOR MY

INDOOR CIRCUS DATES

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WILD WEST UNIT FOR FAIRS

10 HORSES • 10 PEOPLE • 10 EVENTS
Trick Riding, Trick Roping, Comedy Mules,
Fire Jumping Horse, Hi-Schooled Horse,
Whip Act, Etc.

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San Francisco 3, Calif.

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Cannon Prop. Featured with Polack Bros.' Circus.
Cost \$400.00 to build. Sacrifice. Write:

MRS. EUGENE RANDOW

POLACK BROS.' CIRCUS
Permanent Address: 155 N. Clark St., Chicago, Ill.

Dressing Room Gossip

Polack Bros.' Eastern

After a brief convalescence, necessitated by a fall in Jackson, Mich., your scribe is back on the job.

The saga of how Jennie, a Polack pachyderm, ate \$117.45 of the New York Central Railway's money has been immortalized by all the leading papers from coast-to-coast, not to mention the publicity she received over the networks, and those flattering caricatures made by a Columbus, O., cartoonist. It all happened when A. A. Hall, an Arlington, O., telegrapher, inadvertently tossed the package of money into what he believed was the railroad's official baggage car. It actually was the home of the Polack horses and elephants. This made the second national publicity triumph for press agent Bill Green.

The row upon row of beautiful house trailers and new automobiles draws as much comment from the audience as the show itself. Augmenting this display is Jorgen Christiansen's new Palace house trailer which is a virtual moving apartment. When it comes to cars, Charlie Borza outdid himself. He now sports seven-passenger Packard.

Swamped by telegrams, Mabel Stark remains the woman of the hour. An Associated Press photo of Mabel and feature stories hit every major newspaper in the country as a result of her recent injury. When the picture, *Man Eaters of Kumaon*, was being shown in Detroit, Mabel figured prominently in the movie review columns because of the work she had done in that picture.

Mr. and Mrs. Polack, Mrs. Rose Oestrich, Kris Krinkle and Chester Stanley all escaped serious injury when the car in which they were traveling collided with another vehicle approaching an intersection.

Kinko is not one to be outdone by all this trailer buying. He purchased a miniature one, made to scale, which he intends to pull behind his midget automobile. The trailer goes into the routine in Huntington, W. Va., and we're all waiting to see it.

Sarnia, Ont., across the river from Port Huron, Mich., lured the women of the show with its English tweeds and French perfume. Marsha Lewis set eyes agog with that suit creation styled in the English new look.

Fragments: Kinko finally did it! He caught the biggest fish of the season. Else Sidney is making costumes like crazy. . . . Rio Zavatta is nursing an injured leg. . . . Gene Randow is the latest to make the program cover. . . . Irene Lafferty went to Cincinnati to visit her family between stands. . . . Madame Marie's sister, Ouika Ryan, has been spending the past few weeks on the show. They did a bareback act together in the old days and were known as the Meer Sisters. . . . Karl and Conchita Erikson celebrated six months of wedded bliss and still claim the title of being the last persons to arrive on the lot every week. . . . The GAT club had a highly successful corn roast, with laurels going to Chester Stanley for his efforts. . . . Chris Del-Ray is sporting a new hair mode as is Marsha Lewis. . . . It is problematical whether Fu will ever get that motorcycle Emil Pallenberg bought for her. He seems to get a big kick out of riding it all over town. . . . The Malikovas and the Kinkos visited famed Buckeye Lake Park when the show played Lancaster, O. . . . That good-looking blond girl who rates so much masculine attention is the niece of Darby Hicks, vacationing on the show. She helps her uncle behind the popcorn concession. Maybe that's why so much popcorn is being sold. During the few days we had off between Jackson and Port Huron, Ray Wilbert visited his family in Canada.

Birthdays: Josephine Ivanov, Rose Oestrich and Roland Erikson.—BILLY BARTON.

Dailey Bros.

The Great Northern is pulling us by long leaps across the wide open spaces of the Northwest, making over 100-mile runs by 7 a.m. Lots are seldom far from the runs. The only difficulty encountered is the wind, which blows regularly during the day. The canvas crew is worn out by the time the tops are up. It's generally clear in the early mornings but the threat of rain is around by noon.

The wheat farmers in the Northwest have such bumper crops that the railroad can't find enough cars to haul it away. Local elevators are full, and as a result stacks of grain are lying in the fields.

Our young cowhands, Eddie Murrillo Jr. and Donna Pyle, are getting the feel of the West and are putting a little more abandon in their riding. Their respective parents have added a few more Western items to their wardrobe. Freddie Fredericks has a handsome new white and red Western outfit. Incidentally, there is a Freddie Fredericks employed on the train crew, but he is no relation to Freddie on the show.

Mildred Pyle is back working traps. As her broken foot mends and she can put more weight on it she will assume her other acts. Holly Howard installed new chandelier in the menagerie. Booger Red, elephant man, is on the job at all times and takes good care of his charges.

Recent birthdays were celebrated by Evelyn Turner and Mrs. Rube Ray. Both ladies received many gifts. There was a birthday cake, too, sans candles. Mrs. Hansen, of the wardrobe department, who once lived in the Dakotas, has had many visitors, among them Olga Ward and Gena Grimsrud.

Sick list: Bertha Drane, Francis Benner and Bert Rickman.

Flags on the lot flew at half mast the day of Ralph Noble's funeral in Joplin, Mo.—HAZEL KING.

Dales Bros.

Joe and Dorothy Oliverio and Davey and Gracie McIntosh are sporting new trailers.

We found recently that there are 18 children on the show when they all attended Bonnie Davis's birthday party. Bonnie received a complete wardrobe for school.

Little Diane Pressely worked web in the center ring the night before she left for school.

Mike, Mac McDonald's pet chimp, gave us a laugh between shows when he was exercising in the big top and went out thru the bale ring. He ignored all the commands to come down and was having the time of his life running around on the canvas until Mac remembered that Mike is jealous. Mac put his arm around his wife and called Mike. He immediately came down.

Shorty Jordan took the hint about the fudge party. The back yard had its first one last week.

Si Murray has returned from his vacation and is back in the cookhouse. Joe Ryan has sold his dog act to Dorothy Herbert and is busy breaking in a new act.

We never cease to be amazed at the condition of our rolling equipment. Despite bad breakdowns, we have never had a late show, and the trucks are in as good condition as when they left quarters. All credit goes to Deacon and Davey McIntosh.

Steve Crowe is back in clown alley. A large number of our personnel attended funeral service for Ralph Noble in Joplin, Mo.

Harry Bordman has the cast off of his leg.

Homer and Dola Lee, formerly of the Wallace show, were recent visitors, as was Arkie Williams of the Plunkett Show.—CORA DAVIS.

Cole Bros.

For the past two weeks Cole Bros.' personnel has been enjoying the mountain air of Virginia and West Virginia. At Charlottesville, Va., we were parked on a grassy lot about 30 feet from a stream. Our folks had a time swimming and sun bathing. Even the horses and dogs took a dip. Ponce De Leon was right there with them, giving the girls, dogs and horses a treat.

Otto Griebing's little car got so hot at Paul Nelson and the others at being pushed around it literally burned up. Luckily that was the only thing that burned. A junk man gave Otto \$15 for what was left of one of the best laughs in the show.

I think June Cristiani looks ultra in Marion Partello's wardrobe. A storm hit us just before the flying act in Charlottesville. It was a dandy. I never saw so many wet actors in my life.

Rio Cristiani, age 4, had a birthday and gave a party for the rest of the kids on the show. I noticed a couple of grownups heeled in on the free roll. At this time of the year I check on who may get the cookhouse flag. It looks like Mr. McFarlan to me. I came to the lot in Richmond the second day at 7:30 a.m. and there he was. I thought I was pretty good but he beat me there by half an hour.

Marion Cristiani took a trip to San Mateo, Calif., to visit. Ora Parks, Frank Lee and Ray Dean are doing a good job press agenting our show. I think that we have the distinction of having the only lady calliope player in the biz in Ethel Hernon.

Richmond, one of the first two-day stands in quite a while, gave our stock and personnel a well-earned rest. Note to Norman Carroll: Remember me; the address is Freeman's Manor, R. R. 2, Peru, Ind.

Ethel Freeman, who was taught by two of the greatest, Eddie Rooney and Eddie Silbon, has a class of future Leitzels and Jenny Rooneys out every day between shows. Capt. John Smith was under the weather for two days but is back in harness again. Hats off to our new trainmaster, Ace Donavan, who is doing a competent job.

Visitors: Dr. and Mrs. Mann, Melvin D. Hildreth, Ralph Holt, who came all the way from Burlington, N. C., to say hello; R. H. Taylor, Tom and Alma Bayliss, visiting Mr. and Mrs. Harry McFarlan and Huffy Hoffma; Judge and Mrs. J. E. Kelly, Mr. and Mrs. Al C. Beck, Mr. and Mrs. James E. Deal, Bill Milligan, Mr. Masters, J. Maurice, F. S. Tyree, Georgia Sweet, Don (Pinkie) Archer, Zeke La Mont, Mr. and Mrs. Ray Marlow and daughter, Sally, and Paul Nelson.—FREDDIE FREEMAN.

Hunt Bros.

The week started off great at Westminster, Md. Matinee was good and the evening show had them on straw. This was topped off with what was probably the biggest concert of the season, when over 1,300 stayed on.

Shippensburg, Pa., wasn't so good, and at Chambersburg, Pa., the workmen had a hard time driving stakes, the lot apparently being on the bed of an old quarry. Russel McPherson, former organist on the show, visited in Chambersburg and favored the folks with an impromptu performance on the Hammond organ. We hit a cloudburst in that city when over two inches of rain fell in less than an hour. Fortunately the lot was sloping and everything was okay for the night show.

We were a bit late in getting set up in Hagerstown, Md. Business there can be judged by the fact that the town has had two circuses and four carnivals this season. While there Mr. J. L. Harshkin and a party of circus fans were visitors and stayed for the evening performance. Mr. Charles Hunt, owner, was presented with a cake by the party and welcomed by Mr. Harshkin. It also rained here for the fourth night in succession.—NORMAN HANLEY.

Polack Bros. Western

Oroville, Calif., a town of 5,000 population turned out 10,000 from neighboring counties to fill the stands for the two-day stint. Credit for the turnout goes to Jimmy Rison's promotional staff, and the hard-working Ben Ali Temple Shrine. At the close of the engagement, Mr. and Mrs. Rison returned to the East to handle the Baltimore promotion for the Eastern Unit. Traveling with them was Mrs. Sophie Truzzi, who will go on to New York.

The back yard was a scene of map-reading and planning routes that bypassed the well-known and treacherous Donniker Pass which lies between Oroville and Reno. For the first time this season, a special bus was chartered in order to skirt the summit. Many were financially happier upon entering Reno than when leaving it.

Despite the spacious grounds of Nevada University's Stadium, the usual picture of the show was lost due to the close proximity of riggings. The unusual high winds almost blew the fleas from Dwight Moore's dogs and made working conditions difficult. By way of contrast, the dressing room in Oroville was so small we were practically dressing two to a trunk. In Reno each trunk was separated by beds.

The college campus also was 20th Century-Fox's movie set for the filming of *Mother Was a Freshman*. Stars Loretta Young, Rudy Vallee and Van Johnson and 10 directors and executives were guests of Louie Stern at one of our performances. Other visitors were Indian Joe, of the Ringling show; Homer Stack and Louise Plant.

The unrehearsed yells during the clown fire house gag were voiced by Dennis Stevens when he found a snake inside the fire house. The Joeyes were rounded up shortly afterward by Soldier Longsorf who found the reptile wasn't alive. The hapless creature was later tied to the end of Stephen Mustafa's twirling ribbons.

Millie Keathley returned to the fold after a short stay in the San Jose Hospital. Rodney and Niki Bell returned home to get ready for school. John Tiebor almost has convinced Mr. and Mrs. Roland Tiebor that an apprenticeship in the school of seal training is more important than the three R's. Boyd Kames will rejoin in Seattle after visiting his ailing mother.

In answer to Bill Barton, the Eastern unit's scribe, who moaned about card players occupying the center of the dressing room, all we on the Western unit can say is our card players occupy the entire dressing room.—HAROLD BARNES.

Clyde Beatty

Dan Cupid is still shooting his darts around here. Latest newlyweds are Louise Little (snake charmer) and Virgil Perkins (concessions), who were wedded in Owensboro, Ky. A reception was given in the Owensboro Hotel. Attending were Max and Janie Tubis, Dorothy Herbert, Connie Conrey, Marie Le Doux, Joyce Sans and Barbara Barry.

Bill Ballard, concessionaire, joined in Owensboro, and Richard Shipley joined as ticket seller. Don Dewayne is a new member of the Flying Alexanders. Frank Sayvilla joined.

The usual practising between shows has stopped because of the heat spell. All hands hunt for a shady spot or a swimming pool. The pinochle players are still at it between shows, however.

Roy and Mildred Acuff and son, Roy Jr., visited in Clarksville, Ky. In Hopkinsville, Ky., we day and dated the Bisbees Comedians and their entire personnel attended the matinee, while a lot of our folks attended their night performance.

Raymond (Congo) Miles is a busy man these days keeping the show well lighted. Percy Cayuga, assisted by Al Yoder, is busy carpentering.

Sights around the lot: Mark Anthony busy carving. . . . Dorothy

Bailey Bros.

The Conley family, doing four acts, is a big improvement to our program. Percyna Clarke, after an illness, is back in the act. Her sister, Kay, from the Big One, appeared on the scene in the nick of time.

Bob Stevens has contracted his four elephants for Tom Pack's Macon, Ga.; Birmingham and Shreveport, La., indoor dates. The lot in Abilene was in Eisenhower Park, boyhood home of General Ike. Eko, sheep headed man in the Side Show, makes a daily visit to the big show dressing room to find out the main events of the day.

George Barnaby lost four of his white clown suits in a fire. Jockey Moore was proud of the honorable mention given him in the gossip column several weeks ago. Ralph Brookman succeeded Blue Lundy as big top boss canvasman.

Thelma Lee Chandler and Jim Conley celebrated their birthdays in Manhattan. Wedding bells rang for Cecelia Baca, Hawaiian dancer in the Side Show, and Dick J. Wallace, candy butcher. Charles Rourke, inside lecturer, Punch and magic, and Betty Broadbent, tattooed girl, joined the Side Show at Ottawa. Phil and Bonnie Bonta joined at Emporia and are doing their perch and hand balancing act.

Mabel Johnson is now working the elephant act with the assistance of Swede Johnson.

Visitors: Mabel Kelly, Dutch Loeber and Mac McAdoo, all from the Bud E. Anderson Circus; Arky Williams and Harry Ross, on their way to Kansas City after leaving the Seibrand Picadilly Circus; Doc Reickert, former manager of Polack Bros.' Eastern Unit; George Pughe, John Thiele and Jimmy Goodwin.

Here are some "Do you remember

here," as supplied by Buck Leahy: Horace Laird did a ring act with the Frank A. Robbins Circus? . . . Roy Barrett was a subject with Pauline the Hypnotist? . . . George L. Myers put on the spec with Sells-Floto Circus? . . . Earl Shipley rode flat races with Gollmar Bros.' Circus? . . . Lew Kish put on his first clown makeup? . . . Al Dean rode chariot races on Gollmar Bros.' Circus? . . . Lew Hershey did a contortion act with DeRue Bros.' Minstrels? . . . Skinny Goe did leads with a rep show? . . . Ida White did a perch act? . . . C. C. Smith was a Side Show ticket seller? . . . Albert White was a Hawaiian and Oriental dancer in the Side Show, using the name of Labelle Flozette? . . . Grover Nitchman did a perch act and iron jaw? . . . Otto Griebing rode in skirts for May Wirth? . . . The Clarkonians were on the Ringling show for 16 seasons? . . . Francis Stillman was a prima donna with the Walter L. Main Circus? . . . Bob Stevens was a bannerman? . . . Swede Johnson was clowning? . . . Mabel Johnson was doing aerial acts?

Herbert still making a new wardrobe. . . . Bobby Kay spangling his spec suit. . . . Milonga Cline washing clothes every day. . . . Peggy Sylvester counting the stakes in the pad room. . . . Ted Dewayne drinking three cokes at a time. . . . John Helliot guarding the back door while Blackie O'Malley keeps watch over the back yard. . . . Junior Davis making new walk-arounds that are never used. . . . Bobbie Dewayne observing his birthday and receiving many presents.

Recent visitors were Marshal Greene, Dick Miller, Judge and Mrs. Palmer, Homer Canter and family, Mrs. Curly Stewart, Mr. and Mrs. William Petty and Hallie Pritchard.

Happy Kellems please note: You do have honest restaurant people in your home town. When we played Evansville, Ind., Johnny Cline and A. W. Kennard ate breakfast in a cafe and paid their checks and departed. That night they ate dinner in the same cafe (Miss Ginny's Cafe) and the cashier repaid each of them 10 cents, which, she said, she overcharged them at breakfast.

UNDER THE MARQUEE

Middle-aged canvasman is one who would rather catch a few winks between shows.

Don S. Howland, circus fan of Columbus, O., plans to establish a showman's club in the Ohio city soon.

When Bailey Bros. played Wichita, Kan., the show had a tie-up with House Furniture store and a birthday party for Shirley, org's baby elephant, to which some 2,000 kids were invited.

Clyde and Vera Rinaldo are spending the summer in their Cottage Villa at Buckeye Lake, O. In the fall they will return to their home in Columbus, O.

All careful troupers are making plans for surviving the shock if they don't get bonuses.

Ringling-Barnum

Last week was a series of matinees only and we ended up in Seattle with a heavy dew every day and cool weather. The Northwest continues to give packed houses. Our matinee only days proved too fast for some of the folks. A number of them missed their sections and had to find other ways to get to the next town.

In Missoula, Mont., 30 performers hired horses and took to the mountain trails. Missoula is the home town of Dave Houseman and he was kept busy entertaining all the home folks. En route to Seattle, Lou Jacobs and Paul Wenzel and others were all set with full fishing tackle to try their luck at any stream, but we never stopped near enough or long enough, so they are still waiting.

Little Mickey Unus is determined to follow in her father's profession, but a broken arm has stopped her for a while. Sobeda Marschany had a big day on her birthday when she wore her new dress in the spec. China Durbin and Pat Cartier also celebrated birthdays. Mars Bennett's birthday party a few weeks ago also was a big event.

At Butte, Mont., show ran into a hail storm.

Visitors included Will Stevens, Seattle; Frank Panisko, CFA, Butte, Mont.; Bill Warner, Joe and Slivers Madison, Justus Edwards, Harry Dann, Dennis Stevens, Frieda and Ernie Wiswell, Harold Barnes and his mother and father, the Berosinis, and others from the Polack Western Unit, Mr. and Mrs. Hull and family, William Cooper and family, Buff Brady and Billy Seaman.

New members of the Ringling branch of the Saro-Circo Club are Mrs. Unus, Rosa Wong and Toni Cole.

Backyard: All the aches and pains being discussed by the horse enthusiasts after their ride. People around the lot are still talking about the day Ernie Burch dressed as an uerette. Barbette still busy between shows with some girl on web or trapeze. Frank Panisko, CFA, on the lot in Butte renewing acquaintances. Jackie Gerlick and Josephine Helbring doing their new version of the dance in finale. Bill Streamline and his helpers passing out coffee on cool nights.—MARY JANE MILLER.

Don Cavilla, clown, closed with the American Wild Animal Exhibit at Dyersburg, Tenn.

The Klines, Charles and Peggy, have signed with Clyde Bros. for the indoor dates starting October 8. Mr. and Mrs. Kline are now clowning with Ernie Young's Revue at fair.

Albert and Judy Spiller and Me Henry left via Eastern Airline Wednesday (25) for New Orleans then to Lima, Peru, for a 20-week engagement with Teatro Capoulica in Santiago, Chile.

It's unfair to call anyone a yesteryear showman unless he is actually seen digging a ring-bank.

Howard Y. Bary has replaced Frank L. (Kokomo) Anders as legal adjuster on King Bros. Anders was forced to retire because of serious illness. He is confined to his Chicago home.

What really causes family trouble in a truck show press agent's trailer home is a wife's habit of wrapping garbage in the evening paper before he's had a chance to show it to the boss.

Charles Hilderra and Bob Emerico who closed with the Clyde Beatty Circus in Savanna, Ill., after 22 weeks in clown alley, visited the Chicago Railroad Fair before heading west the former for Pacific Grove, Calif. and the latter for Ashland, Ore.

When Ringling-Barnum played Salt Lake City, *The Desert News*, Mormon paper there, carried a full page of pictures four days after the show left town. J. M. Heslop, news photographer, joined the show for a day in clown alley and took the pictures.

Matty Matthews, Miami publicist pens news on show folks in and about Miami. Red Goehmann, formerly with Ringling Bros., Hagenbeck-Wallace and Sparks, has set up a three-sheet poster plant which he calls Poster Displays of Miami. Red also (See Under the Marquee on page 92)

WANTED
STRAIGHT PERFORMER
AERIAL BAR ACT
Guaranteed eight to ten weeks this Fall, fifteen weeks next Spring, more following.
Wire, write or phone:
THE AERIAL ROYALS
or **THE FLYING ROMAS**
Currently Coney Island Park, Cincinnati, O., thru Labor Day.

CIRCUS WANTED
To play Southern California city latter part of April, 1949, under strong auspices. Address Box D-35, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

ELASTIC NET OPERA HOSE
Black, Suntan and White \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chaiette Fringes. Other items. Folder? Yes.
C. GUYETTE
346 W. 45th St., New York 19, N. Y.
Phone: Circle 6-4137

E. K. FERNANDEZ WANTS
For
MAUI FAIR — HILO FAIR
HONOLULU MID-WINTER EXPOSITION
VODVIL AND NOVELTY ACTS, MONKEY SHOW, GIRL DROME RIDERS, SIDE SHOW PEOPLE, Etc. UNIT LEAVES PACIFIC COAST LAST WEEK IN SEPTEMBER. CIRCUS ACTS WANTED FOR DECEMBER. Round Trip Transportation Paid. Contact:
E. K. FERNANDEZ
Biltmore Hotel
Los Angeles, Calif.

WOM SCORES BIG IN OTTAWA

Rebuilt Org Wins Plaudits

1947's record 150G will stand — slashed prices, heat and rain hurt take

OTTAWA, Aug. 28.—A tremendous gross loomed for Frank Bergen's refurbished World of Mirth Shows as it headed into its final performances today at the Central Canada Exhibition. However, it seemed unlikely that last year's record \$150,000 take would be equaled, even though the gate attendance mark of 324,192 paid set last year was certain to be shattered.

In a pre-opening Bergen set his goal at \$125,000 after agreeing with the exhibition association to hold ride prices for children to a straight 10 cents thruout the week and to place a 50-cent admission limit on shows. Only three shows were allowed to work for the maximum admission. The top price for rides, including the new \$17,000 Hi-Ball, was set at 25 cents for adults.

The cut in prices, a record heat wave which turned the midway into an intolerable furnace, and an unpredicted heavy rain which killed the play thruout the afternoon on Tuesday (24), were all reflected in the gross—which thru yesterday (27) was about \$15,000 behind last year. Perfect weather prevailed thruout 1947.

Bergen retained this date on the strength of promises made a year ago to fair officials, which included a cut in prices, improvement in back-end attractions, and general refurbishing that would offset unfavorable publicity received in 1947.

There was no question that he had amply fulfilled his promises. Officials were outspoken in their praise and *The Ottawa Citizen*, which last year found much to criticize, this year lauded Bergen and his org on its editorial page, while the press, including *The Journal*, have given it literally columns of space. The org, incidentally, is operating without a press agent.

The improvement in the general appearance of the show and its attractions is immediately apparent to anyone who caught it at an early spring date. The switch from neon to fluorescent lighting is complete. All show fronts have been either rebuilt or renovated since last year. There isn't an old tent on the show, and all ride canvas, uniformly orange and blue, is new.

New flash added for the first time, and on a scale not seen before, are new pilaster and arches fronting each ride. The pilasters each contain five strips of varied-colored fluorescent lighting, while the ride name in neon is featured on the arch. The pilasters are interchangeable.

Concession Manager Bucky Allen also made use of pilasters, about 18 inches wide, in brightening up concession row. Their use between every second concession results in the front-end taking on a permanent appearance.

An estimated \$30,000 worth of stock will be given away here as it was last year. The merchandise hauled away by patrons has resulted in several pictures in the local press. Bergen's back-end is solid. Joe Sciorino's *Vanities* is heavily peopled and loaded with good but not name talent. Elaine Kirby's Club Ebony, Doc

It's Really Rough

CINCINNATI, Aug. 28.—The boys in *The Billboard's* advertising department here are hardened to taking an occasional beef on business conditions from traveling showfolk, but how tough things really are was best driven home to them last week when a wired ad, reading "All kinds of confessions wanted," was received from St. Casimir's Church and St. Mary's of the Assumption Church, both in Maynard, Mass. The churches are putting on lawn parties.

Near-Peak Mark Hit by Strates At Erie County

HAMBURG, N. Y., Aug. 28.—Making its 20th appearance here, the James E. Strates Shows registered a near-record week at Erie County Fair, August 16-21. The midway opened to big business Monday (16), Children's Day, and continued to gross heavily during the week, with the exception of Thursday, when a steady downpour held crowds under exhibit building roofs until late afternoon. Night play on the midway was heavy enough to almost offset the loss. Business for the week was near that of 1947, when Strates set a record midway high for the fair.

With an enlarged seating capacity, Georgia Sothern's *Night on Broadway* revue proved that it has plenty of drawing power. It packed the top at an admission of one buck. Three ticket boxes in front of the show were kept so busy thruout the week that ballying was eliminated. Beal and Peggy Fletcher, eccentric dancers, were added to the cast here.

Headed by James E. Strates and his daughters, showmen attended the last rites of Albert Campbell Sr., father of Al Campbell (concessionaire) and for many years with the Strates Shows, at the Johnson and Wilkins Chapel, Buffalo, August 17. Floral offerings from members of the show and friends filled one end of the chapel.

Cavalcade, in Early, Gets Big Business at Sedalia

SEDALIA, Mo., Aug. 28.—Al Wagner's Cavalcade of Amusements were well on their way to a sizable gross here Friday (27) at Missouri State Fairgrounds, and indications were that the show would match last year's excellent take before the fair winds up Sunday (29).

An earlier opening enabled the Cavalcade to offset lower per capita spending. The Wagner org bowed Saturday night (21) with a highly successful prevue on the eve of the fair's opening. Some 6,000 thronged thru the gates.

Last year, the Cavalcade was late in getting set up. In fact, it didn't open until Tuesday. But this year

Cann's Motordrome, Glen Porter's Side Show, Dick Dillon's Working World, the Mack's Animal Circus, and a Freak Animal Show, featuring a two-headed cow, leave little to be desired.

Endy Bros. Sets New Gross Marks At W. Va. Annual

RONCEVERTE, W. Va., Aug. 28.—Marking the first time in 20 years that a railroad show has attempted to play the West Virginia State Fair, Endy Bros.' Shows registered the best gross midway marks in the annual's history here August 16-21, Joe Rowan, press representative, said this week.

In order to get the shows into this mountainous terrain, it was necessary to make a two and a half mile haul from the show train. Difficulty was overcome without incident, however, and shows began operating at 7 p.m. Monday to large crowds and good spenders. Business thruout the six-day run was excellent.

Skooter was the top ride, with the new Hey Dey close behind. New show grosses were set by Del Crouch's Motordrome, Nat Mercer's *Scandals*, and Bibles' Monk-y Circus.

Jack Gilbert's concessions reported good business. They were under management of Gilbert and Louis A. Rice. Curtis Bokus, agent, visited and announced the shows are booked solid at fairs from now on in.

Slight showers during the week failed to dampen patrons' enthusiasm and had little effect on business. Fair officials were nightly visitors to the midway, as were many State officials.

Ward Continues To Win in S. D.

RAPID CITY, S. D., Aug. 28.—John R. Ward Shows continued their winning streak here this week at the Black Hills Exposition. Rides and shows enjoyed brisk business opening night, Wednesday (25), and indications were that the org would score another winner.

The Central Wyoming Fair at Casper, last week, yielded better than satisfactory business. The front end was the biggest winner. Dust storms marred the week there, with the severest of the storms hitting Saturday (21).

Scribe Pays Tribute To Verne Soules

MIAMI, Aug. 28.—Verne Soules, concessionaire with the J. C. Weer Shows, who died Thursday (19) in Daytona Beach, Fla., was the subject of a column penned by Jack Bell in *The Miami Herald* Saturday (21).

Columnist Bell, a long-time friend and associate of Soules, recounted numerous experiences the two shared, particularly while working together as officials at the W. Flagler dog track here.

"Verne was always a carny at heart," wrote Bell, "the dogs being merely an interlude.

"Not in this world was there another with such energy, such optimism, such capacity for humor and understanding of his fellow man," declared Bell.

The piece pointed out that Soules invented one of the first mechanical rabbits used at dog tracks.

Hennies Open At Des Moines; Ill. Gross 145G

DES MOINES, Aug. 28.—Following a brief lay-off after racking up a \$145,362 gross at the Illinois State Fair, which ended Sunday (22), Hennies Bros.' Shows resumed operations here Thursday (26), the second day of the Iowa State Fair.

Org refrained from operating the first day, as had been the practice previously. It was figured the light attendance normally pulled that day did not warrant the operation.

Bobby Breen, former juve flicker star, was stricken with a stomach ailment Thursday night (26) while appearing in the Girl Show. He was taken to the Mercy Hospital, where he remained overnight, but was expected to return Friday afternoon (27).

The 145G gross at Illinois was only slightly under last year's take of \$147,835, show officials pointed out.

Mighty Hoosier Big Draw at Camden, O., Home-Coming Cele

CAMDEN, O., Aug. 28.—W. R. Geren's Mighty Hoosier State Shows, providing the midway at the 16th annual Homecoming Celebration here, attracted a record 10,780 Saturday night (21), the final night of the fete. Officials said that the crowd blocked State and federal highways into the city and State police had to be summoned to clear traffic.

Robert West, secretary of the Camden Progressive Club, sponsors of the annual event, reported that the week's gross far exceeded all previous celebration marks.

Capt. Hugo Zacchini's cannon act was the free attraction. All shows, rides and concessions reported good business.

American for Harlingen Fair

CHICAGO, Aug. 28.—American Midway Shows will furnish the midway at the Midwinter Fair, November 20-28, in Harlingen, Tex., Don M. Brashear wired *The Billboard* from Greenfield, Ia., today.

Correction! De Pellaton Says Union, Ore., "Outbusts" Vale

CHICAGO, Aug. 28.—Walton de Pellaton, secretary-treasurer of the Pacific Coast Shows, came thru this week with a bulletin correction on a previous story he sent in. He writes:

"The writer wishes to stand corrected concerning his brazen statement of two weeks ago that Vale, Ore., was the worst bust of the season. At that time, Union, Ore., had not been played.

"At Union, five concessionaires did not break the ice and only four made the nut. The heat couldn't be blamed for this fiasco as the public came out opening night, looked the show over and remained home the rest of the week.

Strictly Old Folks

"The only reason I can give for this is that Union is a town composed of

elderly people, the younger generation having departed to gain a livelihood elsewhere.

"When the writer went to pay the license and other expenses, there wasn't anyone in town to accept the money. I was forced to deposit the money in a local bank as security. The banker nonchalantly informed me the entire city hall staff, including the water and light departments, had departed for a fishing trip somewhere in Idaho and wouldn't return for a couple of weeks.

"Then, as if to bolster my morale, he said, 'You won't get your money back in this town . . . Nobody in this town goes to carnival.'

"I regret to say the banker was exceedingly well informed.

Visiting Was Good

"The only redeeming feature of the engagement was the exchange of visits between personnel of the Pacific Coast Shows and those of the American United, playing in La Grande, Ore. Among the visitors were Orlando Allen, Ray and Daisy Fox Marion, William and Barbara Grimm, Mr. and Mrs. George T. Scott, Captain Scott, Mr. and Mrs. Bulldog Jackson, Big and Little Murphy, Swede Elmberg, Mr. and Mrs. Marshall Brown and Boots Fitz.

"A duck concession was added by Mr. and Mrs. Charles Martin, with Terry Neil as agent. Mr. and Mrs. William Tucker departed for Portland in search of new ponies for the pony ride. Mr. and Mrs. Les Bernstein spent a day visiting in Hermiston.

"Ride boys blossomed out in new green uniforms with white caps. Mr. and Mrs. Grover Wright were busy entertaining friends from American United. Bulldog Jackson contracted to join with his athletic arena in Hermiston. Barbara Grimm will add her fortune telling concessions, while Bill Grimm will join one of Grover Wright's concessions. Fritz Henkle and Riley Dayton called it a season and departed for Seattle."

FOR SALE

Parker 36-Ft. Merry-Go-Round, 1941 Eli Ferris Wheel No. 5, 1947 8-Tub Octopus, 1948 Williams Built Train, 1948 Smith & Smith Airplane Ride; small Animal Show, built on truck; two 25 Kw. A.C. Light Plants, mounted on truck; new, good Wurlitzer Band Organ, inclosed trailer; 4 Semis, 4 Straight Trucks, \$37,500.00.

Kimbal, Neb., Sept. 16-18; Littleton, Colo., 23-25.

GEO. A. RAPP

4245 So. Broadway Englewood, Colo.

THOMAS AMUSEMENT ENTERPRISES

Want Ride Help on all Rides who can drive semis given preference. We pay top salaries and sure. Concessions of all kind; no Ex., only on Bingo. Thorntown, Indiana, Annual Street Fair, Aug. 30th to Sept. 4th; Medaryville, Indiana, Street Fair to follow, Sept. 6th to 11th. No flats, no gyps.

CLIFF THOMAS, Owner; T. J. SMITH, Mgr.

WILLIAM COWAN

CAN PLACE FOR

KENTUCKY STATE FAIR

AT

LOUISVILLE, KENTUCKY

AND BALANCE OF FAIR SEASON ENDING NOV. 25TH IN TEXAS

Ten Cent Merchandising Concessions of all kinds; no exclusives. (None others need apply)

Also book Eating and Drinking Stands.

Can place Two good Bingo Counter-men, Scales, Age and Novelties.

Can place Two good Six Cat Rack Agents.

We open Saturday, September 11th, and will be on grounds Thursday, September 9th, for locations. Write or wire.

CARE JOHN R. WARD SHOWS, ABERDEEN, S. D.

Want

LEE BECHT SHOWS

Want

Small Bingo, Photo Gallery, Penny Arcade, Fish Pond, Duck Pond, Hi Striker, Guess Your Weight, Add-Em-Up Dart, Balloon Dart, Box Ball, Huck or any Stock Concession that works for 15¢ or 25¢. Also will book Popcorn, Snow Balls, Candy Floss and Candy Apples. Positively no gypsies. All replies:

LEE BECHT SHOWS, Grant County Fair, Williamstown, Ky., September 3-6.

Permanent Address: P. O. Box 92, Mt. Healthy, Ohio.

WANT FIRST CLASS DIESEL MAN AND ELECTRICIAN

That can wire show. Have four plants. Long season, all winter in Florida. Wire and give reference.

E. L. YOUNG, Royal Crown Shows

PRINCETON, IND., THIS WEEK

INDIANA STATE FAIR

Indianapolis, Ind., September 3 to 10 Inclusive

Followed by

READING FAIR

September 12 to 18 Inclusive, Reading, Pa.

WE HAVE several spaces and several good corners on the Independent Midway for Eating and Drinking Stands.

CAN PLACE on account of disappointment one No. 5 Eli Ferris Wheel and a High Ball Ride. Can also place good Grind Shows for this big fair.

CAN PLACE experienced Carnival Workingmen in all departments. Can also place Train Help and Mule and Cat Drivers.

All address now

CETLIN & WILSON SHOWS

Fairgrounds at Indianapolis, Ind.

FOR SALE ORGANIZED CARNIVAL

BUY ALL OR ANY PART OF IT.

Merry-Go-Round, Allan Herschell make, 40-ft., 2-abreast, Wurlitzer organ, new International motor. Outside and inside scenery and horse rods stainless steel. Ride good as new. Price, \$4,000.00; with transportation, 2 tractors and 2 trailers, \$6,000.00. Eight-Car Octopus, perfect condition. Brand new motor and new tubs. Price, \$4,500.00; with tractor and trailer, \$5,750.00.

Smith & Smith Chairplane, steel fence and special steel gears. Ticket Box well lighted. Price, \$2,000.00; with Auto-Car truck, perfect condition, \$3,000.00.

Double Loop-o-Plane, perfect condition. New electric motor. Price, \$1,500.00; with 20-ft. Auto-Car truck, perfect condition, price \$2,250.00.

7-Car Tilt, perfect condition. New motor. Well decorated stainless steel tops. Price, \$5,000.00; with 2 tractors and 2 trailers, \$7,000.00.

Eli Ferris Wheel, No. 5. New LeRoi motor V-belt drive. Perfect condition. Price, \$5,000.00; with tractor and trailer, price \$6,000.00.

All listed Rides have extra new parts on hand. This Show operates every day, doing big business, playing city lots in Philadelphia, Pa., from April 1 to October 15 with Rides and Concessions. This Show is well equipped and in good condition. No junk. Can be seen in operation. Will stay with buyer until he is well acquainted with Show and will turn over personal contacts, lots, and committees, and will turn over complete season's bookings. If buyer so desires, he can take Show out as he pleases. Very little operating expenses. Show is well established and of good standing. Selling because of illness. Buyer must pay cash only. Anyone who is interested can buy any part of equipment or as a whole. Contact:

MAX GRUBERG, P. O. Box 101, Philadelphia 5, Pa.

DUMONT SHOWS

WANT — For The Following Fairs — WANT

FRANKLINTON, N. C., SEPT. 6 TO 11 OXFORD, N. C., SEPT. 27 TO OCT. 2
DUNN, N. C., SEPT. 13 TO 18 THE GREAT DURHAM, N. C., FAIR, OCT. 4 TO 9

SMITHFIELD, N. C., SEPT. 20 TO 25 DURHAM COLORED FAIR, OCT. 11 TO 16

CONCESSIONS: Ball Games, Penny Pitches, Balloon Dart, Cork Shooting Gallery, Short Range Shooting Gallery, String Game, Coke Bottle, Eating and Drinking Stands.

RIDES: Will book any Ride not conflicting with what we have.

SHOWS: Fat Show, Glass House, Snake Shows, or any Grind Show.

FAIR SECRETARIES IN NORTH CAROLINA AND SOUTH CAROLINA

We have some open dates the last of October and November. Come and see us at any of the above dates.

Address:

LOU RILEY, Mgr.

RICHMOND, VA., THIS WEEK; FRANKLINTON, N. C., NEXT WEEK.

FOR SALE

One 1947 Model Smith & Smith Chairplane, equal to new ride at considerable savings, or will trade towards any other major rides. Also interested in buying late model Allan Herschell Kiddie Merry-Go-Round, Eli Kiddie Ferris Wheel, or what have you.

Address all communications:

DELUXE SHOWS

Branford, Conn., week of Aug. 30-Sept. 4; Holyoke, Mass., week of Sept. 6-11.

VETERANS' CARNIVAL

Scottsville, Virginia, week of Aug. 30. First show in.

Want Shows with own equipment not conflicting. All Concessions open except Bingo, Popcorn and Eats. Amherst County Fair, Virginia, week of Sept. 20th. Get placed now, going south. Fairs to follow. Can place Ride Help. Long season.

I. K. WALLACE

KALAMAZOO CO.**FREE FAIR**6—BIG DAYS & NIGHTS—6
Kalamazoo, Mich.,

September 27-October 2

Annual Attendance 100,000 people

Selling rights now for

**RIDES—SHOWS
CONCESSIONS**

For information write to

CLYDE W. BLOOMSupt. of Concessions
1504 Howland Ave. Kalamazoo, Mich.**STAR AMUSEMENT CO.****WANTS RIDES AND SHOWS**

Not conflicting. We carry six office owned Rides. Ball Racks and Stock Concessions not conflicting with what we have. They are picking cotton now. We live in Arkansas and know, and have the choice of spots.

Wire or phone:

Caraway, Ark., this week; Rector, Ark., next.

AT LIBERTY

For Fairs and Celebrations: Maryland, Delaware, Southern Pennsylvania and Virginia, well flashed KIDDIELAND, consisting of Train, Airplanes, Ferris Wheel and Roto Whip. A credit to your Midway. Have own transportation. Roto Whip for sale, like new, \$2,100.00 cash; also one PUBLIC ADDRESS and PORTABLE LIGHT PLANT, 300 watts. Smyrna, Dela., until Labor Day; then 625 Eastern Ave., Baltimore 21, Md.

Hegeman's Kiddieland

SHRUNKEN HEADS
As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.

Tate's Curiosity Shop

5240 EAST VAN BUREN, PHOENIX, ARIZ.

HUBERT'S MUSEUM228 W. 42nd St., New York, N. Y.
Open all year round

Want Freaks and Novelty Acts.

State salary and all particulars in first letter.

BAKER'S**GAME SHOP**

Everything You Need.

3108 DeSoto, Detroit, Mich.

Phone UNIVERSITY 2-0464

SECOND-HAND SHOW PROPERTY FOR SALE

\$37.50 Suit Genuine Japanese Armor with helmet.
\$12.00 Large Tom Tom. Good bally for Girl Show.
\$11.50 Wax Head Beautiful Young Girl. Natural hair.
\$40.00 Mounted Buffalo Head. Life size. Fine cond.
\$125.00 Egyptian Tent, 9x12 ft. Hand embroidered.

WEIL'S CURIOSITY SHOP

80 So. 2nd St. Philadelphia 6, Pa.

RIDE HELP WANTED**Sam Menchin**

11 W. Division St. Chicago, Ill.

Phone: SUPERior 7243

GOLDEN GATE SHOWS

Want Ball Games, Penny Pitch, Cig. Gallery, Hoop, Popcorn, Snow Balls, Bingo, Mitt Camp, Fish Pond, Bumper Outfit, any Stock Concession, Cook House. Come on, I will book you. Office wants Agents for Stock Concessions and P. A. Agents.

FRANK OWENS

Mgr. Show, Crofton, Ky.; then Trenton, Ky.

Wanted Immediately**BILLPOSTER**

To join at once.

PEPPERS ALL STATES SHOWS

COLUMBIA, TENN., this week.

MIDWAY CONFAB

Vernon Hoff was slated to open at the Sweetheart Bar, Detroit, August 30.

A good gal show operator is one who always is puzzled about everything except women.

Don and Carrie Stewart, who have their concessions on Howard Bros.' Shows, will winter in Florida.

Rusty Zontini has presented his family with a new house trailer in celebration of his wife's birthday.

Clara and Mike Balog, popcorn stand operators on Jack Gallagher's Playland Shows, have been joined by Clara's sister, Diane Rogers.

Many press agents still have reputations of erudition because city editors can spell.

Sam Solof and Newell Taylor have returned to Detroit where they are preparing to play the Armada, Mich., Fair.

Roscoe T. Wade, owner of Joyland Midway Attractions, left his Detroit headquarters for the fair at Croswell, Mich.



NEWLYWEDS on the W. C. Kaus Shows. Left to right: Frank (Whitey) Farrow and Eloise Wright and Alma Brunson and John (Happy) Riggle, who were married recently in a double ceremony at Phillipsburg, N. J., with members of the Kaus org in attendance.

Sam Maltin joined Pork Chops Ginsburg to assist in handling concessions at the MacComb County Fair at Armada, Mich.

When a Jackpottter starts his story with "In all sincerity," the other Jackpottters take powders.

John O'Brien, son of Mr. and Mrs. Ed O'Brien, of Helena, Ark., who were formerly with Wallace Bros.' Shows, will enter Notre Dame to major in journalism.

Stanford A. Baker visited his father, Ora A. Baker, game manufacturer, in Detroit, while Cetlin & Wilson Shows, with whom he has his attractions, played near-by Pontiac, Mich.

Colette Watts, a favorite with members of the Jimmie Watts Side Show on Wallace & Murray Shows, is in Abingdon, Va., making plans for her return to school.

To torture a curious townsman, drop the raised side walls of a tent just when he's ready to peek in.

Dan Harrison, formerly of Royal American Shows, is night clerk at the Hillman Hotel, Birmingham, and Doc Baldauf operates the cigar stand

there. A frequent lobby visitor is Jack Root.

Billy Carter is anxious to locate her two brothers. She reports that Big Bill Carter, their father, was killed in an auto crash recently near St. Louis. (See Final Curtain for details.)

L. B. (Doc) Holtkamp, former owner of the Georgia Smart Set Minstrels, and Louis Hoffman, special representative of the Johnny J. Jones Exposition, visited the Chicago office of *The Billboard* last week.

Truck shows that bill "Equal to a 35-car show" can be made practically as big by adding 35 railroad cars.

A bingo party held on the West Coast Shows during the stand at Roseburg, Ore., for the benefit of the Ladies' Auxiliary of the Pacific Coast Showmen's Association by Margaret Farmer, Lillian Schue and Peggy Steinberg, netted the club over \$100.

Dr. C. E. Barfield, former carnival owner, is a patient at the Foundation Hospital, New Orleans, where he was scheduled to undergo surgery August 23. Dr. Barfield returned to medical practice several years ago after selling his shows.

Owing to poor business caused by polio in North Carolina, George Collins, "the miracle man," has closed his Side Show with the James Raftery Shows and gone to Durham, N. C., to prepare for school and film house dates during the fall and winter.

Cookhouse lot-layout-wonders think they can lay out any midway on a small lot with eight strategically placed wheel indicators.

When Floyd Curl Shows played the Frontier Days Celebration at White River, S. D., Cowboy and Mary King purchased the original Gifford Mechanical Farm Show from Curl. They plan to remodel the attraction and present it in the South.

Robert Hewitt is in a Somerset, Pa., hospital recovering from injuries sustained in an accident while driving one of the W. C. Kaus Shows' trucks. Following his release from the hospital, Hewitt plans to spend a few weeks in Miami before heading for Mexico for the winter.

A. J. (Whitey) Merrill reports excellent business at the Worcester (Mass.) Mardi Gras, August 15-21. "Many concessionaires were there," said Merrill, "including Joe Dubin, Walter Tyski, Harold Barlow and Sam Spielman. Spielman reported a big season with the O. C. Buck Shows, which he left recently to work with Abe Zuckerman.

Figures show that an early-day carnival traveled 18,000 miles in one season before going broke, and nowadays if a showman is smart he won't travel half that far.

Helen Palmer writes that she, Evelyn Archer and Cleo Graves are dyed-in-the-wool bingo players in San Antonio these days. Mrs. Palmer is the wife of Joe V. Palmer, concessionaire at Playland Park; Mrs. Archer is the wife of J. V. (Whitey) Archer, concessionaire at the park, and Mrs. Graves, the wife of J. R. Graves, San Antonio real estate dealer.

After a whirlwind courtship, four members of the W. C. Kaus Shows were married in a double ceremony recently at Phillipsburg, N. J., with the town's Mayor Hartman officiating. The victims were John (Happy) Riggle, electrician, and Alma Brunson, of the Girl Show, and Frank (Whitey) Farrow, bingo, and Eloise Wright, penny pitch. Those attending the ceremony were Gordon Chapman,

WANTEDJewelry and Candy Apple
Concessions**Chattanooga-Hamilton Co.****Interstate Fair**

September 20-25

Chattanooga, Tenn.

Maude H. Atwood, Secy.

H. B. ROSEN SHOWS**WANT**

Man and Wife to take complete charge of twenty-four My thirty up-to-date Cook House for balance of season, which is twelve weeks, on 50-50 basis after nut. Must be sober and reliable and cater to show people. All replies to

H. B. ROSEN

Dawson Springs, Kentucky

Custard Outfit for Sale

25-Gallon Electro Freeze Machine, mounted in 20-foot custom-built trailer. Beautifully illuminated with colored fluorescent lights throughout. Enough room for living quarters in trailer or use for storage space. Used less than two seasons. Entire outfit just like new. Contact

SAM A. DEWS JR.

2006 Eastland Ave. Nashville 6, Tenn.

H. B. ROSEN SHOWS**WANT SENSATIONAL FREE ACT**

to join after Labor Day. Great Eugene, if at liberty get in touch with me. All replies to

H. B. ROSEN

Dawson Springs, Kentucky

SAM LIEBERWITZ**OF WORLD OF TODAY SHOWS****WANTS**

Experienced Countermen for Corn Game, \$60.00 per week. Also want Relief Caller.

Wire:

Grand Island, Nebr., Aug. 31 to Sept. 4;
Bethany, Mo., Sept. 6-11.**IMPERIAL SHOWS****WANT**

Sober, reliable Ride Men on all Rides. Join Aledo, Ill., Fair, August 31-September 3.

BILL GULLETTE**MAGIC EMPIRE SHOWS****WANT**

Colored Minstrel Performers, Trumpet, Sax, Trombone, experienced Chorus Girls, Comic Blues Singer, Helen and Willie, wire. 15 Fairs, including Brownsville, Tenn., Big Colored Fair. Top salary guaranteed. All winter's work. Wire now.

GEO. W. JOHNSON

Magic Empire Shows Hodgenville, Ky.

Want Ride Superintendent

For balance of season. Must be capable of handling Merry-Go-Round, Wheel, Chairplane and Kiddle Ride. Either percentage or \$75 a week salary. Want sober, reliable man.

Ken Murray**Murray Amusement Co.**701 West Wood St., Bloomington, Ill.,
or Phone 59030.**WANTED TO BOOK**

8-Tub Octopus, first class condition, with transportation. Good route of Fairs wanted.

GEORGE MORT

Conneaut Lake Park, Pennsylvania

WANTED CARNIVAL

or Independent Rides, Shows and Concessions for big Labor Day Street Fair and Celebrations. All bona fide events. Address

E. G. BLESSINGER

Care Center Township Assessor's Office, Muncie, Ind.

Phone 6112

PENN PREMIER SHOWS

worlds • cleanest • midway

JUNIATA COUNTY FAIR, PORT ROYAL, PA. Opens Labor Day, Sept. 6-11, Day and Night. Followed by **CUMBERLAND COUNTY FAIR, BRIDGETON, N. J.,** Sept. 13-18.

Concessions—Can place Ball Games, Dart Balloon, Fish Ponds, Jewelry, Grab Outfits, Juice, Candy and other legitimate Concessions. We hold exclusive contracts to all our Fairs. Shows—Can place any good Show not conflicting. Good opening for Monkey, Glass House, Iron Lung, or what have you?

Help—Can place sober, reliable Help on all Rides who drive semi. Tex McWilliams, contact. Agents—Blinkey Bernstein can place two good Coupon Agents, one for head of store; also one good Wheel Man.

Acts—Can place for big Side Show: A-1 Talker, also Tattoo, Sword Swallower or other good Attraction. Can place immediately good Annex Attraction that can cut it.

We still have 13 more Fairs, closing with Rock Hill, South Carolina, 5 County Fair Armistice Day week. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.
Mansfield, Pa., Fair, this week; followed by Port Royal, Pa.

FOR IMMEDIATE DELIVERY

Following Indiana State Fair

TWO NEW CUSTARD TRAILERS COMPLETE WITH EZE-WAY FROZEN CUSTARD MACHINES

One 16-Ft. Tandem Wheel, all stainless steel Trailer. Electric brakes, water heater, neon and fluorescent lighting, sink, cabinets. One 14-Ft. Two-Wheel Trailer, practically stainless steel, electric brakes, water heater, neon and fluorescents, sink and cabinets, 12-ply tires. Both units may be inspected at Indiana State Fair, Sept. 3 to 10, Indianapolis. Special end-of-season discount.

For further information, write, wire or call:

GENERAL EQUIPMENT SALES, INC.

824 SOUTH WEST ST.

Telephone: Riley 7137

INDIANAPOLIS 2, IND.



HOPKINS COUNTY FAIR

MADISONVILLE, KY., SEPTEMBER 6 THRU 11

CONCESSIONS—Grab, Snow, Floss, Popcorn, Jewelry, Hoop-La, Ball Games, Fish Ponds, Darts, Penny Arcade, High Striker, Ice Cream or any "Hanky Pank" Concession.

CONCESSION HELP—Joe Pontico wants Cookhouse Help, Front End Man and Back End Man. Help for all kinds of Concessions, office owned. Long season, winter's work in Florida.

SHOWS—Will book Monkey Show, Wild Life, Snake or Midget Show; must have own equipment and transportation. All replies to

E. L. YOUNG, Mgr.
Princeton, Ind., this week; then Madisonville.

Harry Lottridge Shows

NEWEST AND BEST AMUSEMENT EQUIPMENT CAN PLACE IMMEDIATELY

FOR 12 WEEKS OF FAIRS AND CELEBRATIONS
Concessions of all kinds, including 2 Grind Stores (Stanley "Butch" Plas, contact). Can place Rat Game, Pan Game, P. Pool, One Dice, but must have Hanky Panks to go with them. Grind Shows with own equipment. No Girl Shows. Kid Rides. Mr. Lee of Gibtown, contact.

HARRY LOTTRIDGE, Owner; HARRY WILSON, Bus. Mgr.
TALLAPOOSA, GA., THIS WEEK

WANTED AGENTS WANTED

For Masontown, W. Va., this week, then Big Labor Day Celebration, Grafton, W. Va., next week.

Agents for Swinging Ball, Dart Store and Buckets, Drifters, stay where you are.

MRS. EUNICE SIMONS
Care of A. M. P. Shows.

AMERICAN MIDWAY SHOWS

Announces

The Following

EXCLUSIVE CONTRACTS

VALLEY MID-WINTER FAIR

NOVEMBER 22-28
HARLINGEN, TEXAS

CHARO DAYS FIESTA

FEBRUARY 17 to 27
Down Town Fort Brown
BROWNSVILLE, TEXAS

INTERNATIONAL FIESTA

MARCH 5th to 13th
At U. S. Bridge to Mexico
EAGLE PASS, TEXAS

NOW CONTRACTING ATTRACTIONS, RIDES AND CONCESSIONS FOR THESE 3 BIG DATES

Those joining now given preference at Harlingen and Brownsville

Cherokee County Fair & Reunion
Columbus, Kansas, this week

Tillman County Free Fair
Frederick, Oklahoma, Sept. 6 to 11

Caddo County Free Fair
Anadarko, Okla., Sept. 13 to 18

Montague County Fair & Oil Exposition
Bowie, Texas, Sept. 20 to 25

American Legion Fall Festival & Soldiers' Pay Day
Killeen, Texas, Sept. 27-Oct. 2

Independent Ride, Show and Concession People get set now for your winter and spring B. R.

ALL CONTACT

Don M. Brashear

American Midway Shows

Columbus, Kansas, this week

CARNIVALS

POPCORN HEADQUARTERS

TOP-POP Hybrid Pop is backed by a key-back guarantee you are not completely satisfied in every respect. Send our order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate delivery Star Poppers, Midway Marvel Candy Floss

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.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODOR
2908-14 Smallman St.
Pittsburgh 1, Pa.

JOE MOSS
1261 E. Sixth St.
Los Angeles 21, Cal.

PRELL'S BROADWAY SHOWS

Want for Cambria County Fair, Ebensburg, Pa., Sept. 6th to 11th, and Allegany County Fair, Covington, Va., Sept. 13th to 18th, 1948.

WANT Eat and Drink Stands, all kind of Concessions, Grocery Wheel, Fruit Wheels, all kinds of Hanky Panks.

WANT Ride Help, Semi Drivers given preference. WANT Electrician Helper, one who can help with cut in, and willing to work; good pay for right man. Also Mechanic's Helper.

WANT Penny Arcade, Wild Life, or any kind of show with merit.

Will book P. C. with Hanky Panks.

Bob White wants Girls for Revue—highest salaries. All answer

SAM E. PRELL
INDIANA FAIR, INDIANA, PA.

HAPPY HOLIDAY SHOWS

MICHIGAN'S MODEL MIDWAY

Space available for Stock Concessions at following dates. Also Shows, Wild Life, Monkey or Snake. Come on.

Hudsonville Fair, September 2-3-4; Big CIO Picnic, Lansing, Labor Day; then Wayland St. Celebration and others thru month of September. Ride Help Wanted. All replies.

HERBERT SIMPKINS, Mgr.
Hudsonville, Michigan.

JOHNNY'S UNITED SHOWS

Loogootee, Ind., Fall Festival, Sept. 8-11, first Show in 12 years; Shoals, Ind., Fall Festival, Sept. 13-18, Gainesboro, Tenn.; Jackson County Fair, Sept. 21-25.

CAN PLACE: Sno Cone, Candy Floss, Custard, Fish Pond, Scale and Age, Clothes Pin Pitch, Cork Gallery, Slum Spindle, Balloon Dart, Novelties, Cat Rack, Pop Corn, Jewelry.

SHOWS: 10-in-1, Snake or Fat Show.
RIDES: Any Ride not conflicting with Wheel, Merry-Go-Round, Chairplane, Tilt, Octopus and two Kiddie Rides. Ride Help that can drive. All replies:

JOHN PORTEMONT, Mgr.

BRAZIL, IND., LABOR DAY CELEBRATION, AUG. 30-SEPT. 6.

OHIO VALLEY SHOWS

WANT FOR CROMWELL, IND., LABOR DAY CELEBRATION, SEPT. 6. ALSO LAKETON, IND., AMERICAN LEGION JUBILEE AND STREET FAIR, SEPT. 8, 9, 10, 11. DAY AND NIGHT. \$1,000.00 WORTH OF FREE ACTS FOR THIS ONE. Eating and Drinking Stands, Novelties, Popcorn, Jewelry, Ball Games, all Stock Concessions. Mitt Camp. Wire:

ROXIE HARRIS
CROMWELL, IND., THIS WEEK.

TILT FOR SALE

7-Tub 1937 Tilt-a-Whirl, completely overhauled. Many new parts. New red leather upholstery. A beautiful Ride, ready to operate. Hauled on a Mack Tractor and Martin Trailer, and Ford Tractor and Trailer. Really a bargain at \$6,900.00.

Phone: Milwaukee, Wis., Orchard 2-2962. Address:

C. BITTNER

2315 W. SCOTT ST.

MILWAUKEE, WIS.

AT LIBERTY
AFTER SEPT. 6TH.

Veteran GENERAL AGENT

Am thoroly experienced at PRESS, SPECIAL AGENT, OFFICE WORK; also PATCH. Prefer Show in Eastern U. S. A. with at least six Rides who want a year-round agent. HAVE FLASHY TRANSPORTATION. Positively DO NOT DRINK or NO GIRL WORRIES. Any reasonable, worth while proposition will be considered. ALL REPLIES STRICTLY CONFIDENTIAL. Write and mail to: PLEASE ADVISE IF PERSONAL INTERVIEW WANTED.

G. C. MITCHELL

c/o Jollytime Shows, Oliphant, Pa., until

Gloria Gladd, Russell Merrel, May Wise, Jack Webster, Mary Loomis and Larry Rapp, all of the Kaus org. After the ceremony refreshments were served by Mr. and Mrs. McIntyre at the Midway Cafe. Later in the evening the wedding party journeyed to Buskill Park, Easton, Pa., to put the finishing touches to the shindig. Mary Loomis and Larry Rapp handled the arrangements.

Charles S. Noell, general agent for the Victory Exposition Shows, resigned, effective August 24, at Fort Madison, Ia. Noell visited The Billboard office when passing thru St. Louis en route to Hot Springs, and reported he has accepted a job as general agent and legal adjuster for the Texas Exposition Shows. They are owned by A. (Booby) Obadal, and will show at Arkansas fairs.

W. A. Davis writes that while playing the Fairbury, Neb., fair he enjoyed a visit with Mac and Nellie Finley. "We are still playing celebrations and fairs with the Greater Rainbow Shows with our balloon dart store and doing okay," Davis writes. Three more weeks of dates in the Midwest and then the Davises go south to Oklahoma and Texas before returning home to Los Angeles.

Line-up of Monte Navarro's *Nights in Paris* attraction on the James E. Strates Shows includes Penny and Grace Bowman, Tainya Navarro, Rena Gray, Margie Hoody, Betty Murrell, Virginia Starkes and Pat LaFrance. Canvasmen are Robert Moshier, R. C. Austin, A. D. Hall and Johnnie Hoody. Navarro says the attraction is his first on a carnival since 1942 and that business has been satisfactory.

Script calls for a legal adjuster to rescue the concessionaires instead of clearing the fairground fence on one bound, but it's still a good performance when he does.

Betty Real, of the *Chez Paree* attraction on the Joseph J. Kirkwood Shows, is not the wife of Bob Anderson, show operator, as was recently reported. She is the wife of Billy Milton, talker with the show. Also in the *Chez Paree* line-up are Margie Bodi and Pat Lonagan. Fifi attraction members include Juanita Anderson, Rosalie (Rusty) Alexander and Larry Carey, talker. Most of the members of the Kirkwood org visited the Cole Bros.' Circus in Virginia recently.

Sam Gluskin To Direct Benefit Carnival in Chi

CHICAGO, Aug. 28.—Sam Gluskin has been named to direct a carnival at Roosevelt Road and Cicero Avenue here, September 10-19, under auspices of the West Side Council of Jewish War Veterans, with proceeds going toward the erection of a hospital in Palestine.

Gluskin will be assisted in the promotion by Jack Arenz, Dave Malcolm, Elmer Byrnes and Charles Miller.

NORTHERN VIRGINIA FAIR

Tappahannock, Va., week Sept. 20 to 25
WANT THRILL SHOWS
Rodeo or any worth-while Attraction. Write or wire
Ellen Martin
Rappahannock News Tappahannock, Va.

RIDES WANTED

Merry-Go-Round, Ferris Wheel and Kiddie Rides. For Annual American Legion Fall Festival, Sept. 3, 4, 5 & 6. Contact:

HERSCHEL HAYDEN
Mt. Pulaski, Ill.

AT LIBERTY JACK BAILLIE

Address:

MAN HOTEL, CHICAGO, ILL.

WANTED FOR PAGE COUNTY FAIR SEPTEMBER 6-11 LURAY, VA.

and 9 more bona fide Fairs to follow. Can place Pop Corn, Apples, Ball Games, Custard, everything open; Hanky Panks. Contact at once. Have opening for choice Wheels. Ride Help, come on. This fair opens with big Labor Day Celebration, Monday, Sept. 6. No time to dicker. Wire or phone:

STAN REED

Minslyn Hotel

LURAY, VA.

HELP WANTED

Girls wanted for Revue and one Feature Dancer. Salary the best. Want Man to take over and handle Monkey Show. Want good Geek, Ticket Sellers, Grinders, Canvas Men. Don't write, wire or come on in. Long season and Florida for sure this winter. All address:

TED BLANK

c/o RAFFERY'S SHOWS
Nashville, N. C., this week

American Beauty Shows

KIRKSVILLE, MO., AUG. 31-SEPT. 3

OTTUMWA, IA., SEPT. 4-6

Can use a few more Concessions, Bingo Caller, Cookhouse Help and Second Men on Rides.

WANTED DROME RIDERS

Must have wardrobe. Also useful Drome Help.

EVERETT FILLINGHAM

Care Cavalcade of Amusements, Danville, Ill., this week; then per route.

WANT MOONLIGHT SHOWS

For Cotton Belt, Winter South Wheel and other Rides not conflicting. Ride Help, place Wives Concessions. Show with outfits, wire. Concessions—A open, including Popcorn, Grab, Percentage, small Bingo. Fred Allman, Address:
MOONLIGHT SHOWS, Pulaski, Tenn.

TENT BARGAIN

1 Tent, 120 ft. by 50 ft., dramatic type, very good condition, complete. 2 Trucks, 1 for stage, 18 ft. by 18 ft. 1 Power Plant, 5 kw., new, mounted on car trailer. 250 2-seated Folding Chairs. 3 sets of Bleachers. Wiring, Marquee, Lights. Everything ready to go. Has been used for Western Jamboree. Can be seen at Sam's Kennels, Strongsville, Ohio. Write or phone: **DADDY HOWARD, 3134 Euclid Ave., Cleveland, Ohio, Phone: UTah 10981.**

Fall Fair & Celebration SEPT. 2-3-4, PEMBERVILLE, OHIO

Want Concessions. Want to buy Merry-Go-Round. What have you?

Wm. B. JACOBS
Swanton, Ohio

HOBE COLE

Contact H. Kermit Sumner

Peppers All States Shows
Mid-State Fair, Columbia, Tenn., this week.

WANT PROMOTER

Man or Woman. Able to promote Fairs. Write or Wire

Ellen Martin

Rappahannock News

Tappahannock, Va.

W. C. KAUS SHOWS

"WE GO WHERE THE REAL MONEY IS"

NOW BOOKING FOR FOLLOWING FAIRS

- UNICOI COUNTY FAIR, ERWIN, TENN., SEPT. 6 TO 11
- LINCOLN COUNTY FAIR, FAYETTEVILLE, TENN., SEPT. 13 TO 18
- HENRY COUNTY WHITE FAIR, MARTINSVILLE, VA., SEPT. 20 TO 25

RIDES—Any Flat Ride, particularly CATERPILLAR, WHIP or PRETZEL.
SHOWS—Posing, Wild Life, Fun House, and any Walk-Thru; Iron Lung would do well here.
CONCESSIONS—Ball Games, Cork Gallery, Long Range Lead Gallery, Darts, Over 12, or whatever you have working strictly Stock.
HELP—Agents for Pan Game, Cage. Only one of a kind here. Only those with ability will be considered.

All replies to:

RUSS OWENS, Gen. Mgr.
 JOHNSON CITY, TENN., THIS WEEK; THEN PER ROUTE.

D.S. DUDLEY SHOWS

WANT: Foreman for Ell No. 5 Ferris Wheel, Second Men for two Ferris Wheels, Tilt, Octopus, Merry-Go-Round, Mix-Up, Kiddie Airplanes and Autos.
WANT: Agents for office owned Stock Stores.
WANT: Agent for office owned Grind Stores. Want Agents for office owned Skillos. Want Agents for office owned P.C. Want man to take charge of office owned Cook House; have Cook House, all equipment complete, Butane gas stoves and burners, transportation for same; flat privilege reasonable.
 Grandfield, Okla., Fair, Aug. 20 to Sept. 4; Waurika, Okla., Fair, Sept. 13 to 18; Childress, North Texas State Fair, Sept. 20-25; Vernon, Texas, Sept. 27 to Oct. 2; Haskell, Texas, Central West Texas Fair, Oct. 4 to 9; four weeks choice cotton towns; Wichita Falls, Texas, D. A. V. Armistice week, Nov. 8-13.

Contact **D. S. DUDLEY**

Crystal EXPOSITION SHOWS

WORLD'S CLEANEST MIDWAY

CAN PLACE FOR FARMERS FAIR, CLINTWOOD, VA., FOLLOWED BY MONROE COUNTY FAIR, MADISONVILLE, TENN.; THEN 8 STRAIGHT WEEKS OF BONA FIDE FAIRS IN GA.
WANT—Snake Show, Mechanical City, Illusion Show, or any Grind Show not conflicting. Chuck Williams wants Working Acts for Side Show. Want man to take over well framed Fun House.
CAN PLACE—Legitimate Concessions of all kinds. Will sell Ex on Novelties.
WANT—Ride Help who drive Semis. Can place Agents, also Talker for Minstrel Show.
 Address: Care **BUNTS, SALTVILLE, VA.,** this week; then **CLINTWOOD, VA.**

BULLOCK AMUSEMENT CO.

Clean entertainment for the whole family

WANTS

Second man on Ferris Wheel, man agent for Milk Bottles. For Sale: 10 k.w. a.c. Light Plant, complete. Electric starter just like new, \$750. Will book few more legitimate concessions. No gate—no racket—no fairs. Page, W. Va., this week, first show since 1939; Sophia, W. Va., next week; week Sept. 13th, Oakhill, W. Va.

Orange State Shows and Ted Lewis Shows Combined

Want at once for Bath, Pa., week of Aug. 30; then the heart of Allentown, Pa., Labor Day Celebration.
RIDE HELP: Ride Superintendent who can handle 9 Rides, also Foreman for all Rides to join on wire; must drive Semi. Top salary to those who qualify.
SHOWS: Of all kind. Must have own Top and transportation.
CONCESSIONS: What have you? Wire or come on.
LEO BISTANY or TED LEWIS
 BATH, PA.

MAD CODY FLEMING

SOME BIGGER • NONE BETTER

Want for 10 of the Best Fairs in Georgia

One Ride Man, Custard, Long Range Gallery. Notice: Cotton early this year, only about 8 more weeks picking, so if coming South better get with a Show that makes you enough in 27 weeks so you can vacation 25. No winter showing with us.
BLUE RIDGE, GA., THIS WEEK; ELIJAY, GA., SEPT. 6 TO 11; ALL FAIRS.

ROLAND SMITH SHOWS

WANT **WANT** **WANT**
CONCESSIONS—Bingo, Popcorn, Fish Pond, Novelties, Long or Short Range Gallery, Scales, Age. **AGENTS**—For Count Store, Hanky Panks.
RIDE HELP—Wheel Foreman, must be Semi Driver; Merry-Go-Round Foreman. Wives to Sell Tickets or work Concessions
 Mineola, Texas, Aug. 29-Sept. 14. Have four outstanding Fairs; then South in Cotton Territory.

DICK'S Greater Shows

THE GREAT LEHIGHTON FAIR

Bigger and Better Than Ever

STARTS LABOR DAY, THRU SEPTEMBER 11

CONCESSIONS: Frozen Custard, French Fries, Popcorn, Candy Apples. All concessions open except Bingo.
RIDES: Can place one more ride, Ferris Wheel, Rolloplane or Octopus.
SHOWS: Wild Life, Motordrome, Grind Shows.
HELP: **ROCKET FOREMAN**, Second Men on all rides; semi drivers preferred.

R. E. GILSDORF

Collegeville, Pa., this week.

WANTED — WANTED — WANTED

For **STURBRIDGE, MASS., FAIR, Sept. 4-5-6**

RIDES—That don't conflict.

SHOWS—10-in-1, Monkey Motordrome, or any Walk-Thru Shows.

CONCESSIONS—Shooting Gallery, Ball Games, Duck or Fish Ponds, or any kind of Stock Stores.

ALSO MIDDLEBORO FAIR, SEPT. 19 TO 26.

Still have a few choice locations available. Contact:

FRANK ALLEN

J. P. M. SHOWS

137 LOCKWOOD ST.

PHONE: JACKSON 9242

PROVIDENCE, R. I.

CAN PLACE FOR YORK, PA., FAIR, SEPT. 13-18

THE BIGGEST IN THE EAST

STOCK WHEEL AGENTS—Not afraid of work.

Have some choice space for Fruit Wheel Exclusive, also any Legitimate Concession. **GRIND STORES WILL NOT OPERATE** at this Fair. Save your time and mine.
 Have two Center Locations for 10x10 Popcorn, French Fries, etc.

Address:

CARL BARLOW

Until Labor Day—Penn Harris Hotel, Harrisburg, Pa.; then Yorktowne Hotel, York, Pa.

BEE'S OLD RELIABLE SHOWS, INC.

WANT

WANT

For Humphreys Co. Fair, Waverly, Tenn., Sept. 6-11, and balance of season.

CONCESSIONS—Want Merchandise Concessions of all kinds. Especially want Long-Short Range Galleries, Novelties, Custard, Candy Apples. Want a few Count Stores to join at once. Wire what you have.

RIDES—Will book Roll-o-Plane, Spitfire or any other Ride not conflicting—low percentage.

SHOWS—Want Girl Show to join at once. Must have three girls. We have everything. Also will book one or two more Shows with own transportation and equipment—low percentage to office.

RIDE HELP

Foreman for two-abreast Allan Herschell Merry-Go-Round. Loads in one 32-foot closed van. Must be A-1 Foreman and know and will take care of ride. Two Men for #5 Double Wheels and Second Men for other rides; must be semi truck drivers and have license. No drinking tolerated on this show. You get paid every week. No brass or meal tickets. All winter's work in Florida. Agitators, stay where you are.

E. L. YOUNG, Mgr., Royal Crown Shows

PRINCETON, IND., THIS WEEK

FOR SALE 3 CAR BUG RIDE

Priced reasonable for immediate sale

PAUL WARDWICK

Citizens National Bank
Lubbock, Texas

WANTED FOR LENTINI'S ODDITIES

Anything that is suitable for Side Shows: Fire Eater, Magician that can lecture Show, Torture Act, Knife Throwers, Girls for Electric Chair, Sword Box and Bally. No time to write, wire or come on.

S. A. LENTINI
GOODING GREATER SHOWS
Jackson, Mich., Fairgrounds, this week.

WILL BOOK

Spittfire or Octopus, Shows and Concessions not conflicting. For Sale—Jones Chairplane, '39 Ford Tractor, 22-ft. semi, complete for \$1,500. Columbus, Neb., Aug. 31-Sept. 3; St. Paul, Neb., Sept. 6-11; Stanton, Wayne, Tecumseh to follow.

MERRIAM & ROBINSON SHOWS

DUDE BREWER WANTS

Man or Man and Wife for Sit-Down Grab catering to Show People. Tony, can place you; also Truck Driver.

ZEIGLER, ILL., now; MARION FAIR, next.

% ROGERS GREATER SHOWS

WANTED

For McClure, Ill., Aug. 29 thru Sept. 4, and Cape Girardeau, Mo., Labor Day. Stock Stores of all kinds, Snow Balls, Candy Apples, Candy Floss, Cookhouse or Grab. Will book one Major Ride and 2 Shows for balance of season. Strawberry, let me hear from you.

PLAYTIME SHOWS

WANTED

Bingo Caller, also Assistant Caller; one Counterman, must drive Semi. State your lowest salary. All winter's work. Good treatment. Join at once. Wire at once:

PAT GRANDE
c/o READING, PA., FAIR GROUNDS
UNTIL LABOR DAY.

MOON ROCKET FOR SALE

Been in operation 204 days. Just like new. Will sacrifice at \$12,000.00. Located at Cedar Point, Ohio. Contact

VAN BECKER
Milner Hotel Toledo 2, Ohio

FOR SALE

'42 TILT-A-WHIRL
7 Cars with LeRoi gas engine.
Now in operation. Priced to sell.

VICTOR BROWN
Pleasure Pier Port Arthur, Texas

WILD LIFE FOR SALE

10 big Fairs booked. Indiana, Penna., Fair, this week. No letters, wires or calls answered. Bring cash. Will take any reasonable offer.

BILL DUBOIS
Care Wild Life, Prell's Broadway Shows

WANT

Stock Concessions, Grab. Jim Smith wants Hit and Miss and other Agents. Geo. Wright, come on. Want Octopus for Missouri Fairs and best cotton spots.

JACK WALLACE
MOUND CITY SHOWS
West Plains, Mo., this week

FROM THE LOTS

West Coast

ROSEBURG, Ore., Aug. 28.—Org's annual picnic was the best since get-together was originated 20 years ago by General Manager Mike Krekos. Once again, Isabel Myers, wife of Manager Myers, was hostess, a job she has performed the past nine years. Assistants were Margaret Farmer, Esther Pool, Peggy Steinberg, Virginia Lee and Barbar Hellwig.

High spot of the picnic was the ball game—ladies versus men. Feminine teamwork paid off as the gals swamped their opponents, 20-5. Ladies line-up was Barbara Hellwig, pitcher; Dorothy Auker, catcher; Sharon West, shortstop; Isabel Myers, first base; Doloras Beams, second base; Nancy Finch, third base; Rose Ristic, left field; Marge Latiker, right field; Betty Coe, center field. For the men: Henry Herman, pitcher; Louis Leos, catcher; Hunter Farmer, shortstop; Harry Myers, first base; Virgil Latiker, second base; Bill Sta-tous, third base; Freddy Marks, right field; Hodin Pool, left field; Jerry Hellwig, center field. Umpires were Eddie Hellwig and Maxie Hillman.

Recent visitors have included Senator George Trapalis, Sheriff Bud Carter and his wife and twin sons and Mr. and Mrs. Roy Bellows. A dinner party was given for Everett and Betty Coe by Mr. and Mrs. Roy Bellow at their Roseburg home.

Birthday party for Louis Leos, secretary-treasurer of the org was given by Frankie Benson, owner of the Cross Town nitery in Eugene, Ore. Guests included Mr. and Mrs. Harry Myers and Mr. and Mrs. Everett W. Coe.

Mike and Lola Krekos joined at Eastside, Ore., from their San Francisco home to handle the secretarial duties in the absence of vacationing Louis Leos.—**BETTY G. COE.**

Playtime

WALTONVILLE, Ill., Aug. 28.—Business for the week here was fair, with most of it coming Monday and Saturday.

Mrs. Lee Reicher, shows' secretary, sustained a fractured skull and four broken ribs in an auto accident in St. Louis recently. She is in Missouri Baptist Hospital there.

Roster includes Roy and Dickie Pierce, hit-and-miss and string game; Evelyn Burns, mug joint and ball game; Pat Patterson, bingo and kid rides; Bay Leaves Lazaro, popcorn and sound car; Curley Pierce, glass pitch and pea pool; Mr. and Mrs. De-nind, hi-striker, fishpond and over-and-under; Bill Smith, penny pitch; John Reicher, cork gallery; Lee Reicher, slum spindle, and Jim and Violet Clark, Baby Show. Dave Davidson is ride superintendent.

Mr. and Mrs. Don Woodlow visited Mr. and Mrs. James Clark at Tamaroa, Ill.—**BAY LEAVES LAZARO.**

Peerless Celebration

PORTAGE, Pa., Aug. 28.—Local engagement, under Rotary Club auspices, proved one of the best spots of the season thus far. Because of limited space, however, only rides and concessions were set up.

Concessionaires include Mr. and Mrs. Mike Veagle, custard stand; John Lucas, French fries; Hal Roberts, hoop-la, needle joint and watch-la; Frank Tierraso, popcorn; August Westphal, candy apples; Hugh Hardy, pan game; Ray Cuniff, penny pitch; Dotty Cuniff, bottle game; Patty Mespel, ball game, and Billy Mespel, pitch-till-you-win. Lee Lamerson has the office-owned bingo.

Happy Boltinghouse purchased a new truck. The writer has the over and under stand and Jimmy Ross the color game.—**DOLLY WISE.**

Crafts Exposition

ROSEVILLE, Calif., Aug. 28.— Show opened here August 17 to begin its second fall fair date. The midway was well laid out and the org made a flashy appearance.

Winners of last week's drawing held by Louis Cecchini for the benefit of the Regular Associated Troupers were Boston Kennedy, Melvin J. Solari and Mrs. J. W. Gilman. These drawings have netted approximately \$400.

Mr. and Mrs. Alvin Perry joined here, as did their parents, Bertha and Bill Perry, after being away since last fall. B. B. Bassford returned to the shows with his frozen custard after a week off.

Pop Larue, show electrician, was summoned to the Side Show top about a half hour after closing August 18 to be surprised by a birthday party at which gifts were presented him and food dispensed to those present. Members of the shows present were Mr. and Mrs. J. C. (Frenchy) Larue; Hal Compton, Side Show manager; Bill Hall; Mr. and Mrs. J. W. Gilman; Alf Maler, of the Penny Arcade; Stock Clark, Mr. and Mrs. Gillfillan, Dale Woolstenhen, Mr. and Mrs. Charles Ropp, Larry Sipes and family, Mr. and Mrs. Jack Williams, Wally Wangen, Shirley Hill, Frenchy Rendelle, Ann Hartman, Jack Emory, George Chisholm, Mr. and Mrs. Richard Dougherty, H. Bergman, Eliza Vosette, Joe Montagna and family, Daryne Arnette, Jim Pearson, Sam Fletcher and the writer.—**VINCENT B. KUROPATWA.**

O. C. Buck

MALONE, N. Y., Aug. 28.—Jaunt here from Elmira, N. Y., was made in good time and midway opened Sunday (22) with no gate. Five rides did capacity biz. En route here, the Monkey Show truck overturned and was damaged, but no one was injured. Monday (23) proved a red one, with all rides and shows going at reduced rates for the kiddies.

This org and the Ross Manning Shows combined at the Gouverneur, N. Y., Fair to present a flashy midway, which attracted heavy biz. Farmer Hoagland substituted for Goodwalt in the cookhouse. The latter is back on the shows and much improved following a hospital stay. Sid's Midway Cafe opened here.

A jamboree for the benefit of the National Showmen's Association was staged in Elmira, N. Y., under sponsorship of George A. Hamid and O. C. Buck, and it netted \$706.

New Hi-Ball is proving popular. William Hillert joined with his Wild Life and Unborn shows. Mr. and Mrs. Sam Beatty were here for the week with Bucky Allen's concessions, as were Mr. and Mrs. Larry Burns, of World of Mirth Shows.

Recent visitors included Mr. and Mrs. Whitey Sparks, Corky Robare, and Mrs. Frank Bergen, of World of Mirth Shows.

Johnny T. Tinsley

ATLANTA, Aug. 28.—Org has chalked up four winning weeks here, and there are three more to go before starting the eight-fair schedule at Griffin, Ga.

Carl (Hunky) Kalansky arrived from Miami to join the org with a sit-down grab. Manager Tinsley has added four shows.

Recent visitors included D. C. Cross, of the Eyerly Aircraft Company; Mr. and Mrs. Bernie Shapiro, of Souther Posters, and Charles Abbott, of Greenville, S. C. Several concessions joined here. The writer, formerly with the Sheesley and Royal Crown shows, joined this org two weeks ago.—**E. H. SMITH.**

WANTED

Agents for Age and Scales, and Novelties.

For
CHARLESTON, W. VA., FAIR
TRENTON, N. J., STATE FAIR
GREENSBORO, N. C., FAIR
Also North Carolina State Fair, Raleigh,
and five other Fairs.
Also for (6) weeks Indoor Shrine Circus.
Answer:
A. HYMES
c/o ENDY BROS.' SHOWS, STAUNTON, VA.

SAM WEINTROUB WANTS

Grind Store Agents, also Agents for P.C. Stores, Counter Men and Mike Men for Bingo.

FAIR BLUFF, N. C., all this week.
% B. H. AMUSEMENT CO.

MERRY MIDWAY SHOWS

WESTFIELD, ILL., AUG. 31 TO SEPT. 4;
ARMSTRONG, ILL., HOMECOMING, SEPT.
8-11; THEN INTO THE COTTON COUNTRY.

Need Concessions: Pop Corn, Sno Ball, Hoop-La, Lead Gallery, String Game, Basket Ball, or any that don't conflict. Blackie and Dolly Davis need man for Monkey or Fat Show. Contact:

ALBERT BARKER
WESTFIELD, ILL.

FOR SALE

Short Range Shooting Gallery, mounted in back end of 24-ft. custom built Tandem Wheel Trailer. Awning on each side make trailer suitable for Penny Arcade Machines. Gallery is removable. New this season, and must be seen to be appreciated. Priced for quick sale, \$1,500.00.

FORREST C. SWISHER

Permanent address: Box 125, Caney, Kan., or Parada Shows, Paola, Kan., Aug. 29-Sept. 4; Deepwater, Mo., Sept. 6-7; Hume, Mo., Sept. 8-9.

Available Sept. 3 GIRL REVUE

Manager, Talker, four experienced Dancers. Beautiful Girls, flashy wardrobe. Also with Posing Show on same outfit. Write or wire:

ED FERRERII

White Swan Hotel, Greenwich, N. Y., this week; Gen. Del., Fonda, N. Y., next week.

FOR SALE

1947 FLY-O-PLANE

Complete with transportation and \$1,000.00 worth of extras. Price, \$10,000.00.

J. A. BLASH

c/o IMPERIAL EXPOSITION SHOWS
 Fargo, N. D., Aug. 30-Sept. 2; or per route.

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.

HENRY DUCHARME

CANNON BALL

Important, contact immediately.

Box 134 PLYMOUTH, WISCONSIN

WANTED

Stock Concessions, Cookhouse, Ice Cream, French Fries, Penny Pitch. Also one more Flat Ride. Ride Help for Merry-Go-Round and Mix-Up. West Plains, Mo., Fair, this week; Ironton, Mo., Fall Festival; Farmington, Mo., Fair, and the best cotton spots to follow. Contact:

JACK WALLACE, West Plains, Mo., this week.

Have Exclusive

On Ice Cream for Eastern Fair. Can locate four Ice Cream Sandwich and Chocolate Dip Stands.

B. H. EATON

3720 Kenwood, Indianapolis, Ind.

RUPE'S MIDWAY FOR FUN

For following Celebrations and Fairs will book one or two small Shows with own transportation. Concessions: Small Bingo, Photo, Scales, Fish Pond, Dart, Penny Pitch, or any Concessions not conflicting. South Haven Dist. Fair, Sept. 2-3-4; Cedarvale, Labor Day; Ralston, Okla., Home Coming Celebration; Waurika Celebration, others to follow; then the cotton. **MRS. W. R. RUPE, South Haven, Kan.**

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.

Alamo Exposition

VINITA, Okla., Aug. 28.—Biz at Ozark Empire District Fair, Springfield, Mo. (14-20), was good, with rides and shows grossing approximately 10 per cent more than in 1947.

A new ride, Roll-A-Whirl, was purchased by Billy Miller from Fred Lambert, of Cuba, Mo., who built the ride. The Monkey Show topped shows at Springfield, with Joe Murphy's French Casino right behind and the Side Show a close third. Eddie Boothman's Funhouse did okay, too, as did the Grand Champion Stallion. The Merry-Go-Round and the Ferris Wheel were nip and tuck for top money among the rides, with the Tilt-a-Whirl, Spit Fire, Thriller and the Bullet finishing in that order.

Joe Stegall had a good week with his kid rides, and Benny and Bobby Hyman's bingo drew good play. Springfield visitors included owner Jack Ruback's brother, Bill, and daughter from Kansas City; Bob Black, and Mr. and Mrs. J. T. Hutchins. Ruback purchased two trucks in Springfield—a Chevrolet and a five-ton Mack.—SAMMY SAPSON.

Eddie L. Wheeler

SODDY, Tenn., Aug. 28.—A pleasant as well as profitable week was spent here since shows were spotted on a lakeside and all enjoyed the swimming. Midway presented a neat appearance and carried 30 concessions, 5 rides and 5 shows. Captain Harrell rejoined here with his lions. Buck Groggins has the Dog and Pony Show. Dawley's Monkey Show proved popular.

Bill Boran has added a wax museum and Manager Wheeler a Snake Show. Concessionaires joining here were Mr. and Mrs. Pat Chambers, Mr. and Mrs. Jack Allen, Mr. and Mrs. Shorty Watson, Pete Johns and Mr. and Mrs. George Carter.

Mr. and Mrs. Carl Jackson, of Rome, Ga., were week-end visitors of Mr. and Mrs. Bill McLaughlin. The writer had Mr. and Mrs. A. J. McKinney as visitors. Mr. and Mrs. J. A. Gibson visited the shows en route to Atlanta. Others noted were Mack House and Johnny Reed. Mrs. Calvin Ruggles will join her husband soon in the cookhouse.

Mrs. Lois Wheeler and baby and Mrs. Robert Ward returned here after a week's visit in Rome, Ga.—RUBY BANTA.

Peppers All-States

RUSSELLVILLE, Ky., Aug. 28.—Peppers All-States Shows is on the lot here after playing the Sumner County Fair at Gallatin, Tenn. Altho the Gallatin fair was scheduled for only four days, the shows opened Tuesday night (17) to fair results. Wednesday (18), official opening day of the fair, as well as Children's Day, was the big day, with about 6,000 kiddies and a large number of adults netting the rides, shows and concessions very satisfactory biz.

Balance of the week found business okay but not what it should have been due to the lack of co-operation on the part of the fair board, which insisted on keeping the crowds in the grandstand until after 11 o'clock each night, thus giving the midway very little play. It can easily be sensed why no carnival has ever played this fair a second time.

Brownie Maienfisch left without the usual notice, with canvas spread on the lot. Mother McAninch and Larry Schaff still doing a fine job in the office. E. H. Broome, business manager, holding down that position in a capable manner. Johnny Fletcher doing a good job on billposting.

Al Alfredo and family joined to take over the Side Show, and had a good week. Frankie, ride superintendent, popular with all, especially ride boys, who are all with and for it. Due to illness, Paul Reynolds, mechanic, has relinquished that job and has taken over the Tilt-a-Whirl. Mrs. Ray Coleman and daughter, Pat, joined. H. Smiley has taken over the duties of mechanic. Gregory Peck, eight-week-old son of Owner and Mrs. Frank Peppers, is growing rapidly. Owner Peppers is always on the ball.

The writer had a narrow escape when, as he was returning from a business trip early Wednesday morning (18), he was forced off the road and into a bank by a farm truck. Writer's car was demolished and he sustained a slight concussion and fractured nose. Doing okay now. Maxie Glynn recently hospitalized but back on the job. Mrs. Paul Critzer left to visit friends in Michigan.—HARRY E. WILSON.

Golden West

PLYMOUTH, Calif., Aug. 28.—Shows have been getting big play during their run of California fairs. Oroville was good, followed by Quincy, where org surpassed all records for the past five years. Ukiah, played before the move in here, also proved a winner.

Mr. and Mrs. Sammy Barr, of Santa Monica and Long Beach, Calif., joined in Quincy with two concessions. A recently organized concession syndicate has framed a new novelty stand called Feet's Inn. Gloria Guffey has taken charge of Roy Pursley's new concession on goldfish and lovebirds.

Eddie Harris, concessions and crew; Ralph Deering, and Kenneth and Virginia Allen have left for the big ones at Stockton and Sacramento. Birthday cakes have been showing up at H. B. Clifford's cookhouse but no ages have been revealed. A recent pot-of-gold winner was Edna Kanthe.—PRINCE OMWAH.

Great Sutton

NASHA, Ia., Aug. 28.—Org's tour of Iowa, with the exception of the stand at Oelwein, has been better than satisfactory. Manager F. M. Sutton has indicated shows will play 18 celebrations in Iowa next year, and declares 12 already have been contracted.

The stand at Oelwein was a virtual blank due to a cold spell. The weatherman, however, has been kind ever since and stands at the Eldora Fair and the Big Four Fair here clicked.

Best news to hit the midway recently is notice that the org has been signed to play the huge Tri-County Labor Day Celebration at Christopher, Ill., in the heart of the mining country.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

Featuring Capt. Hugo Zacchini Cannon Act

Want for Bremen Fair—Stock Stores and Eating Stands. Fun House and Snake Shows open.

FOR SALE—1 8-Tub Octopus with 24-foot Fruehauf Trailer, less Tractor. Priced to go at \$6,500.00. It is in perfect condition.

1 No. 5 Eli Wheel with new International U-2 Motor and also with Circle and Star. A 1941 Dodge Tractor and 24-Foot Fruehauf Semi. All in perfect condition. Price \$7,500.00 CASH.

1 1946 Spitfire, in perfect condition, cannot be told from new, with 28-foot Kentucky Semi and Two-Ton 1942 Dodge Tractor. Price \$9,500.00.

1 1947 Flying Scooter, in perfect condition, also cannot be told from new, with 28-foot new Superior Semi and Three-Ton Diamond T Tractor. Price \$11,000.00.

1 1947 Super Roll-o-Plane, cannot be told from new, and 1941 Dodge Tractor and 28-Foot Superior Semi. Price \$8,000.00.

These Rides can be seen in operation at Marion, Aug. 30-Sept. 4. or Bremen, Sept. 6-11, or Greensburg, Sept. 13-18; all Indiana.

FOR SALE—1 20x80 Side Show Top, royal blue, in perfect condition, with 100 foot banner line and 10 banners. 2 ticket boxes. In other words—complete \$1,000.00.

1 4-year-old Chimp, female, black and in perfect health, with beautiful cage. Paid \$600.00 two years ago. Price \$350.00. Come and get her.

1 16x36 Bingo Top, Frame and Counters. Anchor Top, new this year. Complete except for stock and P.A. Set. Price \$500.00.

1 20x30 Top and Wall, above fair. \$50.00.

Do not phone or wire, just bring the cash and look this equipment over. I am not quitting the show business. I am just cutting my show from 12 Rides to 6 for 1949.

All replies to

W. R. GEREN, Owner
MIGHTY HOOSIER STATE SHOWS Per Route

VICTORY EXPOSITION SHOWS

WANTS

Foreman for Ferris Wheel. Second Men on Tilt, Spitfire and Fly-o-Plane; must drive. Can place Concessions, especially want Custard, Novelties, Hoop-La, Bumper, Watch-La, Fish Pond, Long Range Gallery, Jewelry and any Stock Concession. Pop Wilson wants Cook House Help. Can place Side Show, Illusion Show or any worth while Show. L. A. Davis wants Girls for Revue.

WANTS

All replies: ALVIN VANDIKE
Trenton, Mo., this week; Lebanon, Mo. (Fair), next; then the Greater Oklahoma Fair, Enid, Okla., Sept. 13.

COMPLETE SIDE SHOW FOR SALE

ACTS INCLUDED. WITH OR WITHOUT TRUCK
The best framed and flashiest Show on the road. Everything new and in perfect condition. A Show that 5 or 6 people can operate and make it pay off. Now in full operation. Don't write, wire or phone, as I have no time to answer. If you want the best and have the cash, come and look it over.

SAILOR KATZY

c/o WORLD OF PLEASURE SHOWS
Warsaw, Ind., this week; Wauseon, Ohio, next week; then Auburn, Ind.

MULLEN-CONN SHOWS

of Seashores, Inc.

Want Free Act for Whiteville, N. C., Sept. 13-18. Big Celebration Sponsored by Police Dept. All Stores Close One Day for Farmers' Day.

Want any worth-while Shows that are not junk, also want Concessions; low nut so you can get some "scratch." Want Ride Men on all Rides that are not drunks. Ernest Roberts, sorry you left, need you; come back, place for you. John Marks and Floyd Shieks, still waiting for you. All replies to

MYRTLE BEACH, S. C., UNTIL LABOR DAY.

PRESS AGENT WANTED

TO JOIN IMMEDIATELY

CETLIN & WILSON SHOWS

Fairgrounds, Indianapolis, Ind., until September 10

W.S. CURL shows

"A CLEAN MODERN MIDWAY"

Want for Newport, Ky., on the Streets, Sept. 7-11

Legitimate Concessions—Photo Gallery, Jewelry, Cotton Candy, Candy Apples, Popcorn, Ball Games, High Striker, String Game or any legitimate Concessions that work for stock. Address: W. S. CURL ALEXANDRIA, KY., SEPT. 1-6

HARRY POLISH FISHER

WANTS

Shows—Funhouse. Rides—Tilt, Octopus, Rolloplane, Ponies. Also legitimate Concessions. Long season. Write or wire Aug. 30th to Sept. 5th, Lake County Fair, Lakeport, Calif.; Sept. 7th to 12th, Shasta County Fair, Anderson; Sept. 13th to 19th, Glenn County Fair, Orland; Sept. 20th to 26th, Red Bluff Fair; Sept. 27th to Oct. 3rd, Watsonville Fair.

FOR SALE PARKER 3-ABREAST MERRY-GO-ROUND

Has new top and scenery, electric motor, in A-1 shape. Will deliver and set up within a radius of 500 to 600 miles. Reason for selling: Buying new machine.

Write, wire or phone:

LONE STAR AMUSEMENT COMPANY

1701 Harrison Ave. Amarillo, Texas
Phone: 2-5783

JOHN MCKEE SHOWS

WANT

FOR SEPT. 3-4-6, JONESVILLE, MICH. Concessions that work for Stock. Also Kiddie Rides. Also for Covington, Ind., Fair, Sept. 1-2-3-4. Concessions; also will book Bingo for Covington, and Kiddie Rides. Have For Sale: Double Loop and 24-Seat Smith & Smith Chairplane with transportation. Can be seen at Jonesville in operation. Want Ride Help on all Rides; must drive truck. Going to Missouri and Arkansas; out till Nov. 11. Contact: JOHN MCKEE Covington, Ind.

WANTED

Burdick's Greater Shows

RISE HELP—Wheel Man, Merry-Go-Round Man, Kiddie Ride Help; top salary. Agent for office owned Concessions. Grind Shows, 20 per cent.

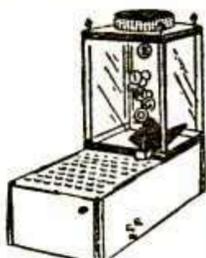
BURDICK'S GREATER SHOWS

Heart of Cotton, Taylor, Tex., Aug. 30-Sept. 4. P.S.: 82-Ft. Herschell Merry-Go-Round for sale.

NOW DELIVERING



NEW 1948
Apex 4 Star CARNIVAL WHEELS
 Heavy Duty Mounted **BINGO CARDS**
 In Various Colors



Apex 5 Star BINGO BLOWERS



Complete Bingo Supplies. Also Amplifiers. SEND FOR FREE CATALOG

MORRIS MANDELL, INC.
 26 East 13th St. (Dept. B) New York 3, N. Y.
 Phone: OREGON 3-5912



15 KW. & 10 KW. GENERATORS FACTORY NEW

MODEL GPW-153: This model is rated 15 kw., 18.75 kva at 80% power factor, 3 phase, 4 wire, 120/208 volts, 60 cycle at 1800 rpm.
 MODEL GPW-101: This model is rated 10 kw., 12.5 kva at 80% power factor, single phase, 3 wire, 120/240 volts, 60 cycle at 1800 rpm.

POWERED BY A 4 CYLINDER JEEP ENGINE
 ELECTRIC MACHINERY GENERATORS

IMMEDIATE DELIVERY

Subject to Prior Sale.

HARRY HAYKIN

135 W 58TH ST. NEW YORK 19, N. Y.

PRICE **\$1150.00**
 SPECIAL PRICE TO OUTDOOR SHOWMEN
 F. O. B. N. Y. C.
 25% Deposit, Balance C. O. D.
 These Units Regularly List for \$1,800.00.

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

Tazewell County Fair, Tazewell, Va., this week; Lee County Fair, Pennington Gap, Va., next week; Sevier County Fair, Sevierville, Tenn., follows, with eight of the best fairs in Georgia, closing November 13 at South Georgia Six County Fair, Valdosta.

Want to join on wire—Spitfire, Flyoplane, Comet or Looper; small percentage.
 Want Shows with own outfits, except Minstrel, Drome, Fun, Girl and Wild West.
 Place Legitimate Stock Concessions and one more Sensational Free Act. If you tapped out on the Shade Tree Circuit you can get back in the cabbage at these spots. No kinfolks, assistant managers, office stooges or pets here to push you around. Real show people can rack up eleven more good weeks' work. No racket, no gypsies, no phone calls. **WIRE**

R. E. (BOB) STEWART, Mgr.
 SHAN BROS.' SHOWS

BRIGHT LIGHTS EXPOSITION

SHOWS
 World's Brightest Midway

Starting on our 10 outstanding Fairs: Next week Rocky Mount, Va., Fair, 6 days, 6 nights; week Sept 6, Bailey, N. C., Fair, week Sept. 13, Wendell, N. C., Tobacco Festival; Apex N. C., Fair, and six more to go.
 Want Rides not conflicting with what we have. Also place Shows, Working Acts and Freaks for Side Show.
 Place CONCESSIONS of all kinds. Everything open for our Fairs. Good opening for Water Outfits, Carc Rack, Pitch-Till-U-Win, Bumper, Huckley Buck, Six Cats, Buckets, Jewelry, Basket Ball, Coca-Cola Bottles, Balloon Darts, High Striker, Photos, Pan Game, Straight Wheels, Penny Arcade, Motor Drome, Working World. Let me know what you have. Place Ride Help who can drive Semi: Help in all departments. Also now booking for season 1949. Everything is open. We will go out bigger and better than ever. Write or wire:
JOHN GECOMA OR L. C. HECK
 SCHUYLER, VA., this week; then per route.

QUEEN CITY SHOWS WANT
 For Southern Ohio's largest Labor Day Celebration, Peebles, Ohio, Sept. 6-11, Inclusive. Better than the County Fair.
 Concessions: Photos, Ball Games, Cork Gallery, Dart Games, Devil's Bowling Alley, Hoop-La, Bumper, or any Legitimate Stock Store. Positively no grift, no gypsies.
 Shows: Will book two Grind Shows with own equipment. All good celebrations to follow.
Contact CURLY LITTLE
 QUEEN CITY SHOWS, LYNCHBURG, OHIO

FROM THE LOTS

Veterans United

POCAHONTAS, Ia., Aug. 28.—Altho spending has been off, this org figures it has been lucky in that there hasn't been a whole day lost to bad weather.

While playing Indianola, Ia., week before last, a new member joined the shows—a son, Larry Harold, was born to Mr. and Mrs. S. Steward. Last week, at Emmetsburg, the big news was the marriage of James Boyle and Alberta Taft.

Mr. and Mrs. Fredrickson joined here with their jewelry spindle and country store. Mr. and Mrs. Jack McDonald are sporting a new Frazer. Paul Ebersole has framed a new bingo. A collection was taken up for Dan Mahoney, of the bingo, who broke his leg recently. He will be out for the remainder of the season.

Mr. and Mrs. Nelson, of Nelson's Shows, visited the shows here, and Mrs. Bill Davis's mother, Mrs. Hilda Christianson, visited while the shows were in Emmetsburg. L. B. Lamb and Whitey Vasulka have also been seen on the lot frequently.—N. EBERSOLE.

American Beauty

CORYDON, Ia., Aug. 28.—This is our fifth fair in Iowa and the week in Bloomfield (9-14) was the best of the season. We opened there Tuesday (17) night, and with Jimmy Lynch and His Death Dodgers on tap for a single grandstand performance, 7,000 people jammed the stands. All rides and concessions had a good night.

Wednesday, Thursday and Friday, augmented by free acts furnished by Barnes-Carruthers, auto races and a horse show, rounded out a successful engagement. The co-operation of the Bloomfield fair committee was a great help.

Shows opened here Sunday (22) and evening business has been only fair. We have three more fairs in Iowa and Missouri, then into Arkansas for the start on our Southern trek.—SLIM HARRIS.

Bright Lights

YORK, Pa., Aug. 28.—Stand at Jennerstown (Pa.) Fair, August 16-21, was spoiled by bad weather and a power failure of one of the main electric lines on a busy night.

After arriving in Jennerstown from Tyrone, Pa., shows opened their first fair date Monday (16). First mishap hit the shows Wednesday (18) when the power failed with the midway jammed. On Friday (20) night five minutes after the firemen's parade got under way a terrific rainstorm killed all business.

Manager John Gecoma planed to North Carolina to check up on the polio situation and it looks as tho the shows will be able to play all the fairs lined up in that State.

Mechanic Herman Conn keeps the trucks rolling.—FRANK Z. HYDE.

Lottridge World's Best

ROCKMART, Ga., Aug. 28.—Shows made the jump in here from Madison, W. Va., in three days, with stop-overs at Bluefield, W. Va., Bristol Va., and Madisonville, Tenn. Madison gave org one of its best stands of the season thus far.

Saturday's (21) bow here attracted 1,800 paid admissions, with all rides, shows and concessions reporting big results. Owner Lottridge added a Monkey Show, which did big business here. The writer has the org booked solid until closing day, November 27. He also is handling the press and kid ticket tie-ups.

Shows plan to winter in Birmingham again. From here org moves into Tallapoosa, Ga., under American Legion post auspices.—J. C. ADMIRE.

Virginia Greater

KELLER, Va., Aug. 28.—Shows had a satisfactory week, August 16-21 at Crisfield, Md., with co-operation from chairman Edwin Tawes and American Legion post. Weather was fair with the exception of an all-day rain Thursday (19).

Rides have been repainted. Louis Augustino is repainting his Side Show and Wild Life fronts and ticket boxes. Fire on the motor of the Whip Friday night (20) did slight damage which was repaired in time for operation the rest of the week. Harry Harrison had several relatives here on a visit.

Dick Killinger joined at Crisfield, Va., with two girls to take over the *Parisian Revue*. G. King joined with French fries and two stock wheels. On hand here were Sam Serlin, Bill Pinkston, H. G. Fearington and Samuel Scolnik.

Harold and Doris Humphrey, nephew and niece of the Masuccis, left for their home in Bloomfield, N. J., after a two-week vacation on the shows. Manager Rocco Masucci visited Heller's Acme's Shows at Tasley, Va. Mr. and Mrs. Mike Genovese, of Orange, N. J., visited here for a few days. Mike is a brother of Mrs. Rocco Masucci. Other visitors at Crisfield were Mr. and Mrs. Ray Buckley, of Cambridge, Md., and some of the personnel of Heller's Acme Shows.

SHOWMAN'S HEADQUARTERS

HILLMAN HOTEL
 BIRMINGHAM, ALABAMA

Comfortable, Convenient, Economical

W. T. WILSON JR.
 Manager

COOKHOUSE HELP

STARTING THE BIG ONES
 ALL WHO WROTE US, COME ON.
 Jackson, Mo., this week; then Louisville, Ky.; Knoxville, Tenn.; Tupelo, Miss.; Jackson, Miss.; Donaldsonville, La.; Franklinton, La.; Shreveport; then all winter in the Rio Grande Valley.
DANNY LA ROUECH & CORKIE ZIMMERMAN

ANYONE KNOWING THE WHERE-ABOUT OF RELATIVES OF JACQUES "TEX" MORRIS

Age 54 years, who has been in Show Business as a Clown and a Wrestler and later handling Novelties, please contact at once.
 DOUGLAS COUNTY CORONER
 COURT HOUSE, OMAHA, NEB.

FOR SALE

MILLS 5 GALLON ICE CREAM MACHINE & COOLING CABINET

Used 3 months. Original cost, \$2,000.00. Will dispose at half cost.

PLAYLAND
 188 Summers St. Charleston, W. Va.

WANTED

Three or four Count Store Agents for remainder of season.
 WIRE:
WM. CRAIG
 129 N. Fourth St., Minneapolis, Minn.

TWO NEW AMPHIBIOUS DUCKS
 Ideal for passengers and other use.
 MR. HEATH
CONSOLIDATED EQUIPMENT CO.
 420 Lexington Ave., New York City
 Mu 3-8309

Sunflower State Shows WANT

FOR FLORENCE, KANSAS, LABOR DAY CELEBRATION, SEPT. 4, 5 & 6, ON MAIN STREET; PERRY, OKLAHOMA, CHEROKEE STRIP CELEBRATION, ON COURT HOUSE SQUARE, SEPT. 14, 15 & 16. THEN INTO WEST TEXAS COTTON FIELDS. OUT UNTIL SNOW FALLS.

Want Concessions of all kinds. Also Legal Adjuster that can handle four outfits.

FOR SALE NOW

- 1942 Super Roll-o-Plane\$3500.00
- With Truck and Trailer 4500.00
- 1946 Mix-Up, 24 Seats 1000.00
- With Truck and Trailer 1500.00
- 1940 Eight-Tub Octopus 5000.00
- With Truck and Trailer 6000.00
- Dark Fun House on Semi 1000.00
- With Truck 1500.00
- 14-Foot Popcorn Trailer, with new, large Popper, Ice Grinder, glass inclosed. Very nice 1200.00

All equipment first class condition. NO JUNK. Terms if I know you. Wire or See Me:

C. A. GOREE, Mgr.
Rush Center, Kansas, this week

Bohn & Sons United Shows WANT

RELIABLE FERRIS WHEEL FOREMAN. Good proposition to capable man. Truck Driver given preference. STOCK CONCESSIONS, COME ON. All Celebrations, two spots a week. Lewiston, Mo., this week; Green Castle Labor Day, Jamesport and Vandalia following. Contact

CARL BOHN, Mgr.
Lewiston, Mo., this week; then per route.

Midway of Mirth Shows WANT

Novelties, Dart Game, Airplane, Milk Bottles, Clothes Pin Pitch, Frozen Custard, any Stock Store not conflicting. Bob Housella wants two more girls for Girl Shows. Can place Agents for Penny Pitch and Ball Game. Address: Augusta, Ill. (Fair), this week; Sparta, Ill., Labor Day.

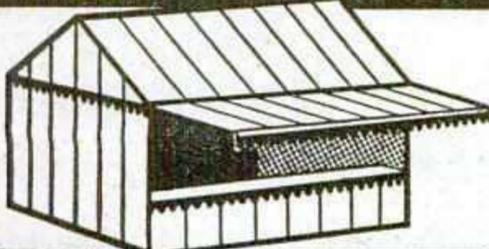
AT LIBERTY

BUSINESS MANAGER, LEGAL ADJUSTER
Handled large carnivals. Address: BOX D-9, Care Billboard
2160 Patterson Cincinnati 22, Ohio

WANTED NAIL AGENTS

EUGENE CAIN
o/o WALLACE BROS.' SHOWS
Frankfort, Ky.

ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
AFTER ORDER RECEIVED!
SLIGHTLY MORE TIME
REQUIRED
FOR SHOW TENTS
WIDE SELECTION OF MATERIALS
AND TRIM

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

DUE TO DISAPPOINTMENT

WANT FOR THE EDINBORO FAIR

WESTERN PENNSYLVANIA'S FINEST FAIR. STATE TEACHERS COLLEGE TOWN.

BOOKING—Ferris Wheel, Merry-Go-Round, Swings, Tilt, Kiddie Rides or non-conflicting Rides. Cook House, Hot Dogs, Drinks, Waffles, French Fries, Floss, Striker, and other Legitimate Concessions. Reasonable privilege.

ERNIE'S MIDWAY ATTRACTIONS

Contact: G. ERNIE ERNEWEIN, 18 E. Lake Ave., Blasdell, Buffalo, N. Y., Triangle 1715; or Edinboro, Pa., after Labor Day.

4 Animal Acts Available

For Free Acts, Fairs and Indoor Dates commencing Oct. 25th. Elephant Act with three elephants featuring one Baby Elephant. Beautiful Six-Horse Liberty Act. Riding Monkey and Pony Act. High School and Dancing Horse, "Trixie." Write or wire

JAMES M. COLE CIRCUS

Penns Grove, N. J., Sept. 10; Florence, 11th; Mineola Fair, Mineola, L. I., N. Y., 12th thru 18th. Permanent Address: Penn Yan, N. Y. P.S.: Have for Sale—Lots of surplus Circus Equipment, Tents, Light Plants, Trucks, etc. Send in your needs.

WHEELS

Bozars, 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.

Mighty Hoosier State

CONVERSE, Ind., Aug. 26.—Shows made a fast move to Camden, O., from Germantown, Ky., and were ready to open Monday night, altho we were not skedded to open until Tuesday.

For the first time in the history of the Camden Homecoming, a 16-year-old celebration, we played behind a paid gate, featuring Capt. Hugo Zacchini and his cannon act. We drew over 30,000 people, with 10,000 coming on Saturday. We had excellent weather thruout the week. The committee headed by Harry Simpson, local publisher, stated that we doubled the attendance of the best previous year.

On Saturday night the car giveaway was held at 12 o'clock and Manager Geren held off on Zacchini until nearly 1 a.m. The shows' gross on the week was one of the largest of the season to date. Excellent co-operation by the Camden Progressive Club, which has sponsored the event since its beginning, aided our draw. We were late getting off the lot for the move to Converse, Ind., but everything was up and ready for the Tuesday opening. Special mention is due Supt. Kenny Ritchie and his crew and Tex Fetta, electrician, and his crew for their splendid work at both spots.—M. G. STOKES.

World of Today

NEW ULM, Minn., Aug. 28.—Crowds were off at the August 16-21 stand here in comparison with last year's figures, and spending was poor. Jimmie Chelvania has taken over the Side Show, giving him three midway shows.

The show arrived at Austin, Minn., on time the preceding week but operations were curtailed until Wednesday because of rain. It was necessary to place 65 loads of gravel on the midway. However, the midway and grandstand were packed at all times and spending was good. Kids' Day was the best of the season. Bill Starr and Mr. and Mrs. Carroll have delivery on new trailers.—BILL RAWLINGS.

CHICAGO'S WEST SIDE COUNCIL

OF

JEWISH WAR VETERANS

BENEFIT CARNIVAL

FOR BUILDING OF HOSPITAL in PALESTINE

WANTED SHOWS OF ALL KINDS CONCESSIONS SEPT. 10 TO 19, 1948

LOCATION: Roosevelt Rd. and Cicero Ave.

CHAS. MILLER Furnishes All Rides

DAVE MALCOLM All Free Acts

FOR SPACE — Wire or Phone

SAM GLUSKIN
921 Eastwood Ave., Chicago, Ill.
LONGbeach 8900

OR **JACK ARENZ**
Phone: ROCKwell 9465

'THIS SHOULD BE IT!'

CRAFTS 20 BIG SHOWS

WANT FOR LOS ANGELES COUNTY FAIR

AT POMONA, SEPTEMBER 17 TO OCTOBER 3

Shows and Rides that don't conflict. Limited Concession Space available. Can place a few outstanding Kiddie Rides.

Wire or Write:

CRAFTS 20 BIG SHOWS

7283 Bellaire Ave., North Hollywood, Calif.

Phone: Sunset 2-3131

CONCESSION AGENTS WANTED

For Milk Bottles, Fishpond, Hoopla and P.C. Dealers

Chasers, Agitators and Drunks, save your time.

If you are interested in work and money we are making it. This show carries 15 Rides, 9 Shows and only 20 Concessions. One of a kind. Six more Iowa and Missouri Fairs. Then I jump south for choice Southern Fairs.

EARL TAUBER

o/o SUNSET AMUSEMENT CO.
Pottsville, Iowa, Fair, September 2 to 8.

PAGE BROS.' SHOWS

FAIRS

FAIRS

FAIRS

Want Custard, Jewelry, Hit & Miss and Milk Bottle Ball Games, Pitch-To-Win, Penny Pitch, Hoop-La, any kind of Slum Concessions. Don't wire or write; come on, will place you. Paul Pittman wants Roll Down and Slum Concession Agents. Will sell X on Mitt Camps; Cook House; must cater to Show People. Manager and Girls for Girl Show; have Top and Banner Line. Lafayette, Tenn., Fair, this week; Spencer, Tenn., Fair, next week; Centerville, Tenn., Fair, week Sept. 13; Lexington Fair, week Sept. 20; Ashland City Fair, week Sept. 27; Springfield Fair, week Oct. 4; Scoots Hill Fair, week Oct. 11; then Mississippi.

Endy Bros. Shows

Can Place for Balance of Season—All Fairs

MAN AND WIFE TO HANDLE UNBORN SHOW, OR WILL BOOK YOUR SHOW. ALSO WANT IRON LUNG EXHIBIT, DARK RIDE, GLASS HOUSE, SPITFIRE AND CRIME SHOW. WANT ROLL-O-PLANE FOREMEN WHO CAN HANDLE TWO OF THEM. ALSO TWO ELECTRICIAN HELPERS, SECOND MEN FOR RIDES, COME ON. WANT SCENIC ARTIST IMMEDIATELY.

Want to hear from man who can lay out lot—good opportunity here

NAT MERCY WANTS GOOD-LOOKING GIRLS FOR REVUE. GOOD SALARY, STATE-ROOMS. CAN PLACE HANKY PANKS, COME ON; LEGITIMATE BOOTHS. WILL BOOK LIVE PONY RIDE.
Your Route of Fairs: York, Pa.; Bloomsburg, Pa.; Frederick, Md.; Wilson, N. C.; Macon, Ga.; Albany, Ga.; Orlando, Fla., and closing in Miami, Fla. All answer:

ENDY BROS.' SHOWS

VIRGINIA STATE FAIR, STAUNTON, VA.; Washington, D. C., follows.
P.S.: HAVE FOR QUICK SALE ONE USED 35x100 FT. TOP, 12 FT. WALL ALSO COOK-HOUSE, NEW CANVAS AND FLOOR.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT FOR WARSAW, VIRGINIA, FAIR

Biggest Little Fair in the South, Next Week

All Concessions open, Eating Stands, Candy Floss, or what have you? Minstrel Show People wanted at once. Will book Flyoplane, Octopus, Caterpillar or Spitfire. Mail and wires to WM. C. (BILL) MURRAY, Suffolk, Va., this week; followed by Warsaw.

H AND H SHOWS

WANT CONCESSIONS AND SHOWS

Sparta, N. C., this week; Newland next week, followed by Taylorsville Fair, Hickory American Legion Celebration and Mocksville; all N. C.

Especially interested in Bingo, Stock Stores and a little P. C.

WANT SHOWS OF MERIT—Side Show, Glass House, Monkey Show, etc.
Wire; do not write. All replies to

EDDIE HORNE

Hickory, N. C.

NO RIDE HELP NEEDED

ROGERS GREATER SHOWS

WANT

Girl Show and Girl Show People. Want Ferris Wheel Foreman.

Address

Zeigler, Ill., this week; Marion, Ill., next week.

GRACELAND GREATER SHOWS

CARLISLE, IND., FAIR This Week

Two more weeks, then Arkansas Fairs and proven Cotton Festivals, starting with Salina County Fair, Sept. 14 to 18; Cleveland County Fair, Sept. 22 to 25. Those coming this week to the Great Carlisle, Ind., Fair, Sept. 1 to 4, and my Labor Day spot will get preference.

WANT CONCESSIONS—Small Cook House or Grab, Popcorn, Hi Striker, Age and Scale, Long or Short Gallery and Novelties. Can use any legitimate Concession. Can use one Mitt Camp. RIDES—Need one more Kiddie Ride badly. RIDE HELP—First Men for Chairplane and Loop-o-Plane. All replies to

GRACELAND GREATER SHOWS, Carlisle, Ind., Fair, this week.

CAVALCADE OF AMUSEMENTS

CAN PLACE CAPABLE FOREMAN TO HANDLE HI-BALL. WANT BOSS CANVASMAN AND WORKING MEN. ALSO TRACTOR AND MULE DRIVERS. CAN PLACE WAITERS FOR COOKHOUSE AND HELP IN GRAB OUTFIT. ADDRESS:

DANVILLE, ILL., THIS WEEK; E. ST. LOUIS, ILL., NEXT WEEK.

WANTED

Rides that don't conflict. Shows of all kinds. 10-Cent Stock Concessions and Agents for office-owned outfits. Also want Second Men for Rides. Greenwood, Arkansas, Fair, this week; Mena, De Queen Fairs and others follow this. Complete show, transportation and route are for sale. Contact

RAINES AMUSEMENT CO.

CENTRAL Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR COMMUNITY FAIR, MURFREESBORO, N. C., SEPT. 6-11

And balance of season.

WANT Stock and P. C. Concessions. No come on. WANT Penny Arcade, Motor Drome, Eat and Drink Stands, Custard, etc.
SHOWS—Any worth while Shows; we have outfits if you don't have your own. Can place Wild Life, Girl, Minstrel, 10-in-1.
WANT Ride Help, Second Man for Ferris Wheel, Second Man for Caterpillar. Jack Odell, wire me at once.
L. E. Raley Jr. wants Help for Bingo, Hanky Panks and Pan Game Agents. Bob Kennedy, Jay Etheridge, contact. All others contact

SHERMAN HUSTED, MGR.

Ahoskie, N. C., this week, then Murfreesboro, Sept. 6-11.

J. J. PAGE EXPOSITION SHOWS

WANT CONCESSIONS—Good opening for Hanky Panks, Custard, Photos, Age, Weight and Diggers. Those joining now will be given preference at fairs.

WANT Experienced Ride Help on all Rides.

Bull Martin wants Girls for well-flashed Girl Show.

WANT Talker for Ten-in-One, good Fire Eater and Half and Half for Ten-in-One to join at once. We have acts.

WANT Magician, all winter's work and fairs. Can place Colored Minstrel Musicians—Sax, Clarinet and Bass; Chorus Girls and good Blues Singer. Bill Hunter and Dale Samier want Count Store Agents. Sam Glenn, get in touch with Elmer Reid.

Our Fairs start at Marion County Fair, Jasper, Tenn., Sept. 6-11. All address J. J. PAGE SHOWS, Harriman, Tenn., this week; Jasper, Tenn., Fair, next week.

HEART OF TEXAS SHOWS

Want for Duncan, Oklahoma, Fair, Sept. 6 to 11; Stillwater, Oklahoma, Fair, Sept. 13 to 18; then our tried and proven route of Texas Fairs.

Foremen for Twin Eli Wheels, Second Men on all Rides. Working Men in all departments. Counter Men for Bingo. Man that can produce to take head of Roll-down Saddle Store. Al Beard wants two 1-in Store Agents. Will book Swinger, all Hanky Panks and Ball Games. Special proposition to Fun House, Glass House, Motordrome and Shows with own transportation. Splendid opening for Cookhouse or Sit Down Grab that will cater to show people. Also Popcorn, Peanuts, Floss, Snow and Photos. Good territory for Miniature Train, Octopus, Roll-o-Plane and Caterpillar with own transportation. Address: **CARNEGIE, OKLA. (FAIR), THIS WEEK; THEN PER ROUTE.**

MAGIC EMPIRE SHOWS WANT

For Williamson County Fair, Franklin, Tenn., Sept. 6-11; Noxunee County Fair, Macon, Miss., Sept. 13-18; Marshall County Free Fair, Holly Springs, Miss., Sept. 20-25; Newton 11 County Fair and Dairy Show, Newton, Miss., Sept. 27-Oct. 2; seven other big ones to follow.

Want legitimate Concessions of all kinds, Shows with own equipment and transportation not conflicting. Capable Ride Help, semi drivers preferred; top salary. Musicians and Performers for Minstrel, wire CEO. W. JOHNSON. All others wire A. SPHEERIS, Mgr.

Hodgenville, Ky., Fair, this week; then as per route.

P.S.: Claud Groves, wire Joe Goodwin at once.

SOUTHERN VALLEY SHOWS

WANT

Stock Concessions of all kinds. 2 Skillo and 2 Roll-down Agents. Also Counter men for office-owned Corn Game. (Tex Walt and Red, contact Gid and Dolly). Want Girls for Girl Show. Want to book Spitfire, also Shows with own outfits. Good proposition. Picking cotton now.

Write or Wire

EDDIE MORAN, MGR.

Southern Valley Shows, Wynne, Ark. (Fair), this week; Arkadelphia, Ark. (Fair), Sept. 6-11.

DROME RIDERS WANTED

Take complete charge of Drome. 50-50 deal or salary.

Good equipment.

MODEL SHOWS, INC.

Nauvoo, Ill., this week; Creston, Ia., next week.

WANT FOR AMERICAN LEGION FAIR

WYNDMOOR, PA., SEPT. 6-11.

SHOWS AND RIDES NOT CONFLICTING. CONCESSIONS OF ALL KINDS. FIREWORKS AND FREE ACT NIGHTLY. All replies to

SAM TASSELL

5839 WALNUT STREET

PHILADELPHIA, PA.

NEWARK, OHIO

Downtown Location—Sept. 2, 3 4 and 6.

A.F.L. Celebration here Labor Day.

Nolan Amusement Co. rides booked

WANT Bingo, Ball Games and Stock Stores of all kind. No grift. Contact

TIM NOLAN

Moxahala Park Zanesville, Ohio
Phone 7937

Cavalcade of Amusements

CAN PLACE PHOTOS, SLUM STORES OF ALL KINDS FOR JUNIOR CHAMBER OF COMMERCE EXPOSITION, EAST ST. LOUIS, ILL. CAN PLACE ANY LEGITIMATE CONCESSIONS FOR JACKSON, TENN., FAIR.

CONTACT:

AL WAGNER MGR.

Danville, Ill., this week; E. St. Louis, Ill., next week.

JAS. M. RAFTERY'S SHOWS

WHITEVILLE, N. C., FAIR, SEPT. 6 TO 11; NORTH WILKESBORO, N. C., WILKES COUNTY FAIR, SEPT. 13 TO 18. ALL FAIRS AND THE BEST ARMISTICE CELEBRATION IN THE SOUTH.
WARSAW, N. C., NOV. 8 TO 13

WANT Custard, Coke Bottles, Age and Scales, Ball Games, Novelties or any legitimate Concessions. Some P. C. open.

Can place Cook House Help—Waiters, Counter Men and Griddle Man. Ride Help, come on—can place you. All winter work for Show and Ride Men.

WANT Side Show Acts, Half and Half for annex, Ticket Sellers, Talkers, Grinders and Canvasmen.

WANT Minstrel Show People, Comedian, Chorus Girls, Musicians and Good Blues Singer.

WANT Girls for Posing and Girl Show.

Will book any New or Flat Ride not conflicting, small percentage.
WANT Grind Shows.

WANT Grandstand Acts, Ground and High, Thrill Show and Auto Races for three outstanding fairs. All address

JAS. M. RAFTERY
NASHVILLE, N. C., FAIR, THIS WEEK.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

WANT FOR WEST VIRGINIA STATE FAIR, CHARLESTON, W. VA., SEPT. 3 TO 12, and following fairs: Lexington, N. C., Sept. 20 to 25; Statesville, N. C., Sept. 27 to Oct. 2; Union, S. C., Oct. 4 to 9; Winston-Salem, N. C., Colored Fair, Oct. 11 to 16; Manning, S. C., Oct. 18 to 23, and other Good Fairs to follow.

RIDES—Will book No. 5 Ferris Wheel on liberal percentage. Also High Ball and Looper.

SHOWS—Want Motordrome with own equipment. Will give you a break at our fairs. Want Arcade, Glass House, Animal and Fat Shows.

CONCESSIONS—All 10c Concessions open. Also P. C. Want Eat and Juice, especially Grab and Root Beer. Sam Levy wants Agents for all stores.

WANT Ride Help on all rides and Mechanics' Helper. Want Help in all departments who can drive Semis.

Address Charleston, W. Va., until September 12.

BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

Daniel Donnini no longer with this Show. All our old friends are welcome back home.

WANT—Shows, Rides and Concessions not conflicting. Good opening for Mitt Camp. Penny Arcade, Photo. All Hanky Panks open.

OUR FAIRS START NEXT WEEK AT ROCKYMOUNT, VA.

Place Ride Help, also Working Acts for Side Show. Write:

JOHN GECOMA, Gen. Mgr.; L. C. HECK, Asst. Mgr.; O. HARRY SCHRIBER, Business Mgr. SCHUYLER, VA., this week; ROCKYMOUNT, VA., next week

FLORIDA amusement company

Want for Linton, Ind., Labor Day Week Celebration

Slum Concessions, Ball Games, etc. Second Man for Merry-Go-Round; winter's work. Talker and Girls for Girl Shows. Address Clarence Thames. Place High Free Act.

Address Monroeville, Ind., this week.

HOWARD INGRAM

MISSOURI FAIRS

CONCESSIONS WANTED—Pop Corn, Candy Floss, Bingo, Mitt Camp, Photos, any Stock Concessions. SHOWS except Funhouse. Rides wanted not conflicting with what we have. Labor Day, Walnut Grove, Mo., Sept. 2-3-4-6; Adrian, Mo., Street Fair, Sept. 8-9-10-11; Calhoun, Mo., Fair, Sept. 10-11. If not booked on #1 will book on #2 at Calhoun. Owensville, Mo., Gasconade Co. 4 County Fair, Sept. 14-15-16-17-18, in Memorial Park. This is a big one. Sordyth, Mo., Fair, Sept. 23-24-25; Baxter Springs, Kans., Fair, Sept. 27-28-29-30, Oct. 1-2. Don't miss this one. Blackie Hooper wants Agents.

LEON S. HINES, General Agent

FUNLAND SHOWS

WANT FOR BIG LABOR DAY CELEBRATION

HOMERVILLE, GA. SPONSORED BY V.F.W.

Concessions of all kind that use stock. Also use Bingo, Mitt Camp, High Striker, Pop Corn, Snow, Floss, Apples. SHOWS—Girl, Snake, Jig, Fat, or what have you? RIDES—Jenny, Tilt, Wheel, Train. All replies:

MGR., GA. AMUSEMENT CO.

Lakeland, Ga., Aug. 30-Sept. 4; Homerville, Ga., Sept. 6-11.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT FOR MARIETTA, GA., STARTING SEPT. 13-18

AND TEN FAIRS TO FOLLOW. FIRST FAIR

GRIFFIN, GA., SEPTEMBER 20 THRU 25

LAST FAIR, THE WEEK OF NOVEMBER 11

Want following shows catering to ladies and children: Side Show, Monkey, Minstrel, Fat Show (P. S.—Dolly Dimple, answer), Iron Lung. Must have complete show and own transportation. Penny Arcade.

CONCESSIONS—Hanky Panks, Bingo with own outfit. I have a nice frame and top I will turn over to the right party that will take care of same. You must furnish your own flash. Come and see me if interested. Custard X if you have nice frame-up. Long-Range Gallery X, Guess Your Age and Scales, Novelties X, Bowling Alley, (Stock) Jewelry, Grab Bag, Huckley Buck, Mouse Game, Pea Pool, (Larky, let me hear from you or come and see me). Diggers, Rotaries, Ice Cream Dips, French Fries, Photo Gallery X, Shake Ups.

Can use high-class Free Act. Must have nice wardrobe, and give me good showing and trim it up nice. Thanks. All replies to Hapeville, Ga., this week.

All replies

E. H. (TEX) SMITH, Concession Mgr.

P.S.—Want Caterpillar Foreman. Good deal to right man. Can use Mitt Camp. Bud Turner can use Drome Riders.

ALPENA COUNTY FREE FAIR

ALPENA, MICH., SEPT. 6-11

OPENS WITH A LABOR DAY CELEBRATION

The Hottest Fair Spot of Northern Michigan

ALL CONCESSION PRIVILEGES OPEN except Corn Game and Percentage. Excellent opportunity for capable money-getting Shows with neat equipment.

W.G. WADE Shows

Bad Axe, Mich. (Fair), all this week; Emmett County Fair, Petoskey, Mich., Sept. 14-18, follows Alpena.
P.S.: Space now being sold for Rides, Shows and Concessions at the KALAMAZOO FREE FAIR, SEPT. 27-OCT. 2.

DARROW AMUSEMENTS LAST CALL FOR LAST CALL

Michigan's Largest Labor Day Celebration

MICHIGAN CENTER, SEPTEMBER 4-5-6

Played to estimated 20,000 to 25,000 people last year.

Cookhouse or Grab, Long and Short Range Gallery, Stock Stores of all kinds. One or two small Mechanical or Grind Shows. Also non-conflicting Rides. Will book, buy or lease A-1 #5 Wheel. Holding contracts for three more Fairs and four Celebrations to follow.

DARROW AMUSEMENTS

Jackson, Mississippi

M. A. SRADER SHOWS

Want People for Girl Show, have complete frame-up. Want capable Merry-Go-Round Foreman. Will book any Ride I do not have. Want Agent for Pan Game. Will book Ball Game, Guess-Your-Age and Novelties. Dodge City, Kansas, Fair, week of Sept. 8; Beaver, Okla., Fair, week of Sept. 18; Gaymon, Okla., Fair, week of Sept. 20; Boise City, Okla., Fair, week of Sept. 27.
M. A. SRADER, St. Francis, Kansas, Fair, week of Aug. 30.

ORANGE BLOSSOM SHOWS

Wanted for Dillsboro, Ind., Labor Day Celebration, Sept. 1-6; Carrollton, Ky., Sept. 8-11; Elizabethtown, Ky., Fair, Sept. 20-25; then south.

Stock Concessions of all kinds. Photo, Ball Games, Fish Pond, Duck Pond, Bowling Alley, String Game, Bumper, Short Range, any Stock Concessions or straight sales. Any Grind Show with own outfit. Rides not conflicting. Ride Help—First Man on Wheel and Swing. Join now, get your winter B.R. at the big Elizabethtown, Ky., Fair. All replies:

Dillsboro, Ind., this week. A. P. Hinnant or W. H. Myers.

P.S.: Jack, Casey said come on.

RALPH DECKER presents

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

WANT FOR ROUTE SOUTHERN FAIRS, STARTING ELIZABETH CITY, N. C., SEPT. 6 TO 11
WANT Man for Snake Show, will furnish complete outfit; Man with Stock to take over Monkey Show. Can place A-One Girl Show; you must have three or more girls, or will place Three Girls on Office Show.

WANT Front Man, Herman Dillon, wire. Also Tattoo Artist and Freak to feature. Address Lew Alter.

Place Ride Men, Semi Drivers, Ticket Sellers, Canvas Men, Useful Show-people, Boys to handle outfits.

Concessions all open, no exclusive our fairs, but we protect you and do not overbook. Can place Age, Scale, Grab, Long Range Gallery, Duck Pond, Cork Gallery, Palmistry, any Concession that works for stock. Place some Percentage if you have line stores to go with it. All answer

RALPH DECKER, Gen. Mgr.
 NEWPORT NEWS, VIRGINIA.

MAJESTIC GREATER SHOWS

CAN PLACE FOR WAVERLY COUNTY FAIR, WAVERLY, VA., SEPT. 6-11; NANSEMOND COUNTY FAIR, SUFFOLK, VA., SEPT. 13-18; MONTGOMERY COUNTY FAIR, TROY, N. C., SEPT. 20-25, AND FIVE OTHER FAIRS TO FOLLOW

Sensational Free Act for eight weeks' work.

Concessions of all kinds. Everything open.

Grind Shows with own equipment. Talker and one more Girl for Girl Show. Bobby Gerry can place Magician who can M. C. Good reliable Talker for Side Show.

Address **SAM GOLDSTEIN, Richmond, Va., this week**

H. B. ROSEN

A M U S E M E N T S

WANT WANT WANT
FOR HICKMAN, KENTUCKY, LABOR DAY CELEBRATION SHOWS—Want Side Show, have 20x80 top with 110 feet banner line. What have you to put inside? Want Girl Show, will furnish 20x40 top with panel front. Want reliable Man to take charge of Animal Show. Will book Fun House, Glass House, Motordrome. RIDES—Want Second Man for #5 Ferris Wheel. Will book one more Ride, Octopus, Tilt or Spitfire. CONCESSIONS—All legitimate Concessions open. Have good opening for Frozen Custard, Long Range Gallery, Cigarette Shooting Gallery, Candy Floss. All replies to

H. B. ROSEN

Dawson Springs, Kentucky, this week; Hickman, Kentucky, to follow.

HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

Want for Luray, Va., Fair and Labor Day Celebration
 Band Concerts, Parades, Fireworks, Free Acts Day and Night.

Want Concessions of all kind. Good opening for Popcorn, Candy Apples for balance of season. Can place Custard, French Fries, Eating and Drinking, Scales, Age, Novelties, Ball Games and Stum Concessions of all kind with a few choice Concessions open. Jimmy Cyr, Big Six Rudy Rivers or anyone that has been with me before, get in touch. Have Buddy Braden here as patch. All percentage open. Have complete outfit for Girl Show with two or more girls. Want Foremen for Ferris Wheel, Smith & Smith Chairplane, Octopus, Blackie Edwards, get in touch with me at once. Also Second Men on all Rides. Top salary and long season. Our Fairs start Labor Day, ending November 15. All wires to **FRANK HARRISON, Owner and Manager, Fredericksburg, Va., this week; then as per route.**

WANTED SIDE SHOW TALKER OR INSIDE LECTURER

Salary or P. C. Doc Jones, Frankie or Skeets, answer by wire.

MICKEY MANSION
 Gem City Shows, Elkhorn, Wis.

JOE STARR SHOWS

WANT SEPT. 1-6 FOR HOT SPRINGS MARDI GRAS, FOUNTAIN LAKE

Concessions of all kind, what have you? Cook House, Ball Games. Book Shows with own transportation, Girl Show, Jig Show, Side Show or any Show. Will book Merry-Go-Round. Have 8 Rides. Out all winter in Texas cotton. Big one to follow. Fairs and Celebrations.

JOE STARR, Manager
 HOT SPRINGS, ARK.

WANT FOR DAVIES CO. FAIR, OWENSBORO, KENTUCKY, SEPTEMBER 6-11

STOCK CONCESSIONS, FUN HOUSE. ALL WIRES:

E. E. FARROW, Mgr.

WALLACE BROS.' SHOWS

FRANKFORT, KENTUCKY, THIS WEEK

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT
Can Place for BOONVILLE, IND.

Sunday, September 5, and Labor Day, September 6.
 Biggest Celebration in Southern Indiana, followed by Ohio County Fair, Hartford, Ky., Wednesday, September 8, to Saturday, September 11, incl. Concessions of all kind, no exclusive.

Any Shows with Own Outfit. Especially interested in Good Girl Show. Can place Help on all rides. Must be Semi Truck Drivers. For long season south contact

C. C. GROSCURTH, Gen. Mgr., Blue Grass Shows

All this week, Tell City, Ind. Sunday and Monday, September 5 and 6, Boonville, Ind.; Hartford, Ky., Fair, September 8 to 11.

JOHN R. WARD SHOWS

Want for Kentucky State Fair, Louisville, Ky., week starting Sunday, Sept. 12, and other Southern Fairs

High-class Organized Colored Revue with Band; office salary. Man to Operate Snake Show. Want Fat Show and Glass House.

Ride Foremen for Fly-o-Plane, Scooter and Merry-Go-Round. Jack Pugal wants Roll-o-Plane Foreman. Want Trainmaster, Train Help and Tractor Driver, Sign Painter. Want Bookkeeper.

Place all Stock Concessions. Want Man and Wife to operate Frozen Custard Machine, also Man to operate Grab outfit. Phil Maynard and Johnnie Beem, wire me. Aberdeen, S. D., this week; then Louisville, Ky.

ROYAL EXPOSITION SHOWS

Waynesboro, Georgia, this week; Sylvania, next week; Millen, Georgia, week Sept. 13 to 18. Followed by six weeks of Georgia Fairs, beginning at Baxley, Georgia, Sept. 20. Then Florida for the winter. We play the Tavares, Florida, Fair and Armistice Celebration, week of Nov. 8 to 13, which will be one of the biggest Armistice weeks in the South.

Want all kinds of worth-while Shows with own outfits and transportation. Also Octopus, Fly-o-Plane and Tilt. Want Frozen Custard, Penny Arcade, Potato Outfit, Balloon Darts, etc. Can also use several first-class Kiddie Rides (no Mitt Camps or Flats wanted). Want Man to take charge of neatly framed Grab. Note: Tag and Jones Boys, Pin Store is open; contact Splinter at once. All address as per route.

YAZOO NEGRO FAIR ASSOCIATION

Is about to complete its \$100,000.00 exhibit building.

Now want Carnival, not less than six major rides, six shows and fifty legitimate concessions. Dates—October 18-23.

R. J. PIERCE, Secretary
 Yazoo City, Miss.

JOHNNY J. DENTON SHOWS

UNIT #2

GOING BACK TO THE COAL FIELDS.

Wheelwright, Ky., this week; Jenkins, Ky., Big Labor Day Celebration, week of Sept. 6.

WANT

WANT

WANT

CONCESSIONS—Cookhouse, Lead Gallery, Candy Apples, Cotton Candy, Novelties, String Game, Coke Bottles, Ball Games, Custard or any Stock Concession. A few choice exclusive Concessions open, such as Nail Joint, Set Joint, Buckets, Swingers and Blowers. SHOWS—Have Tops, P.A. Sets and Banner Lines, what have you? HELP—Help wanted in all departments. Foremen for Wheel and Chairplane. This show carries seven office-owned Rides. Will book Fly-o-Plane, Spitfire or any Ride not conflicting. FOR SALE—One 50 Kw. Transformer with jacks and a frame. First \$500.00 takes all. All Replies to **J. A. SPARKS, WHEELWRIGHT, KY.**

BIGGEST DATE ON EASTERN SHORE

LAUREL, DEL., SEPT. 13TH TO 18TH

WANT RIDES—Independent or a set. CONCESSIONS—French Fries, Custard, Grab, Ball Games, Popcorn, Candy Apples, Pitch Tilt Win, Hanky Panks; any legitimate Concessions. SHOWS—Clean Shows with own transportation. No grift or gypsies.

LEO REILY, Mgr., GOLDEN RULE SHOW, UNIT No. 2
 MT. UNION, PENN., THIS WEEK

BARNEY TASSEL UNIT SHOWS

Want Shows of merit and legitimate Concessions of all kind. Week Sept. 6, Gloucester, Va. Fireworks displays, etc. Week Sept. 13, Orange, Va. Right in heart of town. Can place Foremen for Merry-Go-Round and Roll-o-Plane. Write

This week, Bowling Green, Va.

MID-WESTERN EXPOSITION

WANT—For the following Fairs and Celebrations: Mercer County Fair, Princeton, Mo., Aug. 30 to Sept. 1, on the Square; Worth County Fair, Grant City, Mo., Sept. 2 to 4; Manes Picnic Celebration, City Streets, Manes, Mo., Sept. 8 to 11; Conway County Fair, Morrilton, Ark., Sept. 13 to 18. Followed by Fairs and Celebrations thru Arkansas, Mississippi, Louisiana and Texas. Cut until Dec. 1. Opening Feb. 12, 1949. Long season, best of treatment. No panics or Rubes here.

RIDES—Place any not conflicting. Will buy for cash or book, Kiddie Autos, Double or Single Loop, another Ferris Wheel, Place Pony Ride and Kiddie Planes. Must be A-1; no junk.

SHOWS—Posing, Animal, Snake, Monkey, Fun House or Glass House, Cash for 20x30 or 20x40 used Top.

CONCESSIONS—Palmistry, Cookhouse, Photos, Bingo, Custard, Long or Short Range Galleries, Pop Corn, Weight and Ace, Novelties, Cork Gallery, Darts. Bob Bullock can place Agents for Skillos and Roll Downs; also want Percentage and Hanky Panky Agents, office owned Concessions. Those that can't stand prosperity, please don't waste my time. No agitators or Managers needed. I advertise the spots and I play them. Watch our route. Jealous competitors, please note. All wires and correspondence to

R. T. BULLOCK Public Relations
TED WOODWARD, Owner and Gen. Mgr. Per Route.
OCTAVIO PEDRERO General Representative

ALAMO EXPOSITION SHOWS

Can place for remainder of season, consisting of **TEN FAIR and CELEBRATIONS**

Penny Arcade, Custard, High Striker, Novelties and Hunky Panky. Will book Wild Life, Iron Lung, or any Grind Shows that do not conflict. Have frame-up for Snake Show. Have 12-Car Ride-O for sale, now in operation. Capt. Allen wants Acts for Side Show. Can place Coupon Store Agents.

Contact:

JACK RUBACK as per route
 Salina, Kan., Fair, Aug. 30 to Sept. 3; Coffeyville, Kan., Free Fair, Sept. 6-11; Miami, Okla., Fair, Sept. 13-18; then for our Texas Fairs.

WE ARE NOW BOOKING ATTRACTIONS FOR 1949 BATTLE OF FLOWERS ON THE STREETS OF SAN ANTONIO, TEX., NEXT APRIL.

A.M.P. SHOWS
Juggly

LAST CALL UNIT #1 **LAST CALL**

SPACE LIMITED • MAMMOTH LABOR DAY CELEBRATION • SPACE LIMITED
 BANDS • 100 FIRE COMPANIES CELEBRATING • PARADES

CAN PLACE—Dart Stores, Novelties, Ball Games, Cat Racks, String Games, Fish Ponds, Lead Gallery, Penny Pitch, Hoop-La, Pitch-Till-U-Win, High Striker, others not conflicting. Have good opening and proposition for Animal, Wild Life, Monkey, Snake or Crime Show. Sherry wants Girls for Posing and Girl Shows. "Custard Blackie" Lowe, contact at once.

All replies:

A. M. PODSOBINSKI
 This week, Masontown, W. Va.; next week, Grafton, W. Va.

GEORGE CLYDE SMITH SHOWS

WANT

Ball Games, Fish Pond, Duck Pond, Penny Pitch, Hoopla, Penny Arcade. Want Girl Show, Wild Life, Crime Show, Side Show. Want General Ride Help, Truck and Semi Drivers. Showing Johnstown, Pa., this week; Patton, Pa., Firemen's Celebration, next week.

C. A. STEPHENS SHOWS

WANTED

Concessions that work for stock. Agents for Grind Stores and Turn-Arounds. Floss, Snow, Custard, Palmistry. No telephones answered.

SHOWS—Any show of merit. Can place good Girl Show with wardrobe.

RIDES not conflicting.

Craig County Fair, Yukon, W. Va., this week; New Castle, Va., next week.

GIRLS — TALKERS — GIRLS

FOR GIRL SHOW AND POSING SHOW

Want two Hula Strip Dancers and two Girls to feature in Girl Show. Salary, \$75.00 week. Talker, \$80.00 week, starting Sept. 10, Saginaw, Mich. Write or wire:

F. W. MILLER
 Bad Axe, Mich., Sept. 1 to 4; then Saginaw, Mich., Sept. 7 to 14.

WANT GIRL SINGER WANTED

Also Man for Kiddie Boat Ride. Also Boys for Girl Show Top. Tex Thomas in charge.

Address

RAYNELL

Care Cetlin & Wilson Shows, Indianapolis, Ind., this week.

CAVALCADE OF AMUSEMENTS

Can Place Sober and Reliable Colored Porters for Train

CONTACT:

- AL WAGNER, MGR.

DANVILLE, ILL., THIS WEEK; E. ST. LOUIS, ILL., NEXT WEEK.

PEERLESS CELEBRATION AMUSEMENTS

Playing Terra Alta, W. Va., Labor Day Sept. 6 to 12; Community Park, Benefit Junior Chamber of Commerce.

WANT Ride Help, Foremen or Second Men for Ferris Wheel and Merry-Go-Round. Drivers preferred. Good treatment. Long season south. Concessions of all kinds open, including Pop Corn, Apples and Floss. We don't overload. Book Rides not conflicting. All wire:

Friendsville, Maryland, this week; then Terra Alta, W. Va.

FOLK'S CELEBRATION SHOWS

Want at once for Five County Fair, Sept. 8 to 12 inclusive, Santa Fe, New Mexico; 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.

Want Circus Acts for Balance of Season

FIRST-CLASS UNIFORMED CIRCUS BAND, ELEPHANT ACT, TRAMPOLINE ACT, HIGH FLYING CASTING ACT, TRAPEZE ACTS, BUCKING MULE AND CLOWNS. WANT THREE GOOD FEATURE ACTS.

Want Canvas and Seat Men.

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

Clayton, New Mexico, this week; or permanent address. BOX 1005, Albuquerque, New Mexico.

Morris' Hannum Shows
One of the Great Eastern Shows

RIDE HELP WANTED

Capable Foreman and Second Man for Rocket, Wheel, Octopus, Merry-Go-Round, Chairplane and Tilt-a-Whirl.

Don't write, come on.

Flemington, N. J., Fair now; Northampton, Pa., Fair, Sept. 8 to 11.

McBRIDE BROS.' SHOWS

WANT SHOWS

Side Shows, Mechanical, Fun House, Minstrel, any Show of merit. Girls for Jack Tilley Dancing Girls quick. Ride Help experienced on Wheel, Ridee-O, Chairplane; must be sober. Agents—Can place good, sober Agents. Rides—Will book Roll-o-Plane with transportation. Oceana, West Virginia, this week; other good dates to follow. Wire or phone

WOODY McBRIDE, Mgr., or BILLY BURTON, General Representative

WANT

AMERICAN EAGLE SHOWS

COOKHOUSE FOR BALANCE OF SEASON. ALSO PEA POOL, RAT GAME, PAN GAME, BASKET BALL, JEWELRY, HIGH STRIKER, SCALES, ACE, LONG RANGE GALLERY, SHORT RANGE GALLERY, CORK SHOOTING GALLERY. WILL BOOK GIRL SHOW, MECHANICAL SHOW, ANIMAL SHOW; ALSO SOFT DRINK STANDS. Guarantee you 16 weeks in Mississippi, 8 bona fide Fairs. Contact:

DANNY ARNETT, MGR.

Rosedale, Miss., this week; then per route.

GREAT WESTERN SHOWS

Will furnish complete outfit for Athletic Show if you have talent. Wire at once. Can place Ball Racks and Stock Concessions of all kinds. Address, DeSoto, Mo., August 30 to September 4; then the Cotton Country.

CARAVELLA AMUSEMENTS

10 Rides Rolling Bigger and Better 10 Shows

NEXT WEEK ARMSTRONG COUNTY FAIR, SEPT. 6 TO 11, FORD CITY, PA.

LIMITED AMOUNT OF SPACE OPEN

ALL CONCESSIONS OPEN

ALL CONCESSIONS OPEN

THIS IS THE ONE YOU HAVE BEEN WAITING FOR

CUMBERLAND COUNTY FAIR, SEPT. 13 TO 18, CUMBERLAND, MD.

BOOK NOW — LIMITED AMOUNT OF SPACE OPEN

ALL CONCESSIONS OPEN

ALL CONCESSIONS OPEN

RIDE OWNERS—We can use several more Rides for this fair.

RIDE HELP needed on all rides.

SHOWS—Have Tops and Banner Lines, also P. A. Sets for any Show.

ATTENTION—Bill Owens, please contact me at once.

FRANK CARAVELLA, Owner and Manager

This week, Philipsburg, Pa.; Sept. 6 to 11, Armstrong County Fair, Ford City, Pa.

CARNIVAL WANTED

SEPTEMBER 21 THRU 25

HORSE RACES DAILY

WATER FOLLIES AT NIGHT

WEST TEXAS EXPOSITION & RACE MEET

M. D. FANNING, MGR., SAN ANGELO, TEXAS

WANTED

SHOWS AND CONCESSIONS

For Big Labor Day Celebration, September 4, 5 and 6. Under strong labor union sponsorship at Memorial Stadium Park,

Terre Haute, Indiana.

FREE GATE

RUMBLE AMUSEMENT COMPANY

D. T. RUMBLE

General Delivery

Terre Haute, Indiana

WANTED WANTED WANTED AMERICAN LEGION POST 322, WEBB CITY, MO.

Wants first line Carnival with several Rides and Concessions for Webb City Fall Festival, week of September 20th or 27th. Contact

GLENN RUSK SR.
Cartersville, Mo.

or

TEX ALEANDER
R. R. 1, Webb City, Mo.

JAMES E. STRATES WANTS

Assistant Electricians and Tower Men, capable man to handle Neon and Fluorescent Lighting on large scale. Merry-Go-Round and Rotoplane Ride Help, come on.

CORTLAND, N. Y., THIS WEEK; BATH, N. Y., WEEK OF SEPT. 6TH.

LONE STAR SHOWS WANT

RIDE HELP—Foremen for Roll-o-Plane, Merry-Go-Round and Octopus. Salary \$60 a week. GOING SOUTH AND OUT ALL WINTER. Concessions, come on at \$15.00 a week.

Francisville, Ind., Aug. 30 to Sept. 4; Rochester, Ind., Street Fair, Sept. 5 to 12.

All mail and wires to

J. R. McSPADDEN

TIVOLI EXPOSITION SHOWS

Want Shows and Concessions for following Fairs: Cresco and Webster City, Iowa; Butler, Mo.; then south six weeks in the heart of the cotton country. Want Shows with or without equipment. Can place several legitimate Concessions. What have you? Will be out until Nov. 1. Contact:

H. V. PETERSEN

Cresco, Iowa, this week; Webster City, Iowa, next week.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Hiram's Old Home Week Hits Jackpot

HIRAM, Me., Aug. 28.—Week-long 12th annual Old Home Week and Fair held here recently played to big crowds and business, Albert F. Ward, committee member reported. Midway included Molly's Shows, Freddie Ditman's beano and a free act in addition to 5 rides and 22 concessions. American Legion Post, celebration sponsors, and Veterans of Foreign Wars Post had their own concessions and one show also was on the midway. A horse-pulling contest the final day and a half-mile-long parade were among features.

El Cerrito Fiesta Program Arranged

EL CERRITO, Calif., Aug. 28.—A total of nine service, civic and veterans' organizations are sponsoring the Fiesta Celebration to be held here September 13-19. Several shows have been inked for the celebration and a number of others are expected to be contracted.

All proceeds are to be used for child welfare work in the city under the direction of the El Cerrito Youth Foundation, Inc. Neil J. Brodsgar is promotional director.

Perry's Cherokee Acts, Program Set

PERRY, Okla., Aug. 28.—An RCA-approved rodeo has been added to the program for the Cherokee Strip Celebration here, September 14-16, with two performances slated for the final two nights.

Sunflower State Shows have been awarded the midway contract. Other features will include Oteo Indian dances, a parade offering \$500 in prizes, fireworks, square dance festival, horseshoe pitching and old fiddlers contest.

Firemen's Fall Festival LENA, ILLINOIS

SEPTEMBER 9, 10, 11, 1948

Want Shooting Gallery, Photo Booth, String Game, Bumper, Cat Rack, Coke Bottle, Cigarette Gallery, or what have you?

H. V. WALES, Secretary
LENA, ILL.

FOR SALE

Neat 10x10 Sit Down Grab. Can be used as small Cookhouse. Coffee Urn, Hot Plate, Bottled Gas, 3 Griddles, Gasoline. Operating now—new top. Can be seen at Guthrie, Tenn., this week; Lebanon, Tenn., next. Sickness reason for selling.

C. J. CHERRY
c/o WHITE'S RIDES

HARRIS UNITED SHOWS WANT

Largest Labor Day Celebration in the South, Christ King Church Annual Festival, Ft. Smith, Ark., week Sept. 6th; Pine Bluff, Ark., week Sept. 13th; Ashley County Fair and Fat Stock Show, Hamburg, Ark., week Sept. 20th; Winn Parish Fair, Winnfield, La., week Sept. 27th; Claiborne Parish Fair, Haynesville, La., week Oct. 5th; Webster Parish Fair, Minden, La., week Oct. 11th, and all Fairs until December 1st.

Want account disappointment, flashy Bingo, large Cookhouse or good Grab, Long Range Gallery, Custard, Hi Striker, Hanky Panks, Age, Scales, Bowling Alley, Slum Blower. No grift, no gypsies. RIDES—We have nine modern new Rides. Will book Spitfire, Tilt, Dark Ride, Penny Arcade, Mechanical City, Side Show. Good Jig Show with own equipment will get money on this route. RIDE HELP—Place few capable Foremen and Second Men that can drive. FOR SALE—50 Kw. Transformer with cutouts and jacks, tower, \$400.00. 1947 Supe. Roll-o-Plane, as new, terms to reliable party. We have two. Can be seen in operation.

Address:

A. C. HARRIS, Mgr.; M. J. MIKE DRESSEN, Gen. Rep.
Collinsville, Okla., Fair, this week; then per route.

Silver STATES SHOWS

WANT FOR BALANCE FAIR SEASON AND TOUR SOUTH

No. 1 Unit, Arthur, Nebr., Fair, Sept. 1-3; Natoma, Kans. (Labor Day Celebration), Sept. 5-6; Sylvan Groves, Kans. (Fair), Sept. 8-11, and then the Kass County King Korn Carnival, Sept. 15-18, at Plattsmouth, Nebr. (35,000 last year). Those booking now given preference for limited space on Plattsmouth streets.

No. 1 wants Foremen for two-abreast Parker and Octopus, top wages and bonus; Second Men on all Rides. Come on. Good proposition for Cook House or Sit Down Grab, Floss, Snow, Apples, Photos, Basket Ball, Custard, Fish Pond, String Pond, Darts and Hanky Panks of all kinds. Worth-while Shows with own outfits. Will place one Major Ride. Can place Skillo and Count Store Agents.

No. 2, Chambers, Nebr. (Fair), Sept. 2-4; Rockport, Mo. (Fair), Sept. 8-11; Villisca, Ia. (Jubilee Celebration), Sept. 15-18.

No. 2 wants Ride Men for all Rides. All kinds of Stock Concessions. Shows with own outfits. Capable Agents for Hanky Panks and Grind Stores. Can place one Major Ride. Now organizing unit for Southern tour of cotton territory. Closing on the Gulf Coast in December and opening '49 season in February. Good proposition for two Major Rides for Southern unit. Concessions joining now given first preference on Southern tour. Will place worth-while Shows with own outfits. Call or wire

NO. 1, JIM CARPENTER; NO. 2, HARRY RICHMAN

PINE STATE SHOWS

WANT FOR MACON, GEORGIA, LABOR DAY CELEBRATION

All Eating and Drinking Concessions open. Sell the X Custards, Popcorn, Photo, Cook House that caters to show people. All Stock Concessions open. Good deal for Penny Arcade. Shows of all kind not conflicting. Want Roll-o-Plane, one Flat Ride, two Kiddie Rides. Will give three weeks in Macon, Georgia; two weeks in Thomas, Georgia, and six Florida Fairs, closing in December, reopening with six more Florida Fairs in January. Ride Help, come on. Counter Man for Bingo, Smiley, contact Tom Hale. Ice Cream Stands open. All address:

STANLEY ROBERTS
MACON, GA.

SOUTHERN STATES Shows

"AMERICA'S CLEANEST CARNIVAL"

WANT FOR BALANCE OF SEASON

Which last until in December, for the best Fairs and Still Dates in Georgia and Florida. Few more Stock Concessions. Man and Wife to handle small Cook House, or will book one. Want Ride Help who can and will work, also drive truck. One or two more Shows with own outfits. All answer to

JOHN DAVIS

Long Beach, Panama City, Florida, until Sept. 6; then Madison, Florida, Sept. 11-16.

IT'S LATER THAN YOU THINK

Duerlein - Craig Pairs Team Set For Pa. Series

PITTSBURGH, Aug. 28.—Ada Duerlein and Donald Craig, of Lexington Skating Club here, who won the national amateur intermediate pairs skating title at the recent championships of the Roller Skating Rink Operators' Association of the United States at Cleveland, will begin a series of skating exhibitions in Pennsylvania starting September 1.

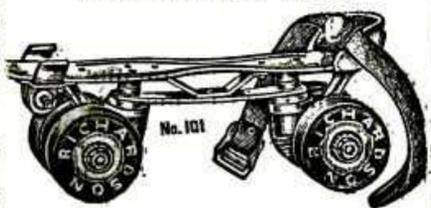
On that date they will appear at Arena Roller Rink, Washington, to be followed by dates at 12th Street Rink, Erie, September 12; Ringing Rocks Park Rink, Pottstown, September 19, and Lexington Roller Skating Palace, Pittsburgh, September 21.

The Lexington exhibition will be the highlight of the fall get-together at H. D. Ruhlman's rink, featured by novelty numbers and an extra half hour of dancing. Ruhlman recently notified his 25,000 club members of scheduled September activities. Ordinarily closed on Mondays, the rink will be open for matinee and evening sessions on Labor Day (6). Advanced dance classes resume the week of September 5, while the beginners' dance school starts September 7. The dance and figure-skating class for beginners and advanced skaters begins September 8 under the direction of Edna Betz, rink pro.

Lexington's evening rate is 65 cents, while Tuesday, Thursday and Saturday matinees cost 35 cents. The charge for Sunday afternoon sessions is 50 cents. Special Saturday morning children's sessions cost 20 cents. Shoe skates rent for 25 cents.

Mrs. Clarence Bass (Mary Carlton), who with her husband forms the Skating Carltons team with Rogers Bros.' Circus, is returning to the show after giving birth to a nine and one-half pound daughter, Flora Lou, August 22 in Good Samaritan Hospital, Watertown, N. Y.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884

3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

SKATING RECORDS
with
STANDARD DANCE TEMPOS

Write for Complete List

SKATING RHYTHMS RECORDING CO.
P. O. Box 1838. Santa Ana, Calif.

RIEDEL ★

The Accepted Leader in

SKATING SHOES

Riedell Sportshoe Co. Berkeley 2, Calif.

Conga Contests Luring Them to National Arena

WASHINGTON, Aug. 28.—Ralph Canary, manager of National Arena here, reported this week that a series of conga contests for skaters has boosted business considerably. The contests are run off on Friday nights and prizes are awarded to the best teams of four skaters.

Judges are picked from the audience for each contest. Canary stated that a recent judge who enjoyed himself was Watson Miller, U. S. immigration commissioner.

National Arena is planning a special party September 15 to celebrate the 10th anniversary of America on Wheels, chain of rinks, of which it is a link. Games and contests will be featured.

Biz Is Where You Work for It, Says Ludwig of Parkview Spot

CARROLL, Ia., Aug. 28.—"The skating business dies out faster than any other amusement or sport and unless an operator's eyes are open and he takes advantage of every opportunity, he will soon have his rink rented out for a garage or whatever he can get in it." That is the belief of Charles C. Ludwig, owner of Parkview Roller Skating Palace here, who is operating successfully on a year-round basis.

An operator of roller rinks for many years in Iowa and other States and with experience in the theater field, both indoor and outdoor, Ludwig tries to keep weeks ahead of his skaters with new ideas that will keep them coming to the rink. Ludwig believes that if he derived no other benefit from his theatrical experience other than his appreciation of the value of advertising he has been well paid. He is a firm believer in tub-thumping and says that a lot of properly placed advertising and persons friendly to him and his business are necessary for successful operation.

On the matter of sticker-savers, Ludwig is an enthusiastic booster. "Hardly a day goes by that I do not receive letters for stickers," he relates. "It may be a bothersome detail to some operators, but it will pay for itself, even tho the requests come from other States. Many times carloads of cross-country tourists stop at the rink and tell me that a certain sticker-saver recommended; that they visit my rink."

Get the Juves, Spectators

"No rink can stay in business long unless it goes after the juvenile business and the spectators," says Ludwig, and he emphasizes the importance of the latter. "Spectators may never skate," he says, "but if you can get them into your rink often enough, they will boost for you and will purchase skating equipment for birthday and Christmas gifts, etc. I make it a practice to get spectators into the Palace, and even advertise for them. As to juveniles, they are an absolute must on an operator's list, Ludwig maintains. "The older skaters will leave you flat and never come back," he says, "but the kiddies keep coming, and as they grow up they are your nightly customers."

Ludwig finds that it pays him big

RSIA's Committeemen Urge Industry Co-Operation in National Ballyhoo Program

Mags, Press, Films, TV, Radio, Cartoons Lined Up

CLEVELAND, Aug. 28.—It is too late for a "wait-for-developments" attitude on the part of the roller skating industry in connection with the Roller Skating Institute of America (RSIA), the non-partisan public relations campaign that is being sponsored by operator associations, independent operators and manufacturers, according to members of the institute's manufacturers' committee. Already, the committee re-

ports, Irwin N. Rosee, of the New York public relations firm of News Alliance, is at work on the project, and the first publicity break is expected to appear soon in Liberty magazine.

The committee, composed of Max Hyde, of Hyde Athletic Shoe Company, Cambridge, Mass.; Joseph F. Shevelson, Chicago Roller Skate Company, and Grant L. Fuller, Roll-Away Skate Company, Cleveland, is charged with collection of funds and the disbursements for the campaign, which is to cost \$35,000. More than \$20,000 has already been pledged. The committeemen urged this week that all who have not contributed to the fund do so as early as possible, pointing out that the success of the campaign depends upon the co-operation of all. Money may be sent to any one of the committeemen.

The needs and objectives of the campaign may best be illustrated by a reply by Fuller to a recent letter from a manufacturer who had been asked to contribute. Fuller's letter, in part, said:

"... I wish to say that there is no criticism whatsoever for your statement in regard to your company policy of long standing. Your stand is very much the same as ours has always been because in the past there have been so many 'half-baked' (See IT'S LATER on page 80)

SKATE CASES AT A NEW LOW

- ★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.84 Doz. Sample \$2.47.
- ★ ALL ALUMINUM CASE—"The Feather weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$8.50 NOW \$38.00 Doz. Sample, \$3.00.

L & L PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.

Write for price list.

FOR SALE

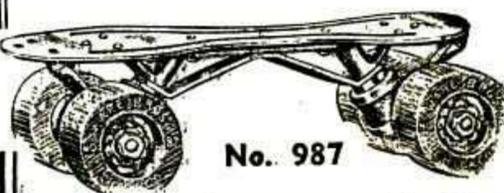
50x120 complete Portable Rink: Campbell tent, used 5 1/2 months; 33/32 Maple flooring, new skates. Can be seen on location in Kankakee, Ill. A-1 condition. Also building, 60x134, located at Cantor, Ill. Home in connection. Will sell with or without equipment. Good business. Good reason for selling.

GEO. R. YOUNG
P. O. Box 133; Kankakee, Ill.

WE BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Sizes, Condition and Quantity.
Also Best Price.

JOHNNY JONES JR.
51 Chatham St. PITTSBURGH, PA.

It's a PLEASURE to ROLLER SKATE on



"CHICAGO" RINK SKATES

They're true and easy with a wide range of action. TRY THEM!

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

Manufacturers of All Kinds of Roller Skates

AMASPRO RINK GRIP

The MIRACLE

PLASTIC FLOOR RESURFACER
Eliminates dust and preserves the floor. Enthusiastic and satisfied users throughout the United States say AMASPRO RINK GRIP is the most outstanding surfacer they have ever used. Ask for it by name.

AMASPRO RINK GRIP
FOR COMPLETE INFORMATION WRITE TODAY.

The
AMERICAN ASBESTOS PRODUCTS CO.
8001 Franklin Avenue Cleveland 2, Ohio

FOR SALE

PORTABLE SKATING RINK

MUST BE SOLD BY SEPT. 15TH.
Size: 115x50'; Maple floor, sanded once, 100x50'; 850 pair Chicago skates, 70 pair shoe skates all in good condition, 12" sander, skate grinder, P.A. system, turntable, speakers and records, 2 case wheels, 1 case toe stops, plenty parts and tools. Changeable flash instructing board, Neon signs, colored lighting system, center pole drapes, drink box, 10x20 counter, guard railings, learner's frame, horses and turtles for racing, spectator and skater seats. Green tent, orange and blue trim. Two years old. Has to be sold by Sept. 15. YOURS FOR \$5,500.00; ACT NOW. Come look at this Rink. This is a real buy. W. R. JONES, P. O. Box 531, Griffin, Ga. Telephone 3574

FOR SALE

Portable Rink, 45x90, Fireproof Tent with Chairs; good floor, 3x10 sections. New P.A. System and Records. Now in operation. Good Skate House. Will sell reasonable. Can use experienced and reliable man and wife to operate my rink here. Has been closed since July 1. Will re-open soon.

LACY MYERS

BOX 2145, OAK RIDGE, TENN.
Phone: Oak Ridge 57517, or Harlan, Ky., 749.

GilAsh

Why not have the best?

SKATING BOOTS
GEO. GILLIS SHOE CORPORATION
FITCHBURG, MASS.

Professional Instructor WANTED

Married couple preferred. Salary and commissions. Good opportunity for right people.

Utica Roller Drome, Inc.

147 N. Genesee St. Utica, N. Y.

FOR SALE OR TRADE

Comp. Ford Roller Rink, 70 by 150 ft.; year round business. 2 1/2 acres of land, picnic grounds, 200 pairs skates, 100 pairs shoe skates, grinder, etc. \$20,000.00. Will trade rink and cash for a better rink. For further information write
PAUL MCGANNON, Rt. 1, Box 119, Tyler, Texas.
Phone 9176W2

RINK ORGANIST

Experienced in Roller Skating Metronomed Music for large Rink in Pennsylvania. Metropolitan area. Write, stating age, experience, salary, etc., to:

BOX D-30

c/o The Billboard, Cincinnati 22, O.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write

PERRY B. GILES, Pres. Muskegon, Mich.
Curvecrest, Inc. Originator and Sole Distributor.

FOR SALE

Portable Rink, 40x104; Campbell Tent, good maple floor, complete foundation, Chicago skates, grinder sound system, etc. Now operating. \$4500.00

W. P. MARTIN

527 Byrne St. Houston 9, Texas

Start the Season Right!

Sell them Rawson's Skating Books. We operate non-profit. Heavy Discounts

RAWSON ASSOCIATES

Box 310, Asbury Park, N. J.

It's Later Than You Think; Urges Co-Operation

(Continued from page 79)

schemes for roller skate promotion. "Today the picture is different. Rink roller skating enjoyed an upward unparalleled volume, starting in 1936, but it ended in 1946. We believe that if the kids had not practically been without sidewalk skates during the war years, the drop in rink business would have been much less.

A Unified Effort

"Did not the sale of sidewalk skates practically stop a year ago? Do 75 per cent of urban youngsters roller skate? No, definitely no, but they should! We have to make the kids sidewalk roller-skate minded first in order to get a fair percentage into the rinks later. Many of us have worked hard for years to give roller skating a reasonably clean reputation. We feel that we must continue all effort to maintain and better this reputation. Up until now, there has never been a unified plan for selling roller skating in all its phases.

"In summarizing, Mr. Rosee could be called roller skating's press agent. He has the necessary affiliations to get the publicity that roller skating has long needed. He is personally acquainted with feature writers for the different publications mentioned in my previous letter, and thru them

Milam-Smith Arena Reopening Date Set

WASHINGTON, Pa., Aug. 28.—Arena Roller Skating Rink here, operated by Cecil Milam and Raymond Smith, opens its 10th season September 1 with a schedule of Wednesday, Friday and Saturday night sessions and Saturday matinees from 2:30 to 5.

A 60-cent charge for evening sessions includes admission, skates and check room service. Matinee price for children under 14 is 25 cents and 40 cents for adults.

The rink is equipped with a plastic floor and an electric organ with Ralph Shriner at the console. Special club rates are offered to groups of 25 or more skaters. Arena Bowling Parlor, operated as an adjunct to the rink, has been reopened for the season.

Dexheimer Bldg. New Spot

SPRINGFIELD, Ill., Aug. 28.—Roy Dexheimer is engaged in building a new Moonlight Gardens Roller Rink here. When completed the building will house an 80 by 180-foot floor and all modern conveniences. Dexheimer reported that a recent storm did slight damage to the incomplete building. Roy Dexheimer Jr. is currently attending a refresher course in teaching at Detroit in preparation for the fall class schedule at Moonlight.

Bill Henning says he erroneously reported himself as president and Joe Laurey as secretary of the Old-Timers Roller Skating Club of Chicago in the August 28 edition of *The Billboard*. Both are members of the club, however.

will get appropriate stories and articles published. One of the first promotions that he proposes is to have a kids' roller skating jamboree in lower Manhattan. This will, of course, get us newsreel publicity as well as newspapers nationally.

Produce or Else

"Here is how the money is being handled. We, of the committee, will advance 25 per cent of the fund to Mr. Rosee. This must be done on or before September 10. After three months, if Rosee has failed to get us the publicity that he has committed himself for, the remaining sum will be refunded pro-rata to contributors, and the program will be stopped.

"We need the support of your company. This enterprise is sound and conservative."

Rosee's latest report to the committee indicates that considerable work has already been accomplished and that he has in the works a great many plans which are bound to register favorably with the public.

In Rosee's words, "The RSIA was created for a public relations campaign. It represents a unified effort by the entire industry to use powerful media of publicity for the purpose of stimulating a roller skating craze. Obviously, if more youngsters skate in the street and more go to rinks, business will be increased. The manufacturers will be rewarded with increased revenue from the new customers.

Pitching for All Media

"What are the methods for the campaign? First of all, the magazines of national importance will be used," he said. "We have contacted writers for *Life*, *Saturday Evening Post*, *Collier's*, *Today's Woman*, *Scholastic*, *Liberty* and others. The magazine field is behind us.

"We are planning to make a series of 13 radio transcriptions by top announcers for distribution to radio stations without cost. There is also a plan to develop a cycle of television films on roller skating, also available to this medium without charge. As for the newspapers, the campaign will be solidly waged on a national scale, especially picture stories.

"Briefly, this is the skeleton outline of the campaign. News Alliance has offices in Washington and Hollywood. In the movie colony we will stage roller skating parties for the stars and create picture stories for the magazines and newspapers.

Even Medical Survey

"Already we are working on a medical survey which will emphasize that roller skating is the safest of all sports and from a medical point of view for young and old. The survey will be publicized.

"There isn't one angle we have overlooked. There are the cartoonists like Ham Fisher, creator of *Joe Palooka*; Ripley, Al Capp and others. We will insinuate roller skating into these cartoons.

"Then again, the advertising field will not be neglected. We were successful in tying up Camels last year. With a fund, we can do better.

"In addition, there is a possibility of editing a monthly booklet which will be distributed free to skaters in the rinks. This will sell roller skating, purely and simply. We are negotiating with a soft drink outfit to pay all the printing costs for this publication. "The fee for these services for the first year is small, but we are working for the second, third and fourth years.

"Our record in roller skating is 100 per cent. Without a budget we accomplished small miracles, and now we are prepared to accomplish big miracles which will result in increased sales and steadier keel in the business."

Rouge Park Drome Bucks Hot Weather

DETROIT, Aug. 28.—Despite the warm weather, Rouge Park Roller-drome here has been doing a good business since it reopened August 7, reports George Brett, operator. The rink has been closed for five weeks for a redecorating job and employees' vacations. The closing followed a successful two-night show staged by the Junior and Intermediate Figure Skating Club.

Jack Dommer is the new rink organist. A vibrato has been added to the electric organ. Classes and club activities will resume in September, said Brett, and plans are already being formed for presentation of another skating show around Christmas.

Rep Ripples

(Continued from page 45)

Ill., and will book sponsored dates soon. . . . The LaVines Show reports fair business on its current Ontario junket. . . . R. E. Rennels writes from Ogden, Utah, that he has had a pic and novelty show playing in that sector for the past two months and biz is nothing to brag about. He adds that his religious pix will make established Oregon territory under direction of his son, Wilfred Rennels. . . . Penny Players will get going on sponsored dates September 1. . . . Flye's Show has been getting fair business playing Central Wisconsin dates.

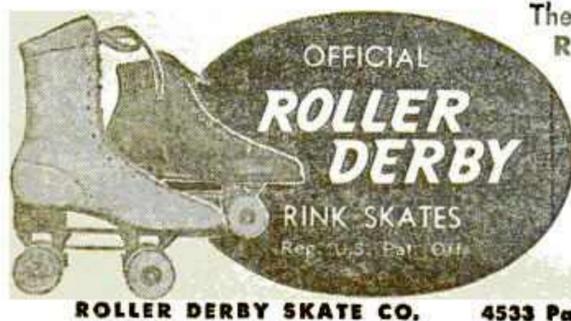
JOHN E. HARRINGTON will have a circuit of pix around Atchinson, Kan., after the middle of September. . . . Floyd's Show, featuring pix and vaude, is working to satisfactory biz in Hunt County, Texas. . . . Leland Purvell is in Moscow, Idaho, framing a hall show of three people to play Western Idaho and Eastern Washington, with opening set for September 28. Purvell worked religious pix in that territory in past seasons. He plans to add these around the holidays. He recently purchased all the film which Handler's Tex Pix Show used. Purvell will store the tent in Moscow, but will use the equipment in his hall show. . . . Bright Players will be active around Baltimore again this fall and winter. Four-people show will play sponsored dates exclusively. . . . Gitt's Show reports poor business in Northwest Oklahoma halls, with pix and vaude. . . . Ray Butler, who recently wound up a good part in *Parole*, with Turhan Bey and Mike O'Shea, is vacationing in Los Angeles and sharpening up his golf game. . . . Bennett's Pix Show has been playing Thomas, Ga., to reported good business. . . . Clover Players, a new org, will work out of Boston and Worcester, Mass., this fall and winter. Trick will comprise five people and play sponsored dates for the most part. . . . Fred T. Gill's Magic and Novelty Show is playing Central Idaho to above-average business. . . . Crowe and Dennison have framed a pic outfit which they will present around Sparks, Nev., this winter. Unit will play small town dates for two nights.

Drive-In for Bloomfield

HARTFORD, Conn., Aug. 28. — Philip W. Maher, of suburb of Bloomfield, has made application with the State police commissioner here for permission to operate an outdoor motion picture theater in Bloomfield.

Bowling Green OK for Green

BOWLING GREEN, Ky., Aug. 28.—The Silas Green From New Orleans show played to a full tent here Monday (23).



The Most Famous RINK SKATES in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROLO-WAY
Precision Dance Skates with the Patented Cushioning.

ROLLER DERBY SKATE CO.

4533 Payne Ave. Cleveland 3, Ohio

**MONEY \$\$
\$\$ MAKERS!**

**CHRONOGRAPH
Wrist Stop Watch**

Only **\$5.75** Each
6 or more **Sample \$6.75**



Sweep second hand runs or stops at click of button. Assorted dials.



389

- Written Guaranteed
- Shock and Water Resistant
- Radium Hands and Dial
- Red Sweep Second Hand
- Stainless Stretch Band Fits All Wrists
- Sparkling New - Not Rebuilt!

5% With Order - Balance C.O.D.
F. O. B. St. Louis
\$1.00 Each Extra On Orders Under Six

Amazing Sales Booster!

HOT SALES BOARD ITEM!

Never Before Have You Seen a Precision Timepiece Like This With All These Features at this LOW PRICE!

MARVEL WATCH CO.
Wholesale only
501 PINE ST. ST. LOUIS 2, MO.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2.00

All Classified Advertisements Must Be Accompanied By Remittance in Full

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act. 1948 catalog free. Kleinman, 1735 N. Bronson, Hollywood 28, Calif. se25

CATCHY POPULAR TUNE — PROFESSIONAL singers copies free. James C. Finney, 258 Kinnard Ave., Dayton, O. se4

"EMCEE" MAGAZINE — CONTAINING BAND novelties, parodies, monologs, comedies, jokes. Subscription, \$1. Emcee, 1508-B S. Homan, Chicago 23, Ill.

JIMMIE MUIRS LAUGH LINES NO. 2—M.C. Material, Comedy Bits, Patter for Radio, Acts, Hecklers. Mail dollar to Jimmie "MO" Muir, 6185 Buena Vista Ave., Oakland (18), Calif. Comedy Record, \$1.25 p.p.

"MY DREAM ABOUT YOU"—FULL ORCHESTRATIONS now available. Introductory price, 40c per copy for limited time only. Remit with order. Dealers invited. Master Melodies Music Publishers, Inc., 22 Cedar Dr., Baltimore 20, Md. se25

SENSATIONAL PARODY "MANANA" THAT is sweeping Hollywood, \$1. Hundreds of specialty songs, Gags, Blackouts, etc. Sample copies, list, \$1. Writers' Mart, P.O. Box 309, Culver, City, Calif. se4

SING "PENNSYLVANIA HILLS," "THE Merry Mound Was a Horse." Dr. Grimes, Shubert Bldg., Philadelphia, Pa. se11

AGENTS & DISTRIBUTORS

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes, each containing 25 new, entirely different Deluxe Christmas Cards with or without name imprinted. Also 50 for \$1. Free samples. Other boxes on approval. Write today. It costs nothing to try. Cheerful Card Co., 398 White Plains, N. Y. se25

AMAZING FOOT LOTION—AGENTS, CREW managers, distributors. Big profits. Miltner Products, 216 Jackson Blvd., Chicago 6, Ill. se25

EARN UP TO \$40 DAILY SELLING HARMON'S Compound. Greatest home remedy ever discovered. Harmon, 220 E. 4th, Winston-Salem 6, N. C.

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. \$2 brings \$5 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. sept.4

BEWILDERED NURSE—NEW COMIO FOLDER has the whole country laughing. Sample and wholesale prices, 10c. Jack Blades, Box 944, Altoona 6, Pa. se4

BIG PROFITS SELLING USED CLOTHING—Operate from home, auto or store. Men's Suits, \$4; Overcoats, \$4; Field Jackets, \$2; Ladies' Coats, \$1.50; Army Shirts, \$1.50. Other big bargains. Catalog free. Kadetaky & Son, 702 Barber St., Dept. 107, Chicago 7, Ill.

BIG PROFITS—MAKE EASY MONEY. SELL famous patented Curlocomb. It's new, purse size, plastic, retractable tooth comb. Automatically curls, combs and pins hair. Every woman and girl wants a Curlocomb. Attractively boxed. Sells on sight. Good for long or short hair. Ideal for use with home permanents. So simple a child can use it. Terrific demonstrator. Write today for free sample and full information. Long markup. Easy terms, nominal cost. Immediate delivery anywhere. Rollocuri Corp., 510 Sixth Ave., New York 11, N. Y. se4

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers. Write for "Buy Direct and Save." Consumers Ass'n, 287-P Lebanon Ave., Mount Lebanon, Pa. se25

FREE FOLIO—400 MONEY-MAKING SCHEMES, Success Plans, amazing Formulas, Tips, Ideas, Exposés, Secrets. Formico KA, Box 572, Dayton, Ohio. se18

HOSIERY, HANDKERCHIEFS, SHIRTS! QUICK shipments. Wholesalers, distributors, write for prices. Spartan Hosiery Co., Spartanburg, S. C. se2

MAKE SENSATIONAL PROFITS! NEW, SELL-on-sight plastic line: Tablecloths, Aprons, many other splendid fast-selling items, novelties. Postal brings free details, special deals! Royalty, Box Y-748, Passaic, N. J. se25

MAKE \$20 A DAY! COMPLETE LINE. DOOR Name Plates, Knockers, Numbers. Write Hub-stamp, 357-K Congress, Boston, Mass. se30

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890 1500 varieties for stores, taverns, etc. \$4 per 100. Free catalog. Koehler, 335 Goetz, Lemay 23, Mo. se11

SELL FAST-MOVING HAND-PAINTED PLAS-ter Wall Plaques, Fruit Plaques, etc. Possibilities unlimited. Items sell themselves. Samples, \$1. Marmor Arts, 1628 Blue Island, Chicago, Ill.

SELL TAVERN RECORDS—"MEET US AT THE Corner Bar," "Just a Bar Maid." Cost you 30c, sell to juke box operators, 49c. Retail, 79c. Ten samples, \$3. Spotlight Music, Box 942, Baltimore 8, Md. se11

SELL TELEVISION SIGNS TO CAFES, TAV-erns, etc., where they have television. A 50c seller. Each sign comes with 8 sporting events to hook on. Sample, 25c, details free. Hudak, 24 Charles St., Throop, Pa. se4

SWEET SMELLING PERFUME BEADS—JOB-bers' prices. Particulars free. Sample line, \$1. Mission 2328-B W Pico, Los Angeles 6, Calif. se2

50% PROFIT SELLING PERFUMES COMPAR-able to finest French. Sample, 50c. Write Michelle, 1552 Juneway, Chicago 26.

300% PROFIT SELLING "FAMOUS ARTS" Xmas Cards boxed assortment. Many other fast selling novelties. Write Elmora Smith Co., Dept. B, 362 W. 52d St., New York City, N. Y.

ANIMALS, BIRDS, PETS

ABSOLUTELY UNEQUALED STOCK—RARE Animals, Birds, Reptiles, brought by our own collectors from four corners of the globe. Get big free 1948 price list from world's largest importer, Meems Bros. & Ward, P. O. Box B, Oceanside, N. Y.

AGOUTIS, ANTEATERS; SPIDER MONKEYS, mother and baby combinations; Giant Iguanas. Ross Allen, Silver Springs, Fla. se11

FOR SALE—SIX-LEGGED YEARLING CALF, great freak. Wire for photo. Price, \$300. John Breakbill, Republic, Mo.

GOLDEN HAMSTERS—SOMETIMES CALLED Toy Red Bears, \$3 pair; \$15 dozen. Rothrock's Hamstery, 308 Owen, Mount Vernon, Ind.

GOLDEN SPIDER MONKEYS—SMALL, MEDI-um or large, \$25; Mother and Baby Spider Monkey, \$50. Real South American Ant Eaters, \$50. White-face Ring Tail, \$32.50. Armadillos, \$5 each. Fifty percent deposit, balance C.O.D. Tropical Bird & Monkey Farm, Little River, Fla. se4

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Case Bldg., 233 West 42 St., N. Y., N. Y.
Longacre 4-7196

CHAIRS

Folding, Non-Folding
Many Styles
Steel, Wood,
Bridge.

Write requirements. Minimum order—two dozen.

ADIRONDACK CHAIR CO
Dept. 5, 1140 Bway., New York 1, N. Y.

EXTRA ALUESV



Nickel Plated. Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.
No. 775BB . . . \$1.70 Each

Same as above, but has luminous hands and numerals.
No. 776BB . . . \$2.35 Each

Plated in beautiful color of natural gold. Exclusive New Haven compensating hair-spring makes it keep better time under extremes of hot and cold.
No. 777BB . . . \$2.96 Each

ROHDE-SPENCER CO.
 223-225 W. MADISON STREET
 CHICAGO 6, ILLINOIS

FIREWORKS

Chinese Firecrackers
 1 Bundle or 1280 1 1/2" Crackers \$4.50
 1 Bundle or 1600 1 1/2" Crackers 5.35

BALLOONS

Latex Rubber
 NO. K10—PER GROSS . . . \$1.50
 NO. K20—PER GROSS . . . 3.00

Cash With Order

United Fireworks Mfg. Company, Inc.
 DAYTON 7, OHIO

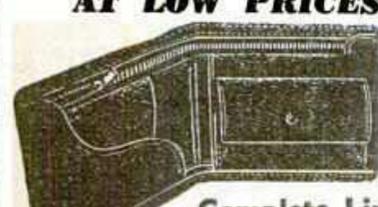
SPORS

6,000 SMASH HITS—IN 388 PAGE WHOLESALE BOOK

Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money-back guarantee is a source of confidence to all before supply is depleted.

buyers. Get your copy now depleted. **SPORS CO.**
 8-48 LAMONT LE CENTER, MINN.

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 6-3973

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION—DIRECT POSITIVE OPERATORS. Authorized Eastman distributors. Write for 1948 catalog announcing medium-priced metal and glass Frames, Folders, Chemicals, hand-painted Back-grounds, Comic Foregrounds, Paper and double unit Photo-Machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. se11

BURLESQUE MOVIES—8 AND 16MM. RARE variety subjects. Silent and sound. Weekly rentals. Aero Traders, RBT, Adams, Mass. se11

COMIC FOREGROUNDS AND BACKGROUNDS in stock. Photo Rings, Mounts, Photo Novelties. Free literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. oc16

COMPLETE LINE OF DIRECT POSITIVE SUPPLIES. Write for price list. Marks & Fuller, Inc., 70 Seo St., Rochester 4, N. Y. se25

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need. Reasonable prices. Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc. Free information and prices. We are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. oc2

PICTURE BOOTH — 4x8 FT. PORTABLE, Camera, F-4.5 Wallensocker Lens, complete outfit, satisfaction guaranteed, sacrifice, \$150. Reliable. Pops Arcade, Anniston, Ala.

STREET CAMERAS, ALSO BOOTH CAMERAS at new low factory prices. Send for new catalog. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5283 Cleveland, Kansas City 4, Mo. oc23

BUSINESS CARDS, \$1.95 PER THOUSAND— Raised print, \$2.50 M. B. Kerman Press, 40 West 17 St., New York 11, N. Y. se25

SHOWY WINDOW CARDS — 14x22" NON- bending, flashy 2-color, 100, \$10. Bumper Strips, 5 1/2 x 28"; Foldover, 7x22", tie-wires included, 100, \$10 cash. Quick service. Solidays Colorprint, Knox, Ind.

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 4 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. se4

1000 NAME AND ADDRESS STICKERS, \$1. Advertising Stickers, Parcel Post Labels. Imprint, Box 361 361, Emporia, Kan. se11

SALESMEN WANTED

BIG MONEY—QUICKLY AND EASILY, TAK- ing 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

BIG MONEY SELLING THE NEW HORSE Race Game, "The Winner." Sells on sight. Easily demonstrated. Send \$1 for sample, full particulars and quantity prices. National Advertising Service, Herald Bldg., Syracuse, N. Y.

ESTABLISH ACCOUNTS FOR CAST ALUMINUM specialty items. Large earnings on repeat business. Only \$100 stock required for cash sales. Rosson, Box 1052, Lincoln, Neb.

MAKE \$15 TO \$25 PER DAY—JOE LOUIS' and Marva Louis' (his wife) Toilet Articles, Cosmetics and other products for men and women are sensational. White people like them, colored people buy on sight. Perfumes, Powders, Pomades, Creams, Brown Creams, Flavors, Remedies, and many other fast sellers are our features, \$3.95 buys \$10.03 (23 items) retail deal. Send \$1, pay post-man balance. Be first in your community to offer this new line and you will be happy. Joe Louis Products Co., 6 E. Garfield Blvd., Dept. BB-8, Chicago 15, Ill. oc2

\$200 WEEKLY — UNIQUE ADVERTISING proposition. Travel or local. Send \$1 (refund-able) for starting outfit. Midwest Sales, S. S. S. Box No. 1724, Springfield, Mo.

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS— Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. se11

TATTOOING SUPPLIES

COMPLETE TATTOOING OUTFIT — TRUNK, Machines, Transformer, designs, plenty Stencils. Ready for making money. \$100. M. Zeis, 728 Lealey Ave., Rockford, Ill. oc9

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83rd St., Los Angeles 3. se4

VERMILION REDS (MERCURIC) AND COL- ors specially designed for tattooers. General Color Co., 24 Ave. B, Newark 5, N. J. se25

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MA- chines, all other coin equipment. Mac Postal, 6416 N. Newgard Ave., Chicago. oc23

JUGGLER WANTS GOOD SPINNING BASIN— Eddy Easy, Box 815, Spruce and 37th Sts., Philadelphia 4, Pa.

WANTED — PLANS ON MINIATURE GOLF Courses. Also quotations on Outdoor Shuffle-boards, Golf Supplies. A. K. Schmid, 331 Rider Ave., Lancaster, Pa.

WANTED TO BUY—FOUR OR SIX-PONY Drill at once. Capt. Ferguson, 1912 Daulton Ave., Huntington, W. Va.

WANTED TO BUY—NAME WRITING SEW- ing Machine and Supplies. Ed Wirth, Monticello, Iowa.

WANTED — KIDDIE RIDES, STATE PRICE and types available. Write Margaret Condren, 657 Washington St., N.Y. City. CH-elsea 3-5410, Ext. 8.

Here's Money-Making News for You!!

the **PENGUIN** de Luxe
 PEN and PENCIL SET in 3 different styles

50¢ IN GROSS LOTS
 60¢ in LESS THAN GROSS LOTS

New Low Price

An exquisite pen and pencil set of the quality you would expect to get in only the very expensive name brands.

Style 120 B.P.S. consists of a precision ball pen nicely boxed with a propel, repel, expel mechanical pencil.

Style 120 H.P.S. consists of a hooded point lever pen with mechanical pencil boxed as a set.

Style 120 F.P.S. has the full size pointed pen instead of the small hooded point.

All articles of gleaming plastic in grey, blue, maroon and jet black with smart gold-plated trimmings.

Write for Our Illustrated Catalogue. 25% deposit must accompany order.

PENGUIN PENS INC.
 644 Broadway, New York, N. Y.

CUCKOO COTTAGE CLOCK

Rich and Expensive Looking
 10" High, 10" Wide

WESTINGHOUSE LICENSED SELF-STARTING MOVEMENT

All wood, house-like body with green picket fence base. Red roof and chimney to match. Red and yellow birds always in motion.

PLASTIC BIRDS SWING AS PENDULUM
\$5.35 In Doz.
 Ea. Lots
SAMPLE \$6.00

*50W. Same as above, Kitchen Wall Clock, without gate **\$4.35** ea. in doz. lots

Sample \$5.00
 If not for resale, add Federal Excise Tax.

CUTTLE & COMPANY, INC.
 928 Broadway...New York 10, N. Y.

25% Deposit, Balance C. O. D.
 Telephone: OREGON 3-6330

"FAST SELLING POCKET NOVELTIES"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50.
 Novelty Rubber Shimmie Dancers. Doz. 70¢. Hundred \$5.00.
 "Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.
 Kilroy Plastic Statuettes. Doz. \$1.20. Hundred \$9.00.

Half Cash With All C. O. D. Orders. Certified Check or Money Order. No SAMPLES.

We are now mailing out our complete 1948-'49 catalog
 WRITE FOR YOUR COPY TODAY. YOU MUST STATE LINE OF BUSINESS.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

SLUM **BALLOONS**
Bingo & Premium Merchandise
 WRITE FOR OUR 1948 PRICE LIST
M. A. SINGER CO.
 2125 COMMERCE STREET DALLAS 1, TEXAS

GUARANTEED WRIST WATCHES



With the following sensational features:

- ★ Precision Swiss Movement
- ★ Sweep Second Hand
- ★ Polished Chrome Case
- ★ Water & Shock Resistant
- ★ Unbreakable Crystal
- ★ Genuine Leather or Strap
- ★ Assorted Dials
- ★ Written Guarantee With Each Watch
- ★ Individually Packed in Attractive Gift Box

\$3.25

EACH

In lots of 6 or more

*Radium Dials 20¢ additional!

25% with order. Balance C. O. D. 101 Cedar St. DUNHALL IMPORTS CO. New York 6, N. Y.

HELP WANTED—ADVERTISEMENTS

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

DANCE BAND MUSICIANS TO PLAY 10 TO 15 nights per month and go to college here. Write or wire Don Strickland, 506 W. 10th St., Mankato, Minn. se11

DEMONSTRATORS—LANOLIN HAIR CREAM and Shampoo, only dependable and sincere workers to work for high percentage or to purchase beautiful combination package for self. Will book you in key stores. Write immediately to Marsha Zagar, 1004 Arch St., Philadelphia 7, Pa. se4

GENERAL AGENT WITH CAR TO BOOK nationally known hypnotist. Theaters, school assemblies, auditoriums. Sobriety essential. Liberal proposition to right party. Address William Irvine Faysoux, Box 1235, Gastonia, N. C. se4

GIRL ACCORDIONIST, ALSO TRUMPET player or Tenor Sax Player, must be able to read, fake, do take off choruses and sing. Trio under contract with Music Corp. of America. Box C-117, Billboard, Cincinnati 22, O.

GIRL INSTRUMENTALIST WHO SINGS comedy songs. Any kind, hillbilly, etc., to join all-girl combo. Send snapshot, experience. Billboard, Box C-118, Cincinnati 22, O.

INSTRUMENTALISTS — FOR NATIONALLY known all-girl show and dance band. Send photo, description, experience, salary. Box C-112, Billboard, Cincinnati 22 O.

PIANIST—NO VOCALIST, FOR NEW cocktail lounge in hotel. Prefer female, sober and reliable. Steady booking to right party. Send information and clippings. Write J. E. Johnston, Avez Lounge, Biloxi, Miss. se4

REPLACEMENTS FOR 11 PIECE modern band. Lead alto, drummer, trombone, bass. Those doubling vocals preferred. Guaranteed weekly salary. Fats Carlson, Box 593, Sioux Falls, S. D. se4

TATTOO ARTIST—GOOD LOC., DOWNTOWN Detroit. No drunks. Apply M. A. Allard, 530 Woodward Ave., Detroit, Mich. se4

VOCALIST—MALE OR FEMALE TO accompany Hammond organ. No boozers. Aragon Tavern, 610 Sycamore St., Waterloo, Iowa. Phone 22485. se4

WANTED—EXPERIENCED COTTON candy Worker, best wages, fair starts Aug. 24th, Jackson, Mich. Wire care Fair Office.

WANTED—MUSICIANS FOR MIDWEST BAND. Road and location; steady work, guaranteed salary. Write, giving phone number, Jack Cole, 807 4th St., Savanna, Ill.

LARGE FAWN



Beautifully made of 100% Rayon Flush. Cotton stuffed. In assorted two-tone, pastel color combinations.

33" HIGH \$39.00 DOZ.
Samples, \$4.00 Ea.
SEND FOR FULLY ILLUSTRATED CATALOG

25% Deposit With Order, Balance C. O. D. **PLACE YOUR ORDER NOW!**

Joe End & Co.
INCORPORATED
435 W. B'WAY, N. Y. 12, N. Y. WA 5-8280

FAST SELLING RINGS



NO. SW5
Gold Filled, Center Stone Red or White.
\$22.00 DOZEN



NO. SW6
Gold Filled.
\$22.00 DOZEN



NO. SW7
Wedding and Engagement Rings.
Sterling: \$4.50 Doz. Rings
Gold Filled: \$5.75 Doz. Rings



25% With Order, Balance C. O. D.
SAMPLE ASSORTMENT, \$10.00.

STAR WHOLESALE JEWELRY CO.
294 Washington St. Boston 9, Mass.

SLUM STORES, ATTENTION—CHECK THESE PRICES

BALLOONS—NEW LOW PRICES

- #10 Kat Mottle \$6.50 Gr.
- #9 Kat Mottle 4.80 Gr.
- #9 Round Mottle 4.80 Gr.
- #9 Round Animal Prints 4.80 Gr.
- #9 Round Roy Roger Print 4.50 Gr.
- #11 Round Stripe Balloon 7.20 Gr.
- #9 Round Balloon, Plain 2.50 Gr.
- #4 Dart Balloons80 Gr.
- Comic Hat Bands \$8.50 M
- Asst. LEAD SLUM 90 Cr.
- Lead Wedding Rings 55 Cr.
- Small Leis 2.50 Gr.
- Men's Pocket Combs 1.00 Gr.
- Ladies' Combs 1.10 Gr.
- Min. Metallic Hats 1.25 Gr.
- Footpick Knives 3.75 Gr.
- Metal Crickets 1.00 Gr.
- Memo Books 2.75 Cr.
- Swiss Warblers90 Cr.
- Magnifying Glass 2.75 Gr.
- Plastic Crosses50 Cr.
- Plastic Thimbles75 Cr.
- Plastic Police Whistle 2.75 Gr.
- Plastic Coasters 2.75 Gr.
- Plastic Cigarette Holder 1.80 Gr.
- Plastic Earrings 2.00 Gr.
- Asst. Plastic Pins 4.50 Gr.
- Plastic Animal Whistles 3.75 Gr.

- Plastic Scissors \$4.00 Gr.
- Plastic Waterbirds 4.00 Gr.
- Plastic Airplanes65 Cr.
- Plastic Keychains 2.75 Gr.
- Lead Pencils 2.00 Cr.
- Paper Blowouts 3.00 Cr.
- Hickory Pipes 3.00 Cr.
- Corn Cob Pipes 3.00 Cr.
- Hoe, Rake and Spade75 Cr.
- Metal Propellers 1.50 Gr.
- Czecko Necklace 3.00 Gr.
- Bisque Animals85 Cr.
- Bisque Pencil Holders75 Cr.
- Metal Ashtrays 2.75 Gr.
- Paper Masks75 Cr.
- Paper Nose Glass75 Cr.
- Cardboard Squawkers75 Cr.
- 46L Comic Buttons 8.00 M
- 56L Comic Buttons 10.00 M
- 3 1/2" Comic Buttons 8.00 C
- 50L GENERAL BUTTONS 6.50 M
- Lead Police Badges 2.75 Cr
- Pin Up Mirrors 3.75 C
- Comeback Balls 2.50 Gr.
- Rubber Animals 3.50 Cr.
- Wallets 7.20 Cr.
- 5" Composition Doll 5.00 Cr.
- 6" Pin Up Plaques 15.00 Gr.
- Needle Books 5.25 Cr
- Rubber Dolls 6.00 Cr

Send for Illustrated Football or Novelty Catalogue

25% deposit with all orders. We take orders for special buttons & pennants.

KIM & CIOFFI

912 ARCH STREET MARKET 7-2283 PHILADELPHIA 7, PA.

FOLDING CHAIRS



• HARDWOOD • STEEL
• BLUES • BLEACHERS

ASK ABOUT OUR SPECIAL FOLDING CHAIR **\$1.89** EACH

U.S. SEATING CO.

450 SEVENTH AVE., NEW YORK 1, N. Y.

BACK AGAIN

NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!
OVER 1001 DIFFERENT RING NUMBERS IN STOCK



1R108 White
1R107 Yellow
\$24.00 Gross
2.10 Doz.

1R104 White
1R105 Yellow
\$24.00 Gross
2.10 Doz.

1R100 White
1R101 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.

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!
• ELECTRIC FLASH BOARDS
• RUBBERIZED and WIRE CAGES
WIRE OR WRITE FOR CATALOG

John A. Roberts

235 HALSEY ST • NEWARK 2 • N. J.

Sell Ultra-Blue Stock Signs

10 stores—over 1000 slogans, comedy, general, religious; ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs.

COST 6c SELLS 35c
15 Samples Ultra-Blue Store Signs, 7x11, \$1.00 Postpaid
15 Samples Ultra-Blue Religious Signs, 7x11, \$1.00 Postpaid
15 Samples Ultra-Blue Comedy Signs, 7x11, \$1.00 Postpaid
100 Ultra-Blue Store Stock Signs, 7x11, \$6.00—No C. O. D.'s.
L. LOWY, 8 W. Broadway, N. Y. 7, N. Y., Dept. 422



COLLEGE PENNANTS

WITH AUTHENTIC SEALS AND COLORS. 4x9 and 12x30 Inch. Write for our Stock List for Immediate Shipment.

SOUVENIR PENNANTS

For CONVENTIONS, CITIES, PARKS. All Sizes. Artistically Designed and Colored.

COMMERCIAL ART PRODUCTS

7645 E. Jefferson Detroit 14, Mich.

ATTENTION, ENGRAVERS

BUY DIRECT FROM MANUFACTURER AT LOW PRICES

MASSIVE ALUMINUM IDENT'S \$3.50 DOZ.—\$40.00 GRO.

SOLID NICKEL SILVER IDENT'S \$4.50 DOZ.—\$51.00 GRO.

FOBETTES, GUARD PINS, CHARMS, CROSSES, ETC.

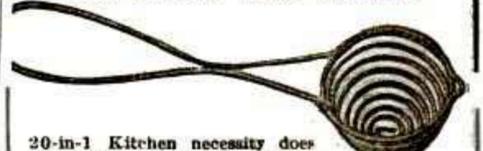
OVER 500 ENGRAVING ITEMS SEND FOR CATALOG TODAY

"Frisco Pete"

MANUFACTURING JEWELER

604 W. LAKE ST. • CHICAGO 6, ILL.

FAIR & FOOD SHOW WORKERS



20-in-1 Kitchen necessity does the work of 20 necessary kitchen utensils. Over 8" long. Year's best sellers at 25¢ on individual cards, \$1.00 a dozen or \$7.20 gross. Sample and Sales Plan, 10¢.

NEW METHOD CO.
BOX BM-23 BRADFORD, PA.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .

No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

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. sell

BANDS AND ORCHESTRAS

AVAILABLE AFTER SEPT. 28 WESTERN
Variety Show for tou. 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. sell

COLORED BAND FOR NIGHT CLUBS. COCK-
tail lounges, taverns, etc. 3 or 4 men entertaining
and singing. Jump Jackson, 4719 S. Dearborn,
Chicago, Ill. sell

FIVE-PIECE BAND AVAILABLE—2 SAXES,
trumpet, drums and piano. Willing to travel
anywhere. Ernie Mitchell, 12249 McDougall,
Detroit 12, Mich.

MAGICIANS

LA-MAR — MAGICIAN, MENTALIST, ILLU-
sions, Spooks. Lady assistant. Two-hour show. Au-
ditoriums, theaters, entertainments. Booker wanted.
La-Mar the Magician Cambridge, O. sell

MISCELLANEOUS

ANOTHER REASON FOR WHY I LIVE DAN-
gerously, try anything, go anywhere. Sensational.
Albaker, 2015 E. 31st St., Lorain, O.

AVAILABLE — HARVEY THOMAS, VAUDE-
ville Show, Singers, Dancers, Comedians, Musi-
cians, Clowns, Jugglers, Ventriloquists, Punch-Judy,
162 N. State, Dearborn 2734, Chicago, Ill. sell

HARRY MCGHEE, FEMALE IMPERSONATOR—
"A night of a year." 354 Fifth St., S.E.,
Puyallup, Wash. sell

MUSICIANS

ALTO, TENOR, CLARINET — NO TRANSPOS-
ing, combos or jazz. Play lead or any chair.
Prefer third alto. Experienced. Bob Reid, Devils
Lake, care Gen. Del., Manitow Beach, Mich.

AT LIBERTY — FIDDLE MAN. PLAY COM-
mercial, hot, Western, any style. Out or no
notice. Prefer location. Musician, Box C-118,
Billboard, Cincinnati 22.

AT LIBERTY—PIANO. 15 YEARS' EXPERI-
ence. Combo or solo. Read and fake. Vernon
Korb, Fair Water, Wis.

ATTENTION!

GOLD WIRE ARTISTS

• Square and round rolled gold plate wire, all
gauge and quality. • Stone-set and plain
bangles as follows: • hearts • stars • doves
• crescents • beaded hearts • wagon wheels
• crosses, etc. • Jewel sets, all sizes, with
1 and 2 holes set with stones and pearls
• 3-stone ring top of beaded stock. • Beaded
band wire • Plain findings, such as crosses
• anchors • bowknot pins • springings •
• tassels • swivels • chains • plain and
tumbled hoops • carvings • earcrows, etc.
• Hoop earrings • earrings for pierced and
unpierced ears. • Hand-made adjustable ban-
gle 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 2, R. I.
Buy Direct From Manufacturer and Save

SLUM

(Give-Aways)

3000 pieces ass't. \$25.00

Novelties, Toys, Brooches, Pins, Kids,
Necklaces, Jewelry, Cosmetics, many
other items too numerous to mention.

Lucky Prize Boxes Novelty
Assorted Novelties of All Kinds
\$4.50 Gr. Boxes

25% Deposit, Balance C. O. D.

Mdse. Distributing Co.
19 E. 10th St. New York, N. Y.

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.
120 Broadway New York 7 N. Y.

AT LIBERTY—TUBA PLAYER, UNION, EX-
perienced circus trouper. Write or wire Paul C.
Brake, 418 S. 9th St., Laramie, Wyo. Am using
upright bass sell

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
be-bop. Go anywhere but South. Reginald Smith,
105 14 32nd Ave., Corona, Queens, L. I. N. Y.
Phone Illinois 7-3218, sell

A-1 VIOLINIST — COMMERCIAL SECTION,
trout man. Fake read. Local 802. Photo. Can
join by arrangement, otherwise available after Labor
Day. Anthony J. Frankini, care P. O. Box 507,
Shreveport, La. sell

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. sell

COMMERCIAL PIANIST—READ, FAKE, AR-
range. Semi-name experience. Al Lloyd, 944
Central Ave., St. Petersburg, Fla.

CONCEL. PIANIST AND YOUNG BARITONE—
Classical and some popular. Two years' lyceum
experience. Not union. Richard Eckstein, 4763
Dale Ave., Cincinnati 5, Ohio.

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. sell

DRUMMER—AVAILABLE SEPT. 7. 2 OR 4
beat. Phone 9488. Commercial preferred.
Union. Musician, 216 W. Beach, Bloxi, Miss.

FRONT-MAN VOCALIST—SOBER, RELIABLE,
top-class appearance. Eight years' experience,
two as leader. Would make good band manager.
Write Box C-107, Billboard, Cincinnati, O. sell

HAMMOND SOLO ORGANIST — 40, WHITE,
union, 3 years last engagement, wants hotel,
radio, restaurant, tavern smaller town. Personally
call or send records, photo. Own new organ.
Recordem, 863 Roscoe, Chicago.

LEAD TROMBONE — NAME EXPERIENCE,
Local 47. Vocals, arrange, prefer location,
State minimum salary. Contact Jim Whitwood,
Eldora, Iowa. sell

PIANIST—IMMEDIATELY AVAILABLE FOR
solo, jazz or society dance work. Progressive,
flexible and eager. John Hudson, 1022 Brierfield
Dr., Jacksonville, Fla.

PIANIST — AVAILABLE IMMEDIATELY. SO-
ber. Prefer commercial style band or combo,
also go as single. Will travel. Harry Reed, Mil-
ner Hotel, Cedar Rapids, Iowa.

RINK ORGANIST—FOR A-1 RINK. WRITE
Organist, Box C-114, care Billboard, Cincinnati,
Ohio.

SMALL ORCHESTRA — GO ANYWHERE IN
world. 4 men, sweet, commercial, entertaining.
Information: "Jens" Jensen, Shelbyville, Mich. sell

THE MUSICAL OUTLAWS, WESTERN TRIO—
Featuring vocal trio, solos, yodeling and comedy.
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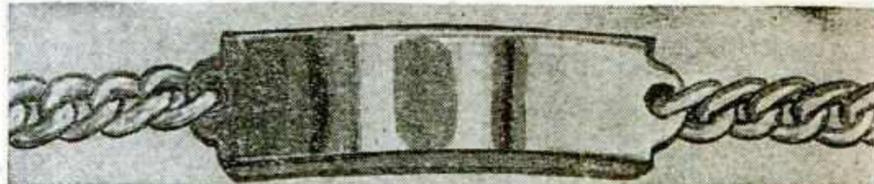
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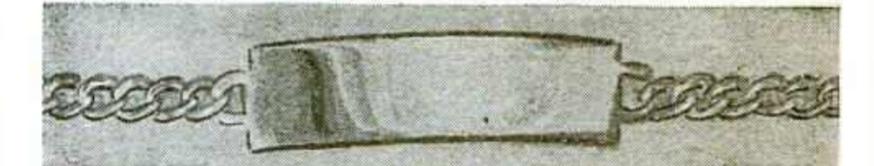
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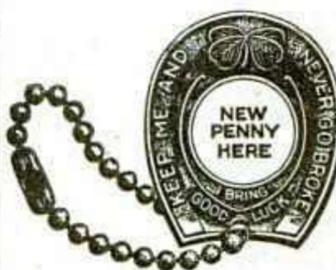
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H.</p> <p>Snyder, Carl D.</p> <p>Snyder, John P.</p> <p>Somers, John</p> <p>Sowden, Jack H.</p> <p>Spencer, Art</p> <p>Spencer, Sam</p> <p>Spinkie, Mrs. Ruby</p> <p>Stack, Dick</p> <p>Stachowiak, John</p> <p>Stairs, Robt. A.</p> <p>Stancell, N.</p> <p>Stanko, Mack</p> <p>Stephens, Edith</p> <p>Stevens, C. I. (Lyle)</p> <p>Stewart, Mrs. Ada</p> <p>Stone, Hymie</p> <p>Sullivan, Kalliope</p> <p>Sullivan, Raymond F.</p> <p>Sunbury, Glen (Kinko)</p> <p>Swain, Mrs. Daisy A.</p> <p>Swain, Frank</p> <p>Swilling, Andrew J.</p> <p>Symp, Mrs. Thelma</p> <p>Tarbes, Max</p> <p>Taylor, Chas. A.</p> <p>Taylor, Fred G.</p> <p>Teets, Fletcher</p> <p>Terry, C. H. (Charles)</p> <p>Thornton, Geoffrey T.</p> <p>Thomas, Mrs. N.</p> <p>Thompson, H. A.</p> <p>Thunder-Sky, Richard B.</p> <p>Timberlake, Billie</p> <p>Tinley, Spike & Bea</p> <p>Toitz, Jack</p> <p>Tompkins, Mrs. Tom</p> <p>Tratch, Max</p> <p>Truelove, Sadie</p> <p>Tucker, A. R.</p> <p>Turner, James</p> <p>Uno, Chas.</p> <p>Van Wieren, Howard</p> <p>Yaselska, Mrs. Jerry</p> <p>Vincent, Alfred</p> <p>Frenchy</p> <p>Voght, Al & Jessie</p> <p>Wall, Frank</p> <p>Wales, Hattie Jean</p> <p>Walker, Harry H. & Flo</p> <p>Ward, Marion (Geo.)</p> <p>Warren, Mrs. Sylvia</p> <p>Washburn, Billy</p> <p>Watts, Doc T.</p> <p>Webb, Frank H.</p> <p>Welch, Frank Mrs.</p> <p>Wentworth, Tom</p> <p>Westphal, Gus</p> <p>White, D. H.</p> <p>White, Earnie</p> <p>White, Elze</p> <p>Whitehead, Chas.</p> <p>Wiesman, Wm.</p> <p>Wilkins, Cyril N.</p> <p>Williams, Louie</p> <p>Williams, Prof. A. B.</p> <p>Williams, Marcella</p> <p>Williams, Ted</p> <p>Williamson, Al</p> <p>Willie Rowles, Chief</p> <p>Wills, C. V.</p> <p>Wilson, Chuck</p> <p>Wilson, Dime</p> <p>Wilson, Don</p> <p>Wilson, V. A.</p> <p>Winston, Sherry</p> <p>Wirth, Frank</p> <p>Wise, David A.</p> <p>Wray, A. V.</p> <p>Wright, Miss George</p> <p>Yates, Mrs. Billy</p> <p>Yelton, Fay</p> <p>Zawatzke, Jack A.</p> <p>Zeller, G. A.</p> <p>Zimmerman, W. M.</p> |
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|---|--|

Byford, Leslie
Cantwell, Charles
Capell, Frank
Cody & Cody
Conley, Clark Jr.
Conway, Rose
Cryder, Edgar
Dale, Dolly
Deater, Kay & Jerry
Demetry, Peter
Dumant, James
Dyer, Dare Devil
Egony, Igor
Fanadio, Louise
Gallagher, John E.
Glazner, Jack
Gokey, Larry
Gofer, Doctor
Gosh, Byron
Griffith-Grey, A.
Gaulde, Murrey
Hizenbottom
Hinkle, Milt
Howard, Joseph
Jackson, Bee
King, Ethyl
Leagan, Harry
Le Reque, Harry
Lidmore, Norman
Landy, Willis
Margolis, J. C.
Marshall, Rex A.

Mathien, Phil
Maxwell, Charles D.
Meyer, Frank
Moore, William H.
Murfee, J. C.
Neill, James S.
Nunes, Manuel
Parsons, Carl
Pedro, Peter
Petersen, Sylvia
Rhodus, Duval
Rigg, Charles
Robbins, Clarence
Rollins, Rowens
Schubert, Erwin
Sinitzen, Olya
Smith, Jack & Ann
Stickland, Rosley
Tell, Art
Thundersky, Chief
Townes, Freddy
Tumbler, Bill
Vantine, The
Wallace, Johnny
Webster, Allan
Whitree, Victor J.
Windy, Paul
Yates, Mrs. Eddie
Yates, Mrs. George

O'Hara, Harry
One O One Ranch
Paracand, Vincent
Patrick, Mr. & Mrs.
Pelley, Burnam
Peterson, Francis
Pierce, Jack
Piepes, M.
Pink, William
Platt, John J.
Porter, Roland
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Ptashkin, Lucille
Reynolds, Mrs. Mae
Rice, Allen
Richmond, Leo
Robbins, Clarence
Roberson, Paul P.
Rodgers, Jackie
San Fratello, Joe
Sanders, Robini
Setterlund, Leo

Sheeley, Sarah
Shepardson, Eugenia
Sullivan, W. D.
Tan, Gus
Taylor, Earl R.
Thomas, J. C.
Thompson, Art & Ina
Thompson, Harold
Thompson, William
Tracy, Arthur M.
Vale, Lucille M.
Valentine, Bill
Venerable, P. A.
Wall, Otis
Walk, R.
Walsh, Earl B.
Westmoreland, Melvin
Wicks, Robert F.
Will Hill's
Zawatzke, Jack

Lewis, Jo Lee
Littler, Jimmy L.
Llewellyn, John G.
Lusk, R. J.
McCain, Adron L.
McCombs, Mrs. Ira
McGonigal, Fern
Maljbin, Polly Jo
Malbin, Mr. & Mrs. Ed
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Marino, J. P.
Martin, Dale
Martin, Daniel
Mayberry, A.
Meck, Mr. & Mrs. Harold
Meyers, Fred
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Miller, Stanley
Milligan, Ted Jr.
Minser, Clyde
Montroy, Clarence
Mooney, Thomas J.
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Munroe, Mr. & Mrs. Evelyn
Murray, L. & Mrs. Jack
O'Brien, Mr. & Mrs. Eddie
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Palmer, Vernon
Pealer, Letha
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Schofield, Mr. & Mrs. Ed
Schweinsbold, Frank
Sechust, Claude
Shaffer, William
Shibley, Mrs. L. L.
Singer, Miss Judy
Sitki, Mr. & Mrs. William
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Stanley, George W.
Stevens, Wandu
Stonecipher, Stoney
Straub, Henry H.
Stubbs, Miss Jane
Tabbert, Henry C.
Thurman, Brad W.
Tiffin, A. E.
Trost, James
Walton, Raymond
Watson, Mr. & Mrs. James
Webb, Mrs. H. D.
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Blairford, Ralph
Boyle, Charles F.
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Coloper, Charlis
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Crow, Bill
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DeLano, Louis
DeVere, Sylvia
Dogs, Carl Wright
Dow, Freddie
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Dunlap, Pete
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Gaines, Mr. & Mrs. Al
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Alderson, James
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Amack, Eugene B.
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Antes, Herbert
Anthony, Marvel
Arnold, Alvin
Ashley, Charles
Ashley, Owen
Aubley, Thomas
Bacon, Imogene
Bailey, Bob
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Barro, Teddie
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Becker, Irma Lee
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Bell, Miss Edith
Bell, Vernon M.
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Carrigan, J. L.
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Chaney, Mrs.
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Gawle, Walter
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Grimm, Miss Dran
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Hanson, Carl L.
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Hedger, Mr. & Mrs.
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Jackson, Louis
Jinkens, Joe
Johnson, Vera
Jones, Mrs. Wilda
Kawlewsky, Andrew
Kearns, Marie
Kerner, Mrs.
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Crew Hats, all felt, assorted colors, very fine number. You will be more than pleased with them 38.00 Gr.
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Salesmen wanted to sell to storekeepers
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Sample sent on receipt of \$1.00, which will be refunded, as soon as orders for 3 doz. are sent in.

DECORATIONS ON BOTH SIDES, reflecting when placed before mirror. FLORISTS use them as planters, by tying cover to handle with pretty ribbon.

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Body and head balloon with protruding nose. Printed in flashy colors on assorted color balloons. Heavy cardboard feet. Stands 19 inches high.

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Pipes for Pitchmen

By Bill Baker

GEORGE PLATTETER . . . is a member of the camera department in Walgreen's downtown Milwaukee store.

When the pitchman reaches the point where he feels nothing matters, he should seek other pastures to rack up the shekels.

TOM KENNEDY . . . continues to pile up the geedus with his pen deal which he is working in Milwaukee via radio spot announcements.

WHAT'S DOIN' . . . with that ace, Stanley Naldrett? Let's have a pipe.

PHIL KRAFT . . . is making his home in Overland, Mo., where he's manufacturing cake decorators.

J. B. BIRDSONG . . . coil working ace, participated in an amusing incident, amusing to him that is, but not so funny to a native of Jefferson City, Mo., recently. It seems that while Birdsong was going thru his talk one Vincio Frasher is alleged to have made some remarks

which interfered with Birdsong's sales talk. At any rate it cost Frasher \$10 and a suspended 30-day jail sentence in the only case heard in the Jefferson City police court, presided over by Judge Andrew Schwaller. The Judge ruled the fine but stayed the jail sentence. He said Frasher had created a disturbance by calling onlookers "yokels." "The funny part of the whole deal," Birdsong says, "is that the judge was standing in my tip when I was making my pitch. Let this be a lesson to the rest of the boys. Keep your temper and stay sober when working."

BEA LOUIS . . . currently pitching foot med in the F. W. Grand store, Milwaukee, holds the record for continuous performance in one store in the Cream City. Mike Devine's foot remedies are her stock in trade at the moment.

CLAUDE W. VANDEFIFER . . . who is making his home in Burbank, Calif., is working up a med pitch which he plans to take on the road in the spring. Claude says he has done some work with the Svengali deck and cups and balls and tho they are good pitches he feels that medicine is better.

THE GEGNERS . . . Myron and Betty, are making their bread and butter working Gimbel's store, Milwaukee.

JUNE ALEXANDER . . . is reported to be clicking with her pitch layout in Gimbel's, Milwaukee.

Then there was the jammer who explained: "Nowhere else can you enjoy your day so completely and inexpensively as right here at my stand."

DR. REXFORD L. NORTH . . . pre-war astrology pitchman of New York, is still presenting his mental-hypnotic act on week stands in Illinois, Iowa and Indiana.

DICK HUNT . . . and Estelle Lemerond, well known to pitchfolk, have taken over the tobacco and magazine stand in the Plankinton Arcade, Milwaukee.

BRUCE CONDON . . . is getting plenty of hermans working Salt Lake City with coils.

THE HOSBERGS . . . Glen and Marsha, and her brother, Bud McDonald, are still working Wisconsin territory with vegetable gadgets and bottle stoppers.

JOHN CADIEUX . . . is still working spots in Milwaukee to reported good business.

SEE GAR MAYS . . . doled out plenty of pokes at his stand at the Iowa State Fair, Des Moines.

LARRY MILLER . . . letters from Columbus, O., that "hat and name sewing machine men had quite a convention at the Illinois State Fair, Springfield. The most notable feature was the presence of Roy Dolen and Ivan (Champ) Champion, who are said to have introduced pennants with your name sewed on back in 1935. Others on hand in-

INSURE YOUR WATCH BUSINESS PROFITS!



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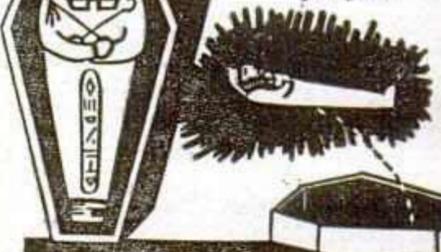
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Sample 25¢

A GENUINE TWO TONE DONKEY BRAY NOVELTY

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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.
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PROMPT SHIPMENTS. Send your order to

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A Money-Back Guarantee that offers you the very finest foot insulation obtainable. For all types of Leather and Rubber Boots and Shoes. Protects your feet against heat or cold. Washable. Non-shrinkable. Light weight, double thickness, machine sewn, welted edges. Send Now at this Amazing low price. Write

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While they last—Novelty Pottery from 10¢ to 25¢ each. Large selection of Animals, Dutch Shoes, Baby Shoes, Girls, etc. Average size, 5 1/2". Send \$5.00 for sample assortment of 28 pieces. No catalogue.

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TWO NEW NUMBERS

Doctor's Orders, a million laughs, \$12.00 Gr.; Sample Dz., \$1.50. P. P. Man, Squirrel, another new novelty, sure to sell, \$15.00 Gr.; \$1.50 Dz. Kibitz Was Here, \$5.00 Hundred; \$1.25 Dz. Bottoms Up (Stiffen), \$16.50 Hundred; \$1.50 Dz. Rubber Man in Barrel, \$18.50 Hundred; \$2.50 Dz.

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ATTENTION: ALL CREW HAT WORKERS

Who operate sewing machines and put names on hats



IMMEDIATE DELIVERY on Two-Tone and Plain Crew Hats. One of the best hats on the market. Guaranteed satisfaction or no sale.

WE DELIVER AT ONCE

TWO-TONE HATS, GROSS.	\$72.00
PLAIN CREW HATS, GROSS.	66.00
FELT CREW HATS, ASSORTED COLORS, ARE OUTSTANDING AND ONE OF THE BEST ON THE MARKET—AND THEY ARE BEAUTIFUL. GROSS.....	36.00
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All these Crew Hats are in great demand all over country from Coast to Coast, and we do business with most of the Crew Hat Workers. Ask them.

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We also take orders for all schools, colleges and universities. Any color that you may desire.

HARRIS NOVELTY CO.
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Buy Direct From Manufacturer

- 242—30" Jumbo Plush Bear \$30.00 Doz. CARTON of 2 Doz. Only \$57.00!
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SPECIAL: #118—18"x14" Real Fur Scotty Dog—\$22.50 Doz. Black or Ass'd. Colors. CARTON of 4 Doz. only \$84.00!!

Special Set-Up for Jobbers. Write Now!

SALESMEN: Choice territories still open!
Send for our latest catalog B and price list listing over 100 outstanding numbers in fur and plush.

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"The gun that looks and feels like a Leggy"



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World's Most Powerful AIR PISTOL.

ACCURATE! FAST! HARD-HITTING! . . . Expensively made piston-type pistol for use by experts. No pumping. 30 1/2 oz., 10 1/2" long. Cal. 177 or .22. \$19.85 for set including Hy-Score Pellets and darts. Extra ammunition per box of 500 rounds \$1.49 for Cal. 177, \$1.88 for Cal. 22.

Use HY-SCORE Pellets for best air pistol shooting.

Write for Quantity Prices.
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The greatest lighting fixture yet made.

Here's Your Big Opportunity for Big Money Making.

LOWEST PRICES
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VARIETY AND GENERAL STORE MERCHANDISE. SPECIAL PRICES TO WAGON JOBBERS. Nylon Hose, Watches, Guns, Toys, Cosmetics, Combs, Auto Supplies, Cards, Film, Key Chains, Trick Items, Men's Fancy Socks, Work Clothes, Gloves, School Supplies, Fireworks, Balloons, Clocks, Salesboards, Merchandise Deals and thousands of good selling, long profit items.

H. L. BLAKE
Broker and Factory Distributor
LITTLE ROCK, ARK.
Send 5¢ in stamps for price list.

SENSATIONAL PRIVATE LABEL AUTO WAX & FURNITURE POLISH
ONLY 5¢, 8-OZ. CAN

In Case Lots of 50 8-Oz. Cans TRYING IS BELIEVING, so offer Trial Lot 10 Cans for \$1.00.

LEMON CONCENTRATE, U. S. Navy, ea. 12 oz. can plus 5 lbs. sugar yields 6 1/2 gals. of truly delicious LEMONADE. \$24.00 case of 48 cans; Trial Lot 8 Cans for \$2.00. Regular Wholesale Price over \$1.00 Can.

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Cuttingville, Vt.

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WRITE TODAY for our new low prices and samples on advertising balloons with your name of business Fairs Carnivals Special Events.

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CHEWING GUM **WHOLESALE ONLY**

Fine quality. Popular flavors. 5-stick packs — also 4 multi-color "BUBBLINGUMS"

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Must Be Sold Immediately!
Our Loss, Your Gain
Buy Now From Ad. No Catalog!



SLUM
(Give-Aways)
Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items.

1/2 TON (1000 Lbs.) **\$500.00**
10 Lb. Sample—\$10.00.
Order a \$10 Sample Today.

Plastic Compacts, Large, Colors. Doz.	\$2.50
Wallets (Genuine Leather, Ass't.). Reg. \$1 Retailers. Doz.	3.00
Flats, Brass, All Branches of Service, All Sizes, With or Without Stones. 3ross	4.50
Locketts, 24-Kt. G.P., 18-in. Chain. Doz.	4.50
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Earrings, Ass't., Plastic Backs. Gr. Pr.	2.25
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Findings; Jewelry Parts, All Kinds; Stones, Glass, Chains, Etc. Lb.	1.50
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HOLLAND BLDG. ST. LOUIS, MO.

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Genuine **DIAMONDS**

Direct to You—at Amazing Savings! Over 100,000 satisfied customers—Sold with Iron-Clad Money-Back Guarantee. Order from this ad. Write for FREE ILLUSTRATED CATALOG.

1/5 CARAT \$49
\$125 Value Tax Incl.

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Let us put you in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1949 style Fur Coats! All sizes and colors! If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted!

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\$5.50 UP

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Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

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1280 CHINESE FLASH \$3.95

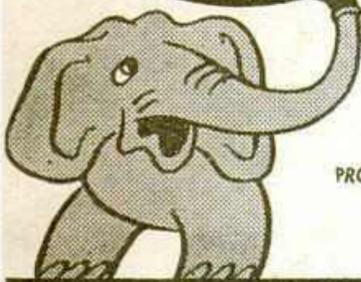
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GIANT DAREX BALLOONS

For IMMEDIATE DELIVERY



A PRODUCT OF

DEWEY AND ALMY CHEMICAL CO. CAMBRIDGE 40, MASS.

WESTERN SADDLE HORSES

Well Built Highly Polished Bronzed Horses



B-1 and B-2 have a detachable saddle and saddle blanket.

Six Sizes:

- B-1 — 10 1/2" Tall, 12" Long, \$4.00 ea. In doz. lots. Samples, postpaid, \$5.00 ea.
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- B-3 — 4 1/2" Tall, 8" Long, \$7.20 per doz. Samples, postpaid \$1.00 ea.
- B-4 — 5 1/2" Tall, 7" Long, \$12.00 Doz. Sample postpaid, \$1.50.
- B-5 — 6 1/2" Tall, 7 1/2" Long, \$14.40 Doz. Sample postpaid, \$2.00.
- B-6 — No saddle 6 1/2" Tall, 8" Long \$14.40 Doz. Sample postpaid, \$2.00

25% Deposit, Balance C. O. D.

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LOWEST PRICES

Buy direct from our factory at wholesale price. The latest styles in all sizes. Wide range to select from including Silver Foxes, Marminks, Muskrats, Pony, Coney, Skunks, Mouton Lamb, Cheekiang, Kid Skins and others. Satisfaction guaranteed or money refunded. Send for free catalog just off the press. Mouton lamb bands a specialty \$2 Ea. **BON MARCHE FUR CO., Mfg. Furriers Dept. V4, 287 7th Ave., N. Y. 1. N. Y.**



cluded Big Frenchy, Blackie Tex, Garret Walker and G. Atkins. Engagement marked the return to fairs for Champion who had been out of the field since the winter of 1940 when he went to Camp Lee, Va."

BIG AL WILSON . . . played a big one at the Illinois State Fair, Springfield, with Eddie Gillespie on combs and mice. Big Al says he plans to head for the Dakotas after his cavorting in Illinois and Iowa is finished.

CHICK SHAW . . . after a lengthy silence, comes thru with the following from Franklin, Mass.: "I've been ill and off the road for nearly 10 years. Was released from the Massachusetts General Hospital, Boston, in July. The doctors there traced the cause of my illness back to 1932 when I was in an accident with A. W. Lithgow, who, later that year, died of injuries sustained in the wreck. I suffered some injuries, but was hurt worse than I realized. However, I joined Doc Harold L. Woods' Med Show and remained with the org for six years. Following the last trek, I took sick and kept getting worse each year until it led to a major operation. The hospital medics say I'll be able to hit the road again next season. I meet John J. Looney and Joe Krause every once in a while, but I wonder what has become of Doc Harold Woods, Tommy Barrows, Slew Foot Hannah, Herbie and Nellie Barth and Rufus Armstrong. Let's hear from them."

Guesswork moves out the window when the successful pitchman moves in on his tip.

WORKING POKES . . . to good scores at the Iowa State Fair, Des Moines, was Happy (Prices Must Come Down) Campbell.

GLEN HOSBERG . . . is reported to have set up some new gross records with his gadget layout at the Illinois State Fair, Springfield. He had the able assistance of his wife, Maria, in making big passouts.

POKES ALSO . . . proved a winning item for Benny (The Working Man) Laurie at the fair at Des Moines.

TYLER WARD . . . former pool player of note, had a nifty card layout at the Iowa State Fair, Des Moines. Bob Roche had a similar set-up, which played to outstanding business. Numerous other pitchfolk were on hand for the annual and all reported good lucre counts.

WORKING . . . the midway at the Iowa State Fair, Des Moines, with the nationally advertised radar static eliminators was Al (I Know You Can Do It) Stein. Business was reported as good.

PNE OFF LIGHT

(Continued from page 56)

shows a day but failed to hit more than a two-thirds house at any of them. In addition to the comic, show offers several vaude acts and the winners of various beauty contests.

The Ziegler Shows on the midway, with 19 rides and 12 shows, pulled good business, with Clyde Gooding's Midget Show topping the take. Fly-O-Plane led rides.

Rain Pelts Second Day

On Thursday (26) cloudy skies in the morning broke loose with a deluge at noon which continued all afternoon and chased what customers showed up into the buildings. Seven of the eight horse races were run off, one being cancelled due to track conditions.

Exhibits in buildings exceed the number last year. The Livestock Show has a record number of entries, while exhibits in the Horticultural Show are triple the number of 1947.

Ben Williams, PNE manager, said the attendance figures were "more or less as expected." Exhibition officials point out that the 1948 show runs 11 days instead of seven, as last year, and that they hope to get a bigger attendance but expect it to be spread more thinly.

NAGS HELP MORRIS

(Continued from page 55)

spotted in the exhibit section of the grounds.

I. T. Shows, of Long Island, had about 10 rides on the midway, under the supervision of I. Trebisch. Rides included a Ferris Wheel, Whip, Merry-Go-Round, Caterpillar, Tilt-a-Whirl, Dive Bomber, Ridee-O and kiddie rides.

Mex Terpers

Ewing's Mexican Fiesta, with a troupe of south-of-the-border terpers, had a spot in the exhibit area and apparently did fair business.

Morris County Fair shows definite indications of becoming a factor in the fair field of the New York area and more publicity would hypo its attendance. It is easily accessible from the heavily populated New York, Newark and Jersey City areas, both by auto and by the public transit.

DES MOINES STARTS BIG

(Continued from page 55)

attendance estimated at 67,000. The estimate was based on an early check of the gates. Last year the same day accounted for an attendance of 64,924.

A record-breaking advance sale of tickets for the grandstand has been made, and this is regarded as another indication that the outside gates will hit a new high.

Entries in many agricultural and livestock departments have hit new peaks, according to Lloyd Cunningham, now serving his fourth year as secretary. Sale of concession space is also a new high, he said.

Thirteen radio stations, also a record number, are represented on the grounds.

SKOWHEGAN CLICKS

(Continued from page 55)

fair to select the State of Maine contestant for the Atlantic City Miss America beauty contest. Muriel Applebee, a Maine pippin, copped the title and a juicy slab of publicity.

Frank Bergen, prexy of the World of Mirth Shows on the Skowhegan midway, also grabbed his spot in the limelight by offering and presenting a silver cup to the winner of the fair's horse-pulling sweepstakes Friday (20).

SEDALIA PULLS 'EM

(Continued from page 56)

holds forth, was reported lighter per capita than last year. However, the Cavalcade was expected to top the gross of last year, as it opened Saturday night (21) with a prevue, whereas last year it did not get into operation here until Tuesday of fair week.

SEATTLE BIG FOR R-B

(Continued from page 60)

more performances to sell-out business.

It was announced in Seattle that John Ringling North had sailed July 29 for Europe to scout new acts.

Bob Ferris, of Station KJR, aired a wire recorder on-the-spot show for use in his nightly program, *This Is It*, which has a high Hooper rating in Seattle, every night during the stand. Playing Seattle was like old home week for Frank Braden, RB press agent, who did the publicity for the opening of the Paramount Theater in Seattle back in 1928.

Business in Spokane was big, with two turnaways registered Saturday (21). It was the show's first visit to Spokane since 1941. More than 2,000 were turned away at the matinee and almost as many at night. The show had a \$16,000 advance sale, the customers flocking in from all over Eastern Washington and Northern Idaho. Show arrived early from Missoula, Mont., and was up and ready to go by 9 a.m.

One Show at Missoula

At Missoula, the show gave only matinee, but played to a capacity throng. At Butte, Mont., show drew a three-quarter matinee, despite rain, and a full one at night in spite of extremely cold and damp weather. A sudden rainstorm, of almost cloud-burst proportions, hit in the afternoon, with nearly half an inch of rain recorded. At night it turned cold, with the temperature in the low 40's. The night crowd, however, probably was the largest ever to see a circus here. Fans came from Anaconda, Helena, Deer Lodge and Dillon.

Spokane papers were extremely liberal with type and art. Among the visitors on the lot were CFA Past President Harper Joy, John Bell, Sam Whittemore and Jim McCluskey.

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.

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—85¢ 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.

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.

DEMONSTRATORS!

HOTONG SURE GRIP

ALL PURPOSE KITCHEN HELPER

Lifter—Tongs—Wrench

A Terrific Demonstration Item!

Opens All Size Bottles, Lifts Out Hot Things from Boiler or Oven, and many other kitchen duties. Sturdily constructed of heavy steel.

Hotong appeals to all housewives when they see the multitude of time-saving services it performs. Handy display card with each "HOTONG". You can't go wrong at this money-making low price.

25c EA. SAMPLE 22 1/2¢ Ea. in
In 4 Doz. Lots 50c 2 Gross Lots

Retail for 50¢ or more.

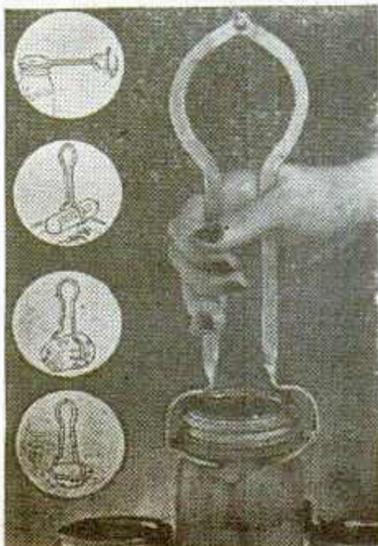
SAVE MONEY . . . We pay postage when full cash accompanies order.

25% with order—bal. C.O.D.

RUCLAIR PRODUCTS CORP.

1328 N. Halsted St. Chicago 22, Illinois

Here's a Natural for FAIRS—DEPARTMENT STORES—LOCATIONS



SALESBOARD SIDELIGHTS

Down in Muncie, Ind., a production expansion program undertaken two years ago by Gay Games, Inc., showed new results last week when the firm announced it is releasing a new line of animated salesboards. Date is set for September 1. The new boards have objects of various kinds tying up the name, design and coloring. A novel shape has been worked out for the line to give it a new appearance to the player. Gay Games' president, Guy E. Noel, likewise said last week that his firm will release other new novelty boards within the next few weeks.

In Chicago last week, Empire Press reported Dave Rice out of town but due back next week. He's been out

West. . . Miss S. Zinder, at Gardner & Company, back at her desk after a vacation at Mackinac.

At Harlich, the entire staff was saddened to learn of the death Sunday (22) of special sales director Manny Gutterman's father. The elder Gutterman died suddenly and was buried here Tuesday. Harlich's art director, Harry Strom, is expected back from his vacation August 30.

Reuben Berkowitz is back at Bee-Jay, reports the company, readying many new novelty items for autumn. Joseph Berkowitz, who held down the fort at Bee-Jay, while his son was on vacation, returned to Kansas City, Mo., and Universal.

Handy Sales Company is opening headquarters at 19 Selden Avenue, Detroit, to distribute a new salesboard deal featuring a combination bag and umbrella set for women. Owners are Ben Okum and Al Smith, both in the coin machine field for many years.

Elma, Wash., Taxes Boards
ELMA, Wash., Aug. 29.—Elma's town council has adopted an ordinance assessing firms selling punchboards an annual license fee of \$150. The city also will collect a tax of 2½ per cent of the retail sale value of the board.

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.

ATTENTION!!!

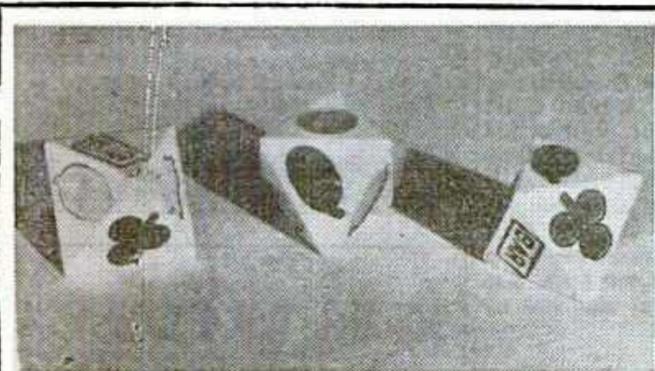
OPEN LETTER to the OPERATORS and JOBBERS who have contacted us

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.



Brand New! SLOT MACHINE DICE

(Exactly like a slot machine) Something definitely new in the amusement world. Sparkling white plastic dice, eight sides on each with colored symbols and same winning combinations of an expensive slot machine. Odds remain unchanged regardless of price per shake. 75% average payout. Be first! Get yours today! Four-color payout card included with each set of three dice.

Per Set **\$3.95** Postpaid

Patents Pending

ORDER DIRECT FROM THE INVENTOR

These Dice can be installed in any machine now using Dice, making an entirely new Game out of your Old Machines.

DISTRIBUTORS AND JOBBERS: WRITE FOR QUANTITY PRICES.

A-P DISTRIBUTING COMPANY 2823 LOCUST ST. ST. LOUIS 3, MO.

ORIGINAL "JAR-O-DO"
THE WORLD'S BEST TICKETS

PLAY "HIGH-LOW"
Because These Tickets Are Each Separately Folded and Banded, Yet Fastened in Bundles of Fives, Players Can Play "High-Low."

Can Be Sold 5/25¢, 5/50¢ or 5/\$1.00.

We Can Furnish Any Size or Style Ticket Desired, Such as:
Red-White-Blue, Combination, Numeral, Blot Symbol, American Legion, D.A.V., V.F.W., Elks, Moose, Tavern League, Fire Dept. or Any Special Ticket You May Desire.

5 SINGLE TICKETS IN ONE BUNDLE ALSO AVAILABLE
3 SINGLE TICKETS IN ONE BUNDLE

When Ordering Specify: Pasted in 5 or Pasted in 3, Whichever You Prefer.
COST LESS THAN STAPLED TICKETS, YET ARE 100% SUCCESSFUL.
WRITE TODAY FOR FREE LITERATURE AND DISCOUNTS

UNIVERSAL MANUFACTURING CO., INC.
"THE WORLD'S FOREMOST MFR. OF JAR GAMES"
405-411 E. 8th Street Kansas City 6, Missouri

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

SALESBOARDS AND TICKETS ALL ORDERS SHIPPED SAME DAY RECEIVED

2170—5¢ R. W. B. singles def. 3650 \$1.10
2170—5 fold def. 3650 1.35

Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	9.00	.60
1000	25¢	J.P. Charlie, Thick	51.95	.95
1300	5¢	Jumbo-Hole Girl Bd.	30.00	1.85
1000	25¢	Charlie, Thick	50.00	.85
1000	5¢	Nickel Charlie	17.00	.60
1200	25¢	Texas Charlie, Thick	102.98	1.85
600	5¢	Silver-Mt Coin Bds.	14.50	1.15
1000	25¢	P A D Ticket Deals	23.50	1.25
400	8/25¢	Quick Fin	89.00	1.75
840	25¢	Players-Dream, Thick	91.99	2.95
2400	5¢	or 10c Easy Picking	48.60	2.50
1200	25¢	Cheerful Charlie	76.98	1.85

1000-1300 Girlie Bds., J.P. and Def. From . . . \$27 - \$35 \$2.75

U. S. MERCHANDISE CO. 25% WITH ORDER; BALANCE O. O. D.
10216 Superior Ave., Cleveland, Ohio

Giant-Boards
New Style—Intermediate Holes
18 Ass. Numbers—200 to 320 Holes
6 FOR 25c
Also Super Giants with 5 Nos. on One Ticket and
3 FOR 10c
Your Choice At
\$2.50 EACH

UNDER THE MARQUEE

(Continued from page 63)

is active in backstage work in Miami theaters. Joe Behoff, former Clyde Beatty and Cole Bros. advance man, is working on a Pan-American hotel exposition, reports Goehmann. John Rogers, last season with Johnny J. Jones Exposition, is bossman of Goehmann's erection crew.

Frank D. Reed Jr. will produce a rodeo for the Metropolitan Club of East Detroit, Mich., at Van Dyke and Kelly roads; September 11-12.

Charlie Campbell advises from his home in Sylva, N. C., that he plans to visit Royal Bros.' Circus when the org plays Norton, Va., September 13.

Tiny Olsen, fat boy on Mills Bros.' Side Show, was called to Boone, Ia., by the death of his brother. He re-

joined the show in Trenton, N. J., August 26.

Otto A. Zane postcards from Bedford Springs, Pa., that he and his wife are vacationing there.

Circus tent specialist is another big top mush-faker who has learned to say "awning cloth" instead of "canvas."

Doc Waddell marked his 85th birthday at the home of his son and daughter-in-law, Parson and Ella Waddell, Portsmouth, O. Doc will rejoin Mills Bros. when it plays Washington September 14.

Hap and Marie Henry, who feature dogs and rolling globes, have signed with Clyde Bros.' Circus for winter indoor dates. The Henrys are currently working fairs for Barnes-Carruthers.

The Skating Carltons were among visitors to the American Wild Animal Exhibit when the show played Greenup, Ky. Jim Brown reports he is enjoying good business with his candy pitch on the Exhibit.

Chasing agitators off of lots isn't such a hard job as all agitators are eager to get off that light.

Faith King's circus unit was the free act at the Norton, Kan., Fair August 16-20. Other fair dates for the King unit include Goodland, Stockton and Minneapolis, Kan., and Kearney, Neb.

Shorty and Beulah Shearer, who closed recently with Monroe Bros., have joined Stevens Bros.' Circus. Another recent addition to the org is Ray Russell, also formerly with Monroe Bros.

Joe Beach and Shirley, of Springfield, Mass., recently visited Mlle. Bernice and Captain Pickard at Riverside Park, Agawam, Mass. With Charles Davitt, Beach also visited Stella and Phil Wirth and the Flying LaMars at the same park.

Don and Maude Montgomery were guests of Floyd King, King Bros.' owner, when the show played Portsmouth, Va. The Montgomerys entertained Walter D. Nealand, veteran

press agent of King Bros., at the Fairfax Hotel, Norfolk, where Don is manager. Mrs. Montgomery formerly was prima donna with the Walter L. Main Circus.

Old-time seatblock boy is one who today tells how he collected cigar butts for a yesteryear boss canvasman.

M. C. (Tax) Carter, secretary-treasurer of King Bros., reports that business continues very good. Charles Poplin, org's equestrian director, and his wife, Jewell, have charge of the concerts. Steve Kumciesz is manager of advertising car No. 1 for the King org.

Among visitors to the Pan American show recently were James MacInnes and son, of Alburtis, Pa., who were en route to Beers-Barnes Circus in Missouri; Mr. and Mrs. Ed Parkinson, formerly with Hunt Bros.; Ed Hines, general agent of the Wallace show, and CFA members Fields and Tom Rice, of Ashland, Ky.

The Snell brothers, clowns, visited the Chicago office of *The Billboard* last week en route to Des Moines to play the fair. The brothers played the fair at Escanaba, Mich., and still have Lincoln, Neb., Spencer, Ia., and Waterloo, Ia., on their schedule. They are booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago.

Frank J. Lee, Cole Bros.' press and radio representative, hit the jackpot in newspaper publicity in *The Dover* (O.) *Daily Reporter* when the show played there recently. The newspaper gave Lee and the show plenty of front-page space, both pictures and stories, and in the Saturday (7) edition carried a front-page story and three-quarters of a page of pictures.

Records at Portsmouth, Va., show that Lorin D. Hall, of King Bros.' Circus, has executed a release for all claims for damages or otherwise against Dorothy and Harold J. Rumbaugh. This voluntary release and relinquishment ends the litigation in Bibb County Superior Court, Macon, Ga., wherein Hall sued the Rumbaughs for \$40,000 for alleged slander.

Among the visitors noted on the Hunt Bros.' lot when the show played Woodstown, N. J., and Eddy-stone, Pa., were J. Rudolph Conway, James Hasson, Mr. Johnson, Mr. and Mrs. William O. Moll Sr., Mr. and Mrs. William O. Moll Jr., Mr. and Mrs. Herbert A. Douglas, George W. Jones, W. Viohl Jr., Anthony Gudanowski and Ed Schuster.

Mickey Sullivan, of the circus-rodeo band bearing his name, writes that his org opened its fair dates Tuesday (17) at Lowville, N. Y. Other annuals inked include Malone, Rhinebeck, Bath and Syracuse, all New York; Kingston, R. I.; Springfield, Mass., and Stafford Springs, Conn. The band, according to Sullivan, recently was featured during the centennial week in Worcester, Mass.

Jack Joyce, former circus star, had his Wild Life Exhibit at the Sonoma County Fair, Santa Rosa, Calif. The exhibit is built on a 32-foot semi which opens up to 22 by 50. The semi was converted from the Hagenbeck-Wallace Circus stringer wagon built by the Springfield Wagon Works for Howard Y. Bary in 1938. While playing the fair Joyce enjoyed visits with John C. Brott, CFA, Santa Rosa.

The first requirement of becoming a top circus performer is to acquire a name that no one can understand and one that no announcer can pronounce.

When Ringling-Barnum played Butte, Mont., Jack Plummer, of Lewiston, Mont., former member of the R-B band, visited Merle Evans and the boys in the band. Jack is the leader of the Lewiston Elks Band. Other circus fans on the Butte lot were Harper Joy, Spokane; R. R.

Clark, San Francisco; Claude Elder, Missoula, Mont.; Walter Bill, Helena, Mont., and Frank Panisko, Butte.

E. E. Coleman, general manager of the M. L. Clark & Sons Circus, off the road this year, recently returned to Dayton, O., with his wife after a week's business and pleasure trip in the Midwest and Southwest. While away they caught Seal Bros.' Circus and visited with Owner Bud Anderson. In Oklahoma they visited Honest Bill Newton. Coleman, who is managing the Mayfair Theater in Dayton, plans to take his show on the road next year.

Mr. and Mrs. Frank Miller and children, Rhodda and Jerry, have been vacationing in Los Angeles. Frank, who is president of the Coastal Trading Company, operators of the concessions with Ringling-Barnum, planed from Los Angeles to Seattle and will travel with the show from there to L. A. During his stay in L. A. he was entertained by Eddie Berg and Joe Moss, of Chunk-E-Nut Products; Fred Schefman, of Dad's Root Beer; Eddie Brown, Chi Morgan and Harvey Saxon. Saxon is sales manager for Chunk-E-Nut.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit	Price
400	5¢ Dollar Bd. X.Tk.	Def. \$ 7.00	\$.59
1000	25¢ Charley	Def. 50.00	.79
1440	5¢ Cigarette Barrel	Def. 22.00	.99
1440	5¢ Barrel	Def. 18.00	1.15
1440	10¢ Barrel, X. Tk.	Def. 36.00	1.39
1800	5¢ Lulu Bd., X. Th.	Def. 18.00	1.49
1000	25¢ J.P. Charley, Tk.	Avr. \$52.08	\$.94
1200	25¢ Tex. Charley, Seal	Avr. 102.28	1.69
600	25¢ Jumbo Q.T., X.Tk.	Avr. 85.30	1.59
1000	5¢ J.P. Asst. Bds.	Avr. 27.00	2.49
1050	5¢ J.P. Asst. Bds.	Avr. 31.00	2.69

NEW! 6 Tickets Per Hole Boards

200	25¢ 6-in-1	Max. Avr. \$39.50	\$1.59
300	25¢ 6-in-1	Max. Avr. 73.50	2.39
200	25¢ Kwik Fin.	Max. Avr. 39.50	2.45
2170	5¢ Red-Wh.-Bl. Tks.	Def. \$36.50	\$1.29
2170	R.W.B. 5 Fold	Def. 36.00	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.

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS and JOBBERS USE

PROFIT BOARDS

THAN ALL OTHERS COMBINED
IT'S A FACT!

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WRITE FOR CATALOGUE

EMPIRE PRESS

637 SOUTH DEARBORN ST. CHICAGO 5, ILLINOIS

SPECIAL

300 Hole FIN & SAWBUCK

\$2.25

(Lots of 25 Up)

We distribute a full line of Punchboards and UNIVERSAL JAR-O-DO Combination Tickets, R.W.B. Tickets and Pad Deals. Quantity buyers, write for special prices on such items as you see.

T. & C. SALES CO.
 207 N. Sandy St. Jacksonville, Ill.

SALESBOARDS at FACTORY PRICES

Immediate Delivery

NET PRICE

HOLES	NAME OF BOARD	PROFIT LIST
250	Pool Table	\$31.11 \$6.67
200	Solid Six	27.01 6.00
200	Star Dust	21.05 6.64
250	Glamour Gal	31.55 7.10
200	Grand Special	26.14 5.94
200	Quick Fins	23.75 6.50
200	Four Horses	25.70 5.25
200	Gold Bag Bookcover	25.25 7.30
200	Big Hit	22.60 6.50
200	Five High (Def.)	25.00 4.50
200	Little Giant (Def.)	25.00 4.50
240	Step Up	30.60 6.98
200	Worm's Eye View (Def.)	23.25 4.40
200	They All Go (Def.)	24.25 4.93
200	Trial Treat (Def.)	27.00 4.40
200	Winna Seal	28.50 6.44
200	The Comet	26.56 5.52
200	Dixie	27.92 5.32
200	Triple Fives	23.50 5.44
300	Fin and Sawbuck	33.15 6.58

JAR-O-DO TICKETS AND JAR DEALS

Jar-O-Do Bingo Tickets, 1000 Size	\$.75
Jar-O-Do Bingo Tickets, 1200 Size	.80
Jar-O-Do Bingo Tickets, 1260 Size	.95
Jar-O-Do Bingo Tickets, 1380 Size	1.05
Jar-O-Do Bingo Tickets, 1600 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.	6.80
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/\$1.00	2.25

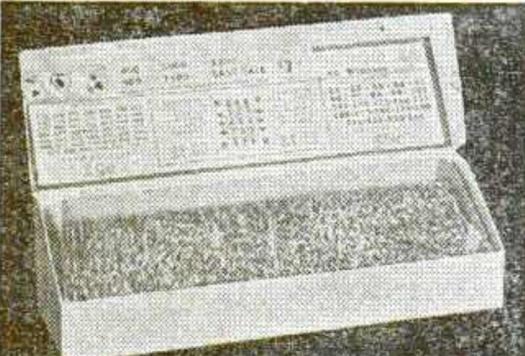
FACTORY DISCOUNTS ALLOWED.
 Complete Stock on Hand. Call or Drop in To See Us.
 1/3 With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST. PHILA 23 PA
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ATTENTION! ANOTHER RED HOT TICKET DEAL

Regular 5c Play Bingo Ticket Box

ADDED FEATURE! 6 Sets of SLOT MACHINE SYMBOL DICE Awarded To 5 OPEN NUMBERS and Last Sale — Each Wins 1 Set of 3 SLOT MACHINE DICE and PAYOUT CARDS With Winning Combinations. VALUE, \$3.95 Ea. Definite Profit, \$40.00— Less Cost of Deal.



ORDER NOW!
 Box Deal Complete With 6 Sets of Slot Machine Dice

SPECIAL \$14.95 Ea.

Lots of 6 or more \$13.45 ea. 1/4 deposit with order.

ORIGINATORS OF THE "WIN-A-PRIZE BINGO CARD"—5c AND 10c PLAY
 Do Not Use Substitute Cards
 Our Original Card Designed to Give the Player Consolation Award on Same Numbers as BINGO Play With a GRAND PRIZE OR CASH AWARD When Last Sale Is Made.
 USE ANY AMOUNT OF TICKETS—MAKE YOUR OWN DEFINITE PROFIT
 Write for Detailed Information on Various Payout Cards, 5c and 10c Play.

U. B. T. DISTRIBUTING CO.

"Best by Test" Tickets and Punchboards at Factory Prices.
 210 N. EWING AVE. NEWstead 9008 ST. LOUIS 3, MO.
 Full Line of Tickets, Pads, Box Deals and Boards for Immediate Shipment.

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

AAAA-1 RECORDING DISKS FOR AUTO-matic and semi-automatic machines. Thousands of coin machine parts. Vending machines designed, developed, built. Joe Munvea, 615 Tenth Ave., New York City.

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, 23c lb. in 25-lb. ctn. Send for complete price list. Asco, 55 Branford St., Newark 5, N. J.

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

BARGAINS—5 ACE NUT AND BALL GUM Venders, \$35; 4 Advance Ball Gum Venders, \$20; 1 5c Ball Gum Vender, like new, \$8. Box 372, Burlington, Iowa.

CIGARETTE MACHINE EQUIPMENT MILLED out for 25c operation, overnight service. Send your complete coin mechanisms 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.

CUP BEVERAGE DISPENSING MACHINES—Frigidrink, 320-cup capacity, good condition, extra parts, will sacrifice. Miller-Jannet Co., 1362 Florida Ave., N. E., Washington 2, D. C. se4

DIGGERS—EXHIBIT ROTARY MERCHANTISERS, Exhibit Iron Claws, Merchants, Microscopes, Buckleys, Erie hand-operated, Electro 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—30 SLIGHTLY USED DE LUXE Model Columbia Coin-Operated Radios with 25c slot, \$40 each. Buddy J. Black, 1307 N. Jefferson, Mexico, Mo.

PHOTOMACHINES—WILL SELL 1 OR 20, going in army, reconditioned, repainted, bargain. Johnson, 4809 Harding, Dearborn, Mich.

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. oc30

SLOTS—1 10c GOLDEN FALLS, \$110; 1 25c Golden Falls, \$115; 1 25c B. C. B., \$100; 1 5c B. C. B., \$100; 1 5c Brown Front, \$25; 1 5c Extraordinary, \$35; H. L.; 1 10c Extraordinary H. L., \$45; 1 10c Extraordinary D. J. T., \$45; 2 Columbias, like new, \$40 ea.; 8 Vest Pockets, \$20 each. Consoles, used, 2 Fast Times, \$20 each; 4 Bob Tails, \$20 each; 2 High Hands, \$20 each; 2 Super Bells, \$25 each. Consoles, like new, 1 5c Bangtail, \$500; 1 5c Triple Bell, \$500; 1 5c Evans Races, \$500; 5 Inns, \$11.50 each. Like-new equipment. 1 5c Mills Three Bells, \$500. One-third deposit on all equipment, balance C. O. D. Frank Guerrini, Burnham, Pa. Day phone, 5726; night phone, 5609. se4

SPECIAL—KEENEY AIR RAIDER, SEEBURG Paratrooper, both \$50. Two Major League Baseball, both \$89.50. Two World's Series Baseball, both \$50. Checked and crated, Pops Arcade, Anniston, Ala.

STAINLESS STEEL VIKING POPCORN MACHINE, almost new, capacity about 30 lbs. raw corn per hour. Sells new, \$695; sacrifice, \$395. Claude Chinesmith, 3509 17th St., N. E., Phone DE 4089, Washington, D. C.

TWO LIKE NEW IMP WITH 3,500 BALLS Gum, \$30. T. O. Thomas Co., Paducah, Ky. se18

WANTED—DIGGERS, IRON CLAWS, MUTOscopes, Merchants, Erie Diggers, Buckleys, Exhibit Rotary Merchandisers, any condition, we pick up anywhere. J. W. Landi, 323 Sanford, Upper Darby, Pa.

WANTED—WHIRLWINDS, WHIRLABALL, Bingo and Home Runs (gum). Also other counter games. Sam Horrocks, Box 413, Neptune, N. J. se11

WILL TRADE PILOT TRAINER, PRE-FLIGHT Trainer; 2 Wurlitzers, Model 61, with stands; 2 Supreme Skee Rolls and 1941 Photomatic for Goalees, Ten Strikes, Roll Downs, Pop Corn Sex or Aircon Music. Crystal Novelty Co., Sherwood Hotel, Homestead, Pa.

15 CAILO-SCOPE ARCADE MACHINES—IN good condition, \$100. Rollin Boyer, Strasburg, O.

12 DRINK VENDING MACHINES—FRIGIDrink, cup type, good condition, \$250 each. Friedman, 305 Academy St., Jersey City, N. J. se4

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"BEST LINE" TICKET DEALS

We manufacture a Complete Line of Tickets—Spindle, Pad, Combination and R.W.B.

DISTRIBUTOR TERRITORY OPEN SALESMEN WANTED

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MISSOURI NOVELTY MFG. CO.
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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.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	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
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	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
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

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AT BELOW JOBBERS PRICES

Send for List—Boards of Leading Manufacturers

EXTRA-SPECIAL

- UNIVERSAL 2520 R. W. B. STAPLED BUNDLES OF (5) @ \$24.00 per dz.
- 2160 R. W. B. STITCHED IN BUNDLES OF (5) @ 15.00 per dz.
- 1260 R. W. B. LITTLE GIANT PAD-O-JACK @ 12.00 per dz.

25% deposit with all orders—balance C. O. D.

TANCO NOVELTY COMPANY

206 N. RICHMOND ST.

APPLETON, WIS.

BEE JAY

! PLAY THE PONIES !

JUST LIKE THE REAL THING



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PNYA TO EXPAND CM SET-UP

Initial Tests At La Guardia Prove Success

May Add Recreation Arcades

By Is Horowitz

NEW YORK, Aug. 28.—Following more than a year of experience with vending machines at La Guardia Field, during which the venders have demonstrated they can provide an important segment of the airport's income, the Port of New York Authority (PNYA), operators of the airfield, disclosed this week that plans for more intensive use of coin machines are now under way and may include the establishment of recreation arcades in other installations under the port authority's jurisdiction.

Having supervised the operation of machines at La Guardia largely on an experimental basis, Robert S. Curtiss, director of PNYA's department of concessions and revenue, revealed that space for the arcades may be set aside in plans to be drawn for permanent buildings at both Idlewild International and Newark Airports. Coin machines provide needed facilities to air travelers, he said, and are an excellent means of securing revenue needed by PNYA to finance essential airport functions.

Required to place the operation of the airfields it runs on a self-supporting basis, Curtiss has estimated that 60 to 70 per cent of total airport revenues must come from non-aviation sources. And he has found that currently the income from operator-owned venders at La Guardia accounts for about 10 per cent of this amount. This figure should reach 15 per cent in the near future, he added.

Curtiss labeled as inaccurate a recent newspaper story which stated that the entire 60 or 70 per cent is accounted for by commissions from vending machine operators.

Vender Income

Venders at La Guardia have brought in \$25,623 in commissions up to June of this year. This compares with a total income of about \$22,000 taken in during 1947 from machines placed shortly after PNYA took over June 1.

With some 75 coin machines, dispensing 18 different types of merchandise and services at La Guardia, Curtiss's department has insisted on the highest possible standards of service on the part of operators. Venders must be kept clean and well stocked with merchandise at all times, (See VENDERS PROVIDE, page 100)

Federal Tax Up

WASHINGTON, Aug. 28.—July collections from the coin machine tax showed an increase of \$44,251 over July, 1947, the Bureau of Internal Revenue reported this week. July collections were \$7,929,548, as compared with \$7,885,297 for July of last year.

Next Week

On November 17, 1947, the Canadian government included coin machines among the many items that no longer could be imported. This immediately shut off the leading export market for coin machines.

What has happened in Canada since then; is any manufacturing being done there? How are operators keeping their business up without the stimulant of new equipment? What are prices on used machines?

To get the answers *The Billboard* asked leading operators and distributors in Canada to give us the answers to those questions.

They form the basis for a series of interesting articles on "what's happening in Canada." The first of these will appear in next week's issue.

D. C. Coin Mch. License Plan In Draft Stage

WASHINGTON, Aug. 28.—Annual fees levied on both operators and locations were added this week to a draft of proposed pinball licensing procedure now being completed by the local superintendent of licenses.

Location tax is tentatively set for \$12 a year for each machine while the operator fee is to be announced later. The draft also provides for a ban on use of all amusement machines by children under 17 during school hours as well as for a ban on "congregating" around machines.

The draft is expected to be submitted to the D. C. commissioners for approval before school opens around the middle of September.

Dallas Vocational School To Graduate 26 in First Coin Machine Mechanics Class

DALLAS, Aug. 28.—First class of 26 coin machine mechanics will graduate from the Dallas Vocational School September 3, James T. Goode, educational leader and school principal, announced this week. Bill Tomlinson, who has 20 years experience as a coin machine mechanic, was instructor of the class.

By the time graduation day arrives, the 26 students will have completed a 32 weeks course of 30 hours a week for a total of 960 hours. This was broken down into 8 weeks of mechanical training, 16 weeks of electrical and electronic theory and practice and 8 weeks of practical coin machine problems and trouble shooting.

During the comprehensive course the class has made frequent trips to different mechanical shops in the Dallas area to further enlighten the students on the coin machine industry and to discuss coin machine repair problems with on-the-job me-

Coin-Operated Radio Tax In Oregon Upheld by Court

SALEM, Ore., Aug. 28.—A ruling by Marion County Circuit Judge George R. Duncan, Wednesday (18), upheld Oregon's tax on coin-operated radios. The decision dismissed a suit against the State tax commission by the Specialty Sales Company, Portland.

The firm, which rents coin-operated radio sets to hotels and auto courts, alleged the State tax enacted in 1947 was illegal thru violation of the U. S. Constitution. Judge Duncan ruled that music from the coin-operated radios is consumed only locally and does not enter interstate channels.

The tax, the judge wrote, is not deemed a levy on the radio itself, but a tax on the privilege of carrying on such a business for profit.

The Oregon ruling is in conflict

with two other findings on the same subject, one in Chicago recently, and the other in California a year ago. In both of these instances, taxes on coin-operated radios were ruled out on the grounds that radio was interstate and therefore not liable to a local amusement tax.

In view of the above, *The Billboard* (See COIN-OPERATED on page 106)

Lowered Prices Seen With New Casting Method

NEW YORK, Aug. 28.—Manufacturers of all types of coin machines this week could see, for the first time in years, a possible lowering of steel costs in the not-too-distant future. Note of optimism came with the announcement by Republic Steel and the Babcock & Wilcox Tube Company that one-step casting of steel has been developed, which should eventually lead to a saving of at least \$3 a ton as well as stepping up production, lowering steel plant investments, and decentralizing the industry.

Completing more than a century of research in the steel industry, the new one-step casting method, plus a simple machine, will revolutionize the entire steel-making system as it is known in this country today.

In addition to an estimated saving of some \$3 per ton, the newly developed system will substantially step up production of steel and, of equal importance, will decentralize the industry by allowing steel companies to move into towns like Dallas and Seattle and other places which are too small to sustain a large and completely integrated steel mill under present conditions. This would mean that not only would production increase materially, but that deliveries could be accomplished much more rapidly to smaller surrounding areas where manufacturers might be located.

Republic Steel started developing the one-step casting method about six years ago, experimenting on this continuous-mold system in Cleveland.

Charges Against N.Y. Locations Dismissed

NEW YORK, Aug. 28.—Thirty-six Queens County storekeepers, who were arrested for having novelty games in their premises during the wholesale police seizures four months ago, were cleared this week of charges of possessing gambling devices.

The dismissals followed a statement by Ridgewood Magistrates Court by Assistant District Attorney Lawrence T. Gresser, who declared:

"The district attorney feels it would be unfair and unjust to expect the storekeepers of Queens County to determine whether or not these pinball machines were in violation of the statutes, in view of the wide divergence of opinion of learned counsel in the test case that was decided before Supreme Court Justice Pecora."

How To Get Loans, Subject of Newest Book by Commerce

WASHINGTON, Aug. 28.—Tips useful to coin machine operators interested in raising capital are contained in a booklet, *The Small Business Man and Sources of Loans*, published this week by the Department of Commerce.

The booklet lists the various sources of loans available to the small business man with suggestions as to the most effective procedure to be followed in applying for each type of loan.

Copies may be obtained from department field offices or from the Superintendent of Documents, Washington 25, D. C. The cost is 15 cents a copy.

chanics. Most of the time the students were sent out in pairs to spend one or more days with coin mechanics on actual repair jobs. While on field trips, practical problems were assigned each student and were completed to the satisfaction of the operator or serviceman affiliated with the operating firm.

Prior to initiating the mechanics' course, Goode completed a survey of 64 coin machine firms, which accounted for virtually all of the employment of coin mechanics in the local area, in order to learn the needs of firms in the industry and also asked for suggestions concerning how the students should be trained. In this survey, it was learned that there were about 110 mechanics in the Dallas area actively engaged in coin machine repair work and that employment in this field was comparatively stable due to the high rate of remuneration. It was also learned (See DALLAS SCHOOL on page 114)

Operators Report on Changers

Two Salesmen Convicted in Vender Fraud

Three Get New Trial

LOS ANGELES, Aug. 28. — Two sales agents for a vending machine company were sentenced to two and one half years' imprisonment and fined \$1,000 in Federal Court here following their conviction in a \$1,000,000 mail fraud scheme. Three other defendants will be retried September 13. The trial grew out of federal grand jury indictments returned against the men over a year ago.

At that time Assistant United States Attorney Bernard B. Leven charged that the men sold vending machines manufactured by the Los Angeles Vending Machine Company on the promise of huge profits and exclusive territories. He further charged that neither of these two promises were fulfilled.

Sentences were imposed upon Ernest H. Bridgman and Jay C. Henson. The jury disagreed in the cases of Earl H. Rhodes, the manufacturer, and Ray Martin and Richard Sippel, salesmen. They will get another trial starting September 13.

Jiffy Java Hot Coffee Vender Bows on Coast

LOS ANGELES, Aug. 28.—A new 400-cup hot coffee machine, Jiffy Java, was displayed here at the All-Electric Exposition held for nine days at the Pan-Pacific Auditorium. Manufactured by Jiffy Products Company, the machine will be distributed by the Jiffy Java Company.

Officials of the manufacturing company are Clyde Allen, production manager; Bernard Marks, manager; Homer R. Houchen, chief engineer, and Wally Jordan, metal expert. Heading the distributing set-up are James A. Mew, president and treasurer; M. G. Uhler, vice-president and general manager, and Harold L. Fleischer, secretary. The staffs of both concerns have had previous experience in the designing and developing of vending devices. Marks is a former operator.

According to Mew, a production schedule of 50 machines per week has been set. Jiffy Java will sell for \$795, f. o. b. Elmonte, Calif., where the plant of nearly 4,000 square feet is located.

Machine is of all-metal construction and stands 76 inches high, 31 inches wide and 22 inches deep. Using liquid concentrates that are kept under refrigeration at all times, black coffee, coffee with sugar; coffee and cream; cream, sugar and coffee are available thru means of a dial selector. Machine is electrically operated in both the refrigeration and heating units.

Coffee vender is available in hammer-tone finish and several colors. It is completely automatic and sold with a "complete factory guarantee," since machine has a one-year warranty and the compressor, a Universal, carries a five-year guarantee. National slug rejectors are standard equipment with coin changers optional.

PART 2

This is the second in a series of three reports prepared from personal-contact surveys made by *The Billboard* in more than a dozen market areas over a month-long period. Purpose of the surveys is to determine the use and acceptance of changers, and trace their effect on other phases of automatic merchandising.

Next week: A report from the manufacturers of coin changing equipment which will indicate production thus far, monthly output and future goals, plus up-to-the-minute reports on mechanical improvements.

Built-In Units Gain More Rapidly Than Stand Types In Market Areas Surveyed

Changers Up Gross Average 20 Per Cent, Operators Say

CHICAGO, Aug. 28.—In those areas where coin changers have been installed in fairly large numbers, operators report the change makers paying their way. But there is a minority faction within the industry which

maintains that the value of changers as a business stimulant is outweighed by the cash outlay necessary for installation and servicing. This fact is evident in reports from more than a dozen market areas surveyed during the past month by *The Billboard's* correspondents.

Another fact stands out clearly: In those areas where coin changers have yet to appear in numbers, observation indicates that operators have not pushed this equipment as an additional service to their customers. In fact, some few operators say location requests for change-making equipment has simply added another headache to route management. This group, correspondents report, is a decided minority; but it does exist.

Round-up of representative staff reports from correspondents, which follows, presents a capsule picture of changer activity from coast-to-coast.

"Definite Asset"

BIRMINGHAM — Spot-check of Birmingham operators and locations indicates service changers have made no appreciable progress here, but built-in changers, especially on soft drink machines, have won operators' support. Two companies are using changers here in quantity—Canteen Service Company of Alabama and Merchandising Vending Company. No report could be secured from the local Canteen manager.

Merchandise Vending's F. L. Goldstein, however, reports 10 months' experience with changers in cup-drink units indicates the built-in changers have boosted grosses by approximately 25 per cent. Most of this company's cup venders are located in industrial stops where workers do not have easy access to change.

Goldstein has had some servicing trouble with changers, but adds that "this is not a big item. Our principal difficulty," he explained, "has been in the jamming of the reserve coin chamber. I believe that it (the re-

(See Operators Report on page 102)

U-Need-A Vendors Preems New All-Electric Cig Mch.

NEW YORK, Aug. 28.—After 18 months of development at a reported cost of \$500,000, the U-Need-A Vendors all-electric cigarette vending machine was introduced here this week and Murray Weiner, president of Vendors, Inc., exclusive national distributor, announced that quantity deliveries would begin in September.

At the same time, Weiner disclosed that the new merchandiser was being produced at the rate of 750 a month. He said plans call for an output of 1,500 monthly by January 1.

A nine-column machine, with a capacity of 612 packs, the U-Need-A vender stands 67 inches high, is 33 1/4 inches wide and 15 1/4 inches deep. It is available in either maroon and white or two-tone blue.

Easily Repaired

Outstanding feature of the U-Need-A is the ease with which a non-operative machine may be placed back in working order by the use of interchangeable replacement units. Weiner stressed that an unskilled person can do the job in a few minutes, thus cutting to a minimum the unproduc-

tive time of a non-operative vender on location.

He pointed out that all electrical components of the new machine are combined in two replaceable units. Either, or both of the replaceable elements, a power unit and a coin acceptor unit, when found faulty may be exchanged for a spare carried by the serviceman or operator and merely plugged in to get the vender back in perfect working order. No tools are required for the changeover, the units being held in place by metal guide rails, knurled-head screws and metal clips. Spare power and coin acceptor units will be provided to operators at nominal cost.

15 to 40 Cents

Three dials on an inside panel control the automatic change mechanism and permit sales of cigarettes at any price from 15 to 40 cents, in nickel steps. The dials allow for the sale of standard price brands, as well as those selling at a higher and lower price thru the same machine without separate adjustment. Correct change, (See U-Need-A Vendors on page 96)

Merchandising Problems Top Topics for NAMA Chi Meeting

CHICAGO, Aug. 28.—All phases of converting cigarette equipment to compensate for the recent 8-cent-per-carton price increase in cigarettes will be discussed when the National Automatic Merchandising Association's (NAMA) Region VI meets at the Edgewater Beach Hotel here September 1-2. Another feature of the meeting, which will draw operators from Wisconsin, Indiana and Illinois will be a forum on legislative prospects in each of the three States.

The region's two-day meeting will get under way Wednesday (1) afternoon and will conclude with a luncheon program Thursday, so that operators coming in from other States need only spend one night in Chicago. Decision to hold a two-day meeting at a semi-resort hotel was made after a postcard poll of the region's membership.

To review the legislative prospects for 1949, NAMA has lined up E. Z. Gregory, of the Wisconsin Cigarette Operators' Association, Madison; Joseph G. Wood, attorney, Indianapolis, and Karin J. Walsh, city editor of *The Chicago Sun-Times*.

Two-day program gets under way

at 1:30 p.m. Wednesday with a welcome from Walter C. Knack, Walter C. Knack Company, Dixon, Ill., regional chairman. Knack will also appoint a nominating committee for the election of a new regional chairman.

Brief discussions of the legislative record, a report on NAMA's accounting and insurance committees and a report on the NAMA convention will follow. Speakers include Fred L. Brandstrader, legislative counsel for Regions VI to XII; William Fishman, Automatic Merchandising Company, Chicago; Howard I. Olsen, the association's director of membership; Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, and Sam Kogen, Illinois Mechanical Candy Sales, Chicago.

Scheduled for later afternoon: discussions by C. S. Darling, executive director of NAMA, and E. J. Eggert, associate director and economist of the American Meat Institute. Darling will discuss proposals to mint fractional coins, and the title of Eggert's address is, *The Economic Outlook*.

Wednesday's session concludes with (See NAMA MULLS on page 96)

Automatic Syrup Cuts Price to \$800 on Cup Mch

NEW YORK, Aug. 28.—A \$160 price reduction on the Mills 400-C automatic fountain, bringing the price of the cup vender down to \$800, became effective this week. H. J. Foster, vice-president of the Automatic Syrup Corporation, national distributors of the Mills vender, also announced that built-in coin changers are now supplied as standard equipment with the cup machines. They were formerly available on an optional basis, at extra cost.

The price drop, in the face of high costs of supplies and labor, was attributed by Foster to increased production and distribution efficiency, gained thru the 18 months since deliveries of the vender began. He also stated that current production models of the automatic fountain carry a new and improved carbonator.

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Popcorn will sell FASTER through a hot dispenser than any other type on the market today. Your local community or town is an ideal, profitable spot for this type of business.

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.

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HOT POPCORN
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Pre-Popped POPCORN
Packed in moisture-proof bushel bags \$1.12
In handy moisture-proof 2 1/2 pk. bags... 70¢
Shipped anywhere in the U.S.A., F.O.B. Chicago (Special discount to Popcorn Machine Distributors)
Also cheese corn, smoked corn for immediate shipment.

Elmer F. Pierson, NAMA Prez, on CBS Network Panel

KANSAS CITY, Mo., Aug. 28.—Participating in *Cross-Section, USA*, radio program aired over Columbia Broadcasting System today (28) was Elmer F. Pierson, president of the Vendo Company here and president of the National Automatic Merchandising Association. Topic for the panel discussion was "Inflation or Deflation—Which Is Ahead?"

Pierson, speaking from Kansas City, is a member of the National Association of Manufacturers' (NAM) committee on co-operation with community leaders. As a former director of NAM, Pierson represented that organization on the panel.

Other organizations represented were the American Farm Bureau Federation, American Federation of Labor, Chamber of Commerce of the United States and the Congress of Industrial Organizations.

NAMA Mulls Mdse. Problem

(Continued from page 95)

a banquet at 6:30 p.m. in the Michigan Room of the Edgewater. Ernie Simon, disk jockey heard over WJJD, Chicago, for Old Golds, will be featured in a brief entertainment program.

Thursday Program

Thursday morning will be given over to a forum on operating problems. Speakers include Howard Hultz, Hutz & Meiers, Springfield, Ill.; James E. Okell, Diamond Match, and regional Chairman Knack. Afterwards, operators will have an opportunity to participate in a question and answer period.

John K. Kettlewell, director of the Council on Candy of the National Confectioners' Association, will report on the council's activities. Frank Heinz, Kandy Kit Company, Chicago, will talk on soliciting locations and Raymond J. Vonesh, legislative counsel for Regions I to V will speak on the incentive wage for servicemen.

Business outlook in the candy, beverage, tobacco and candy machine field will be discussed by various trade experts, including Stanley Stacy, president of the National Association of Tobacco Distributors, and Vic Johnson, Coan Manufacturing Company, Madison.

A special luncheon program at 12:30 will conclude the meeting.

Uneda Vendors Intro New Mach.

(Continued from page 95)

up to two nickels, is returned with cigarettes purchased. A switch adjusts the mechanism to give free matches. However, matches may be bought for a penny a book independently of the purchase of cigarettes.

A slug rejector is standard equipment with the U-Need-A vender, as well as an unbreakable mirror front panel. Fluorescent lighting inside the front panel lights up the word "cigarettes." The vender dispenses king-size and regular-size packs from all columns without adjustment.

Officers of Vendors, Inc., in addition to Murray Weiner, are Edward Dierickx, vice-president; Bill Weiner, treasurer, and Leo Willens, secretary. All but Dierickx were associated with the former U-Need-A Pak Products Corporation, of Brooklyn. Dierickx is owner of Dierickx Vending Company, in Newark.

Vendors, Inc., is located here at 585 10th Avenue.

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\$12.50 EA.

IN LOTS OF 24
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Pistachio Nuts
25 Lb. or 45 Lb. Otns., 52¢ Lb.
In 100 Lb. Lots, 51¢ Lb.
Spanish Peanuts, 30 Lb. Otns., 25¢ Lb.
Virginia Peanuts, 30 Lb. Otns., 29¢ Lb.

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5/8-140 Ct. Colored Bubble Ball Gum

(Makes Colored Bubbles)
25 Lb. Otns. 25¢ Lb.
100 Lb. 27¢ Lb.
REG. 5/8 BUBBLE BALL GUM
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(Freight Prepaid on 100 Lbs. or More)
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Less than 100 lbs.	5¢	170¢
100 lbs. and over	30¢	30¢
1000 lbs. and over	28¢	27¢
Spotted and Striped	40¢	40¢

Freight paid on 100 lbs. or over

Pistachios, Large Red, 60 Lb. Otn.	75¢ Lb.
Pistachios, Small Red, 60 Lb. Otn.	60¢ Lb.
Virginia Peanuts, 30 Lb. Otn.	29¢ Lb.
Spanish Peanuts, 30 Lb. Otn.	23¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Otn.	26¢ Lb.
Jawbreakers, 575 Ct., 34 Lb. Otn.	22¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Otn.	36¢ Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Otn.	25¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Otn.	24 1/2¢ Lb.

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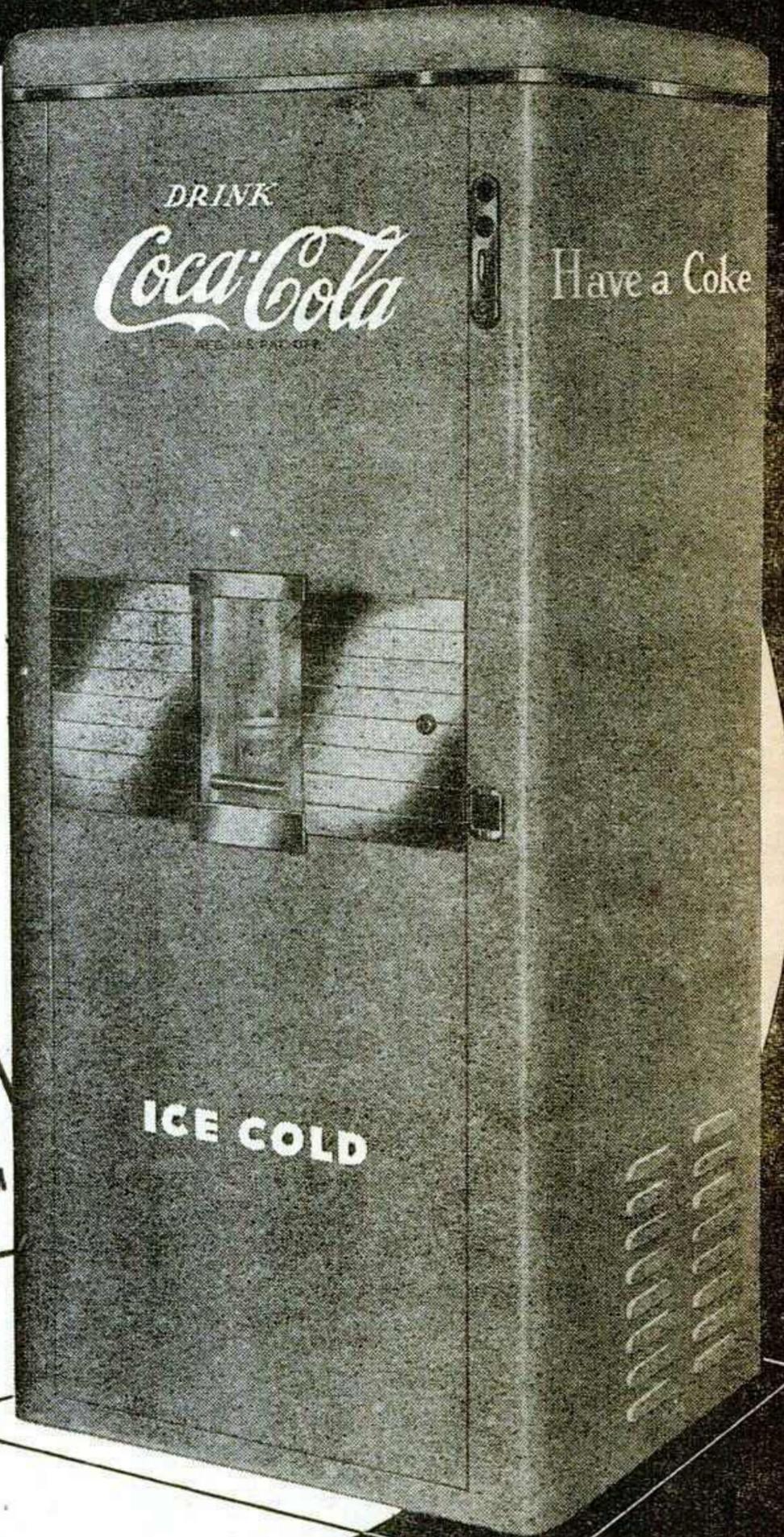
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The New Lion "1400" cup-drink vendor embodies a host of exclusive deluxe features not found in other cup vendors. Operators enthusiastically praise its efficiency and performance. They like the way it stays in continuous operation... the minimum amount of service required... best of all, the big profits it brings them. You'll like it too for the same reasons. Write for descriptive literature today.

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Eastern Candymakers See Upswing for Fall Vending

BOSTON, Aug. 28.—Early summer's adverse conditions, which held candy volume down in the New England States, are improving now and the outlook for fall business, including business done thru vending machines, is excellent, according to Walter L. Guild, managing director of the New England Manufacturing Confectioners' Association (NEMCA).

The manufacturers see two factors as responsible for the optimistic vending outlook: (1) "Cat and dog" bars are practically off the market; (2) the consuming public is educated as never before to buying their bar goods from venders.

Vending machines in the New England area are looked upon with favor by the confectionery manufacturers partly because the manufacturers say the vended price of a nickel helped

knock out the 6-cent bar which the candymakers always viewed with disfavor.

Volume Increase

A surprise to the industry was the report from the 21 members of NEMCA (20 in Massachusetts and one in Connecticut) of June volume sales amounting to \$2,445,945, as compared with \$2,117,947 in June of 1947—an increase of 15.5 per cent. Eight companies reported declines of 13.5 per cent, while 13 companies indicated an increase of 32.6 per cent for June as compared to the same period last year.

In April and May, New England confectionery manufacturers said they noticed a marked recession which they attributed largely to the fact that candy output had "temporarily outstripped" demand. Closing candy factories for short periods has remedied this situation, the candymakers assert.

Most disturbing factor in the future, however, is the price of cocoa beans. That price dropped to an average of 31 cents per pound in May, but has since rebounded to an average of 46 cents—over nine times the average quotation for beans in 1939.

Cig Venders In Maritime Restaurants

Win Fight To Operate

ST. JOHN, N. B., Aug. 28.—Coin-operated cigarette merchandising equipment, balked here for the past 15 years because of opposition from over-the-counter retailers, have at last started to penetrate the maritime provinces. First installation was made in the Paragon Restaurant here, and now restaurants thruout New Brunswick and Nova Scotia are making installations.

Efforts to install cigarette machines in key maritime centers were started 15 years ago, but the tobacco retailers' section of the Retail Merchants' Association in each of the three Atlantic provinces exerted sufficient political influence to have municipal councils refuse to issue operating licenses for the venders.

Altho no ready explanation for the change of heart could be found, councils have now started to grant cigarette operating permits. Provision is made that cigarette merchandising operators pay the 10 per cent tax which prevails thruout the New Brunswick province.

Initial installations, operators and location owners report, have met with considerable success.

Veeder-Root Officer Tenders Resignation

HARTFORD, Aug. 28.—Charles G. Allen, treasurer, assistant secretary and director of Veeder-Root, Inc., makers of counting devices for coin machines, has resigned from the company. Announcement of his resignation came from Graham H. Anthony, chairman of the board.

Allen joined Veeder Manufacturing Company in 1905. He was elected treasurer and a director in 1932. The board elected Charles F. Pendlebury treasurer of the corporation. He has been secretary and assistant treasurer since 1942. Andrew J. Reimann was elected assistant secretary.

Charter Fla. Vending Firm

TALLAHASSEE, Fla., Aug. 28.—The secretary of state has issued a charter to Clay Vending Company, Green Cove Spring, Fla., 50 shares with no par value. Principals are William S. Bushloper, Irene D. Bushloper and Marion Callihan.

SILVER KINGS
1c CANDY & NUT VENDOR
Introductory Offer
6 Machines, plus 37 lbs. Licorice Lozengers and 1000 Plastic Charms.
ALL FOR \$80.45
SILVER KING PRICE LIST
Sample \$13.95
2 to 5 . 12.50
6 to 11 . 11.55
12 to 49 \$11.05
50 or More \$10.55

BRAND NEW IMPS
EITHER 1c OR 5c PLAY Cig. or Fruit Reels
SPECIAL!
For Limited Time Only
\$11.95 EA.
ANY QUANTITY

Brand New ABT CHALLENGERS
Special Price
\$42.50
For Limited Time Only

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
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NOTICE
Due to the cigarette emergency situation we are devoting all our time to 25c vending conversions.

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- UNEEDAS • 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., 350 Pack Cap.	115.00
Rowe Royal, 10 Col.	100.00
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
DuGrenier Candyman	65.00
U-Select-It	35.00
Advance Candy Machine	27.50

SPECIAL, \$70.00
DuGrenier Champlon, 9 Cols., 420 Pack Capacity; 7 Cols., \$25 Pack Capacity, \$65.00.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
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UNEEDA VENDING SERVICE
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ATTENTION DuGRENIER OPERATORS

Immediate Delivery of SILVER QUARTER CONVERSION UNITS. UNIVERSAL FOR DuGRENIER MODELS R, S, V, VD, W, WD.

\$12.85 EA.

Efficient, simple. Can be installed on location quickly and easily. The finest factory-made conversion unit on the market. Guaranteed to give complete satisfaction.

Conversion Units for the DuGrenier "Champlon" will be available for delivery during the first week in September—write for prices!

Order DuGrenier factory-made parts and get the most efficient working units to insure the life and later trade-in value of your equipment.

Feeler Gadgets for Converting ALL CHAMPIONS to 25c Vending—
2 dimes, 1 nickel, 40c ea.

Conversion Attachments for Models R, S, V, W
Converts to 2 dimes, 1 nickel; 3 nickels, 1 dime
Nominal cost

RUSH YOUR ORDERS TODAY
Arthur H. DuGrenier, Inc.
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5c GUM AND 5c HARD CANDY AND MINT VENDORS

For Charms, Lifesavers, Gum and similar sized products.
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408 Concord Ave., New York 54, N. Y.
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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 price.

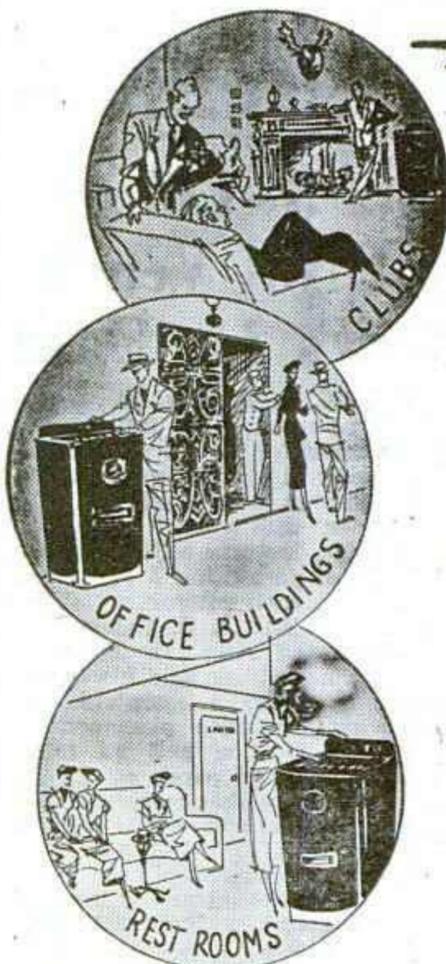
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Electro **WORLD'S FINEST CIGARETTE MACHINE**

To our list of famous products, is added the beautiful new Electro Console.. absolutely the last word in cigarette vending machines. Electro will get front positions.. because it is compact, handsome, efficient and a proven money-maker. Operators everywhere have proclaimed it "wonderful" for the past two years. Electro is manufactured with skill and precision.. Electro should be put in your locations! Immediate delivery!

- ★ Magic touch delivers cigarettes to customer.
- ★ Baked-on wood grain finish that will look new for years.
- ★ Small console size, just 44 inches high.
- ★ Built by C-Eight Laboratories, pioneers in electrical product merchandising.
- ★ Simple price adjustment mechanism.. consists of three bars controlled by individual switches. Can be set to sell cigarettes at 15, 20, 25 cents.. or in combinations of 20, 25, 30 cents.. any combination of coins.
- ★ Mechanism can be furnished to operate on a 25 cent piece.



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Exclusive Southwest Distributors

★ Dallas, Pacific at Olive	★ San Antonio, 241 Broadway
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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
 27 EAST WASHINGTON ST. CHICAGO, ILLINOIS

Venders Provide Valuable Supplementary Income at La Guardia Airport in N. Y.

Port Authority Plans Expansion of Coin Machine Set-Up

(Continued from page 94) and must be promptly repaired when found inoperative. Operator franchises may be revoked at any time, if in Curtiss's opinion their machines are not serviced properly or are found to constitute a hazard or inconvenience to the normal business of airport operation. One machine he recently banned from the field was a coin changer

which generously returned five nickels for an English shilling, worth somewhat less than 20 cents.

Since a number of merchants are permitted to operate counters and stores on airfield property, Curtiss has coin machine operators place their equipment in places where competition to the store owners is not likely to be serious. But he pointed out that some of the venders net the authority about \$200 per square foot annually, while regular concessionaire and shop rentals produce a minor fraction of that amount.

More Tests

"Venders at La Guardia Field are providing us with an opportunity to experiment with various types, locations and methods of servicing," he said, "for eventual permanent use of such venders at other port authority terminals. Terminal layouts at New York International and Newark airports and at the forthcoming new union bus terminal in Manhattan will be governed to a great extent by the revenue potentialities of floor space." He said that special recessed areas may be constructed to display venders more efficiently.

Among the machines presently on location at the field are those which dispense candy, gum, nuts, soft drinks, popcorn, cigarettes, nylon stockings and stamps. Photomatics, Voice-o-Graphs, medal stamping machines, parcel lockers and binoculars also do a big business among travelers and visitors.

Curtiss stated that while presently only about 30 coin machines are in operation at Idlewild and Newark airports, the number may be doubled and trebled in the near future. He also reported that machines have been recently installed in the administration buildings on the New Jersey side of the Holland and Lincoln tunnels.

New 3-Column Hot Nut Vender Bows in East

NEWARK, N. J., Aug. 28. — The Ajax three-column hot nut vender, manufactured for the Ajax Distributing Company by a Midwestern producer, has been introduced here. The new vender, with a total capacity of nine pounds, features adjustable coin mechanisms, permitting 5 or 10-cent operation on each column.

Ajax President A. S. Cohen, who also heads the Asco Vending Machine Exchange here, said his firm is offering operators a complete sales plan, which includes placement of venders on location and an initial supply of nuts and paper cups. The firm recommends that machines stock peanuts, cashews and mixed nuts for maximum sales.

Ajax Distributing Company, headquartered in the same building as Asco, is located at 55 Branford Street.

Golden Quits Universal

NEW YORK, Aug. 28. — Will R. Golden, Eastern sales manager of the Universal Match Corporation, will sever a 17-year association with the match manufacturer when his resignation takes effect September 1. He is becoming Pacific Coast manager of National Match Book Advertising, Inc.



MARION
 The Accepted Standard of Quality and Beauty in Its Field
\$79.50
 F. O. B. Plant.
 1/3 Cash, Bal. C. O. D.
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QUARTER NATIONAL-TYPE SLUG REJECTOR
 for **U-NEED-A PAK**
MODELS E, A, 500 AND MONARCHS

\$15.00
IMMEDIATE DELIVERY

PENNY LOADERS NOW ON HAND

U-NEED-A SERVICE & PARTS CO.
 Manufacturers of U-NEED-A Pak & Monarch Parts.
 2715 SUMMIT AVE. Phone: Union 3-2211 UNION CITY, N. J.
 Under personal supervision of Joseph Kalishman.

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.
 Popcorn Machines \$125.00 Ea.

Also Other Vending Machines. Write for Free Circular.
 1/2 Dep. With Order Bal. C.O.D.
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WRITE FOR OUR CATALOG
VENDING MACHINES, PARTS, SUPPLIES AND MERCHANDISE ONLY
GET YOUR NAME ON OUR LIST
EXCLUSIVE FRANCHISES
 AVAILABLE FOR OPERATING
 CHICLETS, DENTYNE, BEEMAN GUM
 BERT MILLS COFFEE AND SOUP BAR
 SNIVELEY'S ORANGE JUICE
 DISPENSOLATOR
 MILLS CANDY BAR MACHINES
SPECIAL THIS WEEK, \$455.00 EA.
 50 REFRIGERATED CANDY VENDORS
 1/3 Deposit With Order.

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 P. O. BOX 4501 PHONE 8-2615
 648 RIVERSIDE MEMPHIS 1, TENN.

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 VENDERS.

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 VENDERS, GAMES, ETC.



PARKWAY MACHINE CORPORATION
 623 W. NORTH AVE. DEPT. B • MADISON 1447 • BALTIMORE 17, MD.

Northwestern
40 MODEL
QUALITY AT A PRICE

IN STOCK!
 6 Lb. Globe
 Less than 25 \$11.00
 Less than 100 10.75
 100 or more. 10.50

Write for prices on Models 33, 39 and Deluxe Venders.

EMPIRE COIN MACHINE EXCHANGE
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EXTRA ★ EXTRA ★ EXTRA ★ EXTRA DOWN GO PRICES

FORMERLY

NOW ONLY

~~\$960~~

\$800



The New MILLS 400-C AUTOMATIC FOUNTAIN

The Machine with a Future!

NOW ONLY \$800 COMPLETE WITH CHANGE MAKER AND NEW IMPROVED CARBONATOR. IMMEDIATE DELIVERY.

The most efficient of all automatic beverage dispensers, the sensational Mills 400-C Automatic Fountain, is yours now at a new low price . . . yours complete with automatic change maker and new carbonator! Automatic Fountains are doing business round-the-clock in theatre lobbies, transportation terminals, department stores, amusement parks, in thousands of locations. All this means volume production . . . and a saving that we pass on to you!

Simple and rapid in operation, handsome in appearance, compact and streamlined, the Mills Automatic Fountain is ringing up new sales records for operators everywhere . . . wherever people gather for work or play. Over 100 drinks every hour, every Automatic

Fountain vends and delivers 6 ounces of perfectly mixed drinks in a sanitary cup . . . carbonated under ultra-violet radiation at the moment of serving. All servicing and adjustments are made from the front. The Automatic Fountain is a marvel of mechanical perfection, with sterile construction throughout and durability typical of Mills . . . famous in the field of manufacturing and engineering for 58 years, and leaders in automatic vending machines.

A call to your Automatic Syrup representative will bring you immediate delivery on the Mills 400-C Automatic Fountain at this new low price, only \$800 f.o.b. Chicago. Call today . . . or write direct to Automatic Syrup Corp., 60 Wall Street, New York 5, N. Y.

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DISTRIBUTORS

AUTOMATIC SYRUP CORP.

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TIME PAYMENTS ON "SILVER KINGS"

24 or More
1/4 DOWN—20 WEEKS TO PAY
WRITE FOR DETAILS



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, 16-5¢.

U. S. and Foreign Coins.

At All the Best Dealers—or Write

SILVER-KING CORP.

622 Diversoy Parkway Chicago, Ill.

Ops Report on Changers; Built-In Units in Big Gains

(Continued from page 95)

serve chamber) should be made larger to cut down the number of service calls which currently run as high as four or five a week."

Comparatively few nickels are taken in by machines with built-in changers, Goldstein has observed. F₂ says dimes account for approximately 60 per cent of gross and quarters about 35 per cent.

How do the customers like changers? At first Goldstein found they needed considerable education in changer use, but now "they're rapidly becoming accustomed to them."

Sales Argument

LOS ANGELES—Operators in this area are divided on the relative value of coin changers, but the division tends to favor those who believe changers are a help on the route. One strong supporter is William Breen, local operator, who says he would rather install one coin changer on a location than add an extra candy machine.

Since installing coin changers on his route (mostly industrial stops), Breen figures his business has increased an average of 20-30 per cent over-all, which jibes with estimated increases in Birmingham, for example. Breen pointed out an extreme example of what changers can do for a vendor's gross. He claims he has a candy machine which he formerly serviced once weekly; after installing a changer, the machine empties daily.

Breen does not favor built-in changers, since he believes the built-in changer has too narrow a benefit. Nor does he believe in leasing changers.

Survey among operators here indi-

cates the percentage of dimes and quarters used where changers are present runs about even.

Only one major hotel here, the spot-check indicated, has a changer. That is the Biltmore, where the management said they felt the machine has not been fully utilized because of lack of promotion.

Strong for built-in changers are the cigarette operators, who have found the changer an excellent feature to stress when selling new locations.

The minority group of operators here—those who are not sold on changers—say they do not believe the additional expense is worth while, arguing that \$50 for the changer and a \$20 stock of nickels means an additional \$70 to charge up to each stop.

Consensus, however, indicates that as the public becomes increasingly aware of changers, location owners will ask for and get this additional service.

Denver Untapped

DENVER—There are few coin changers in the Denver area, and the majority of those few in use are built-in units to be found on Coca-Cola drink venders which the local Coca-Cola bottling company is either selling outright to the location or placing on a regular commission basis.

C. Kaplan, of P. & M. Vending, one of the city's largest operating concerns, asserts that he has ordered coin changers for some of his old equipment, and that his new equipment will largely come changer-equipped.

To most Denver operating concerns, change-makers are a big question mark.

HARTFORD, Conn.—Of all of the

DUX BRAND PAN CANDIES—

are the **FINEST QUALITY** in AMERICA!—Dark Brown Beans, Light Brown Beans, Rainbow Beans.

30lb. CASE \$6.60 F.O.B.—San Francisco

NORTHWESTERN BULK VENDERS—ALL MODELS—IMMEDIATE DELIVERY!

VIKING SPECIALTY COMPANY

530 Golden Gate Ave. San Francisco

METAL PLATED CHARMS

In bright gold and silver finish

	Per M
Metal Plated Charms, Series #1	\$6.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	8.50
Plastic Charms, Big Series #2	4.50
Plastic Skulls	5.25

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WORLD'S LARGEST CHARM MANUFACTURER

113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.

WRITE FOR PRICES

Roasted and Salted Nuts of all types. Confectionery Items.

SPECIALISTS TO THE VENDING TRADE

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Nut and Confectionery Importers and Wholesalers. 37-65 77th St., Jackson Heights, L. I., N. Y. Telephone: Havemeyer 9-8948

VICTOR'S NEW MODEL V-K

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A Product of **VICTOR VENDING CORP.** 5701-13 Grand Ave. Chicago 39



NOW SHIPPING

25c COIN MECHANISMS FOR DuGRENIER MACHINES

100% GUARANTEED

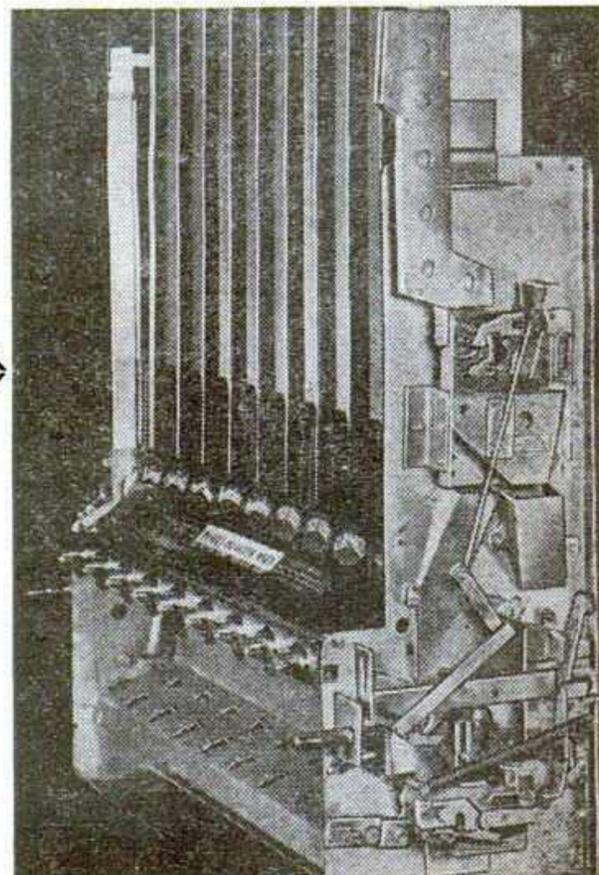
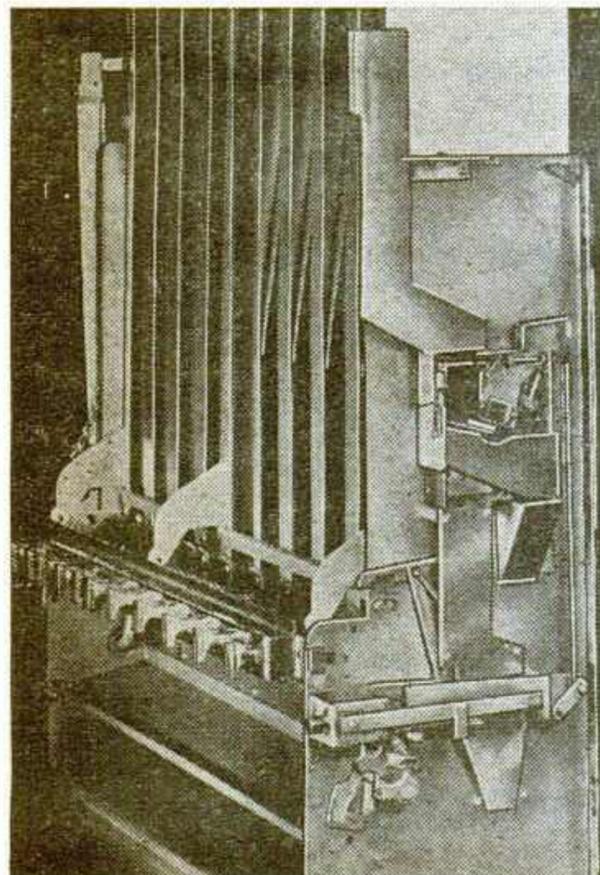
CHAMPIONS \$24.50

R, S, V, VD, W and WD MODELS \$19.50

COMPLETE WITH NATIONAL AND ABT SLUG REJECTORS

- ★ OPERATES ON SINGLE QUARTER
- ★ REJECTS SECOND QUARTER
- ★ NEW COIN INSERT
- ★ NO FILING OR FITTING
- ★ COMPLETELY NEW
- ★ HUNDREDS ON LOCATION
- ★ NO TROUBLE CALLS
- ★ 15 MINUTES TO INSTALL ON LOCATION
- ★ OLD UNITS EASILY REPLACED
- ★ MANUFACTURED BY LONG EXPERIENCED DuGRENIER MEN

1/2 With Order, Balance C.O.D.



VENDING MACHINE SERVICE

5351 W. BELMONT AVE. CHICAGO 41, ILLINOIS PHONE SPRING 3663

CHARMS

... that are different
 Stone Set Ring. Per Gr.\$1.10
 Gold Charm Bracelet (in Capsule).
 Per Hundred 7.50
 Blade Knife. Per Gross 1.10
 Skulls, Guns, Dice, etc.
 All items will fit any Vending Machine.
 Send for Samples and Prices.
 1/3 Deposit Required With Order.

RING BROTHERS
 We Specialize in Small Novelties
 6050 Market St. Philadelphia 39, Pa.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mds. Stands, Solid Steel—
 Weight 95 Lbs. \$4.50
 Double Plates for Two
 Machines 1.15
BUBBLE GUM—140 Count
 and 170 Count—25 Lb.
 Cartons. Per Lb.85
 1/3 Deposit, Balance O. O. D.
 Fast Delivery.

VEEDCO SALES CO.

2118 Market St. Philadelphia 8, Pa.

FOR MACHINES TO SUIT YOUR NEEDS

COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

WRITE TO:

J. SCHOENBACH

Factory Distributor of Advance Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

towns surveyed (with the possible exception of Des Moines) *The Billboard's* correspondents reported Hartford operators most lackadaisical in their attitude toward changers. Those operators who do have them did not wish to be quoted on their experience.

Not Pushing

DES MOINES—Iowa operators, if a spot-check of Des Moines and Davenport is any indication, are not yet using change-making equipment, with the single exception again of the built-in units to be found in Coca-Cola drink machines. Queried as to slow progress of changers in Des Moines and Davenport, the two correspondents there explained the lack succinctly: "Operators are not pushing."

Slight Increase

INDIANAPOLIS—Service changers have made some headway here, but built-in units are just now beginning to make their appearance. Most of the city's service or stand-type changers are located in clubs, social centers and institutions where changing money would otherwise be well nigh impossible.

Operators here believe the service changers have been helpful, altho none would say that the changers have boosted gross business, except in the case of swimming pools where a slight increase was noted this summer. For the most part, operators and locations appear to look on the changer not so much as a means of increasing revenue, but as a convenience and a time saver.

A few operators contacted expressed the private opinion that changers were not their responsibility. In other words, locations desiring changers ought to buy or lease the units on their own.

Education Needed

BOSTON—Potential patrons of coin changers are going to have to be thoroly indoctrinated in the use of changers before this new service becomes accepted locally. For example two service changers were recently installed in Filene's Department Store to serve a battery of telephones.

After three weeks, the changers (which gave five nickels for a quarter, two for a dime) were removed. Reason: Store officials claimed the customers were confused in operating them and were, therefore, constantly annoying clerks, asking the clerks to secure change.

Service changers in this area are being leased at \$7.50 per month here, and built-in units have yet to appear in numbers.

Surface Scratched

DETROIT—The Motor City has barely scratched the surface with coin changers, and comparatively little has been done, operators say, to tap the potential market. Both service and built-in changers are on location—but the installations thus far have been so slight that they might be termed experimental.

This picture may change in the near future, however, since new model Rowe cigarette machines and new model Nationals—both with changers—have appeared on location here during the past month.

Outside of industrial locations, where operators report some stand-type changers are being used, installations of strictly service changers have been limited. Querying numerous operators and distributors turned up two major, non-industrial stops—one, the Willow Run Airport, and the other the local bus terminal. In both locations, changers serve a battery of amusement machines.

Headway Shown

NEW YORK — Built-in changers have made considerable headway in the East, while service or stand changers have not. Operators seem willing to spend a few dollars extra to secure the built-ins, but will not part readily with additional cash to buy service changers.

Need for changemakers in New York is greater than ever, operators agree, because nickels are not nearly so numerous here as they were before the recent hike (to 10 cents) in subway and bus fare.

Virtually all purchases of cup-type drink machines during the past 10 months have included purchases of changemakers. And this is true, to a lesser degree, of late model cigarette machine purchases. What the changer will mean to cigarette units now that machines here are taking a quarter remains to be seen.

Where service changers are being used they are generally placed on a rental basis. In some instances, however, large stores, such as Sachs Fifth Avenue and hotels such as the Roosevelt have purchased this equipment outright, placing them near pay telephone booths as a service to patrons.

Operators estimate that installation of changers has increased gross by an average of 20 per cent. They say the coin box shows as many quarters as nickels and dimes combined, with the number of dimes falling only slightly under the number of nickels.

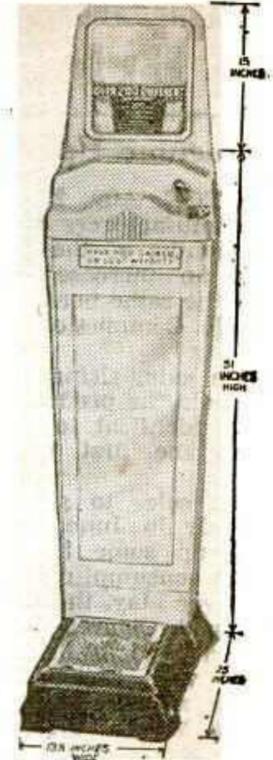
Recently, there has been a wave of tampering with service changers. The public seems to have a tendency to try to beat the machine, but despite this tampering, operators report the changers are holding their own. There was one dissenting opinion on this score from an operator who did not wish to be named. This operator claimed his experience indicated the changer mechanisms were delicate and tampering has thrown them out of whack so that they operate on a nickel piece, throwing back dimes and quarters.

Greatest trouble with changers occurs, operators say, on the dime. Because the dime is light and thin, and wears still lighter and thinner with use, it often fails to activate the changer and keeps returning. On the other hand, operators report the changers' slug ejectors highly successful. One operator, who ran a continuing check with his cup units, found two slugs in \$3,000 worth of business.

Advice operators here pass along to those who are thinking of buying changers: Look for the new models (especially check to see if the changer has an automatic relay to flash a "nickels only" sign if the changer is inoperable), and check for a dust shelf.

Built-In Gains

CLEVELAND—Built-in changers, especially in cigarette and drink ma- (See OPS REPORT on page 104)



\$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.

Invented and Made Only by

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VICTOR'S MODEL V

The Operator's Choice is Model V, as it operates with ALL BULK MDS. Chams, Peppie, Candy and Salt Gem. No additional parts necessary.

Write us NOW for detailed information and prices.

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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 for your money on such a small investment? Order today. Get ready now for big Fall and Winter business. Bowling Alleys 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. Thermodynamically 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

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WORLD WIDE FACTORY SALES AGENTS
 Foreign Representatives, Distributors and Dealers,
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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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VICTOR'S SPECIAL FINISH

MODEL V-K

24 or more \$12.25
 1 to 23 12.95

EMPIRE COIN MACHINE EXCHANGE

1012 Milwaukee Ave. Chicago 22, Ill.



GIVE TO THE RUNYON CANCER FUND

Supplies In Brief

Tobacco Income Up

WASHINGTON, Aug. 28.—Income of tobacco manufacturers during the first three months of the year was \$691,800,000, an increase of \$106,200,000 over the same period in 1947, Federal Trade Commission reported this week.

Despite the gain, rising manufacturing costs held the profit margin to 4.1 per cent, identical to the profit ratio during the first quarter of 1947.

In addition sales to smokers increased sharply in June with cigar consumption up some 32 per cent and cigarette consumption up about 10 per cent over May, the Commerce Department said. Cigarette consumption amounted to 31,701,000,000 units as compared with 28,498,000,000 in May, while cigar sales jumped from 344,491,000 in May to 479,949,000 in June.

Bottle Decline

WASHINGTON, Aug. 28.—June production of soft drink bottles declined slightly from May figures, Commerce Department reported this week.

Beverage bottle production was estimated at 1,866,000 gross as compared to 1,976,000 gross in May.

Al Price Appointed C-Eight Distributor

NEW YORK, Aug. 28.—The Al Price Tobacco Company, St. Louis, has been named distributor for C-Eight Laboratories' Electro cigarette vender, according to an announcement here by Lew Jaffa, sales manager.

Territory of the new outlet includes Missouri, Kansas and Southern Illinois.



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 29, Ill.

Ops. Report on Changers; Built-In Units in Big Gains

(Continued from page 102)

chines, are growing in numbers here daily, operators report, but service units are few and scattered.

Service changers spotted during the survey were location-owned and serviced. New Keeney electrics with changers, have cropped up on location here and more are on the way, according to Morris Gisser, of Cleveland Coin Company.

W. T. Wood, of the local Coca-Cola organization, is starting to put built-in changers on location here. But the job is just beginning and the company would not hazard a prediction about the venture's success.

Downtown locations have been seriously retarded, operators say, because of the DC current. But gradually, as areas are converted to AC, this problem is being resolved.

"Considerable Success"

WASHINGTON—Both built-in and stand-type changers have been introduced in the nation's capital and have met with considerable success, altho there are indications the built-in units will shortly outstrip stand units in number because of the rental problem service changers face.

Both Coca-Cola and Pepsi-Cola, among drink operators, are using built-in change makers. Coke's changers run "into the hundreds" and Pepsi says it has 30 machines so equipped. Big operators in the service changer field are Hirsch De La Viez and Coin Changer of Washington. Both use Vendo equipment. In addition, there are an estimated 50 changers held by other operating concerns. In all, estimates place the number of service changers here at 300.

Rental Resistance

Coin changer rental picture is not entirely rosy, however. There is some resistance to the \$7 monthly rental fee, and distributors say they are unable to cut this figure since they barely come out. Operators here consider the leased changer a transitional device which will be supplanted eventually by built-in units.

De La Viez, who has operated changers for 14 months, estimates the units increase gross an average of 14 per cent. Best rough guess places servicing costs at about 5 per cent of gross.

Eastern Electric To Hold First Service School in October

NEW YORK, Aug. 28.—To keep operators of C-Eight Electro cigarette machines up to date on newest service techniques, a three-day school on maintenance methods will be held at the Park Central Hotel beginning October 10, Lew Jaffa, sales manager of Eastern Electric Vending Machine Corporation, announced this week.

There will be demonstrations of how early models of the vender can be modified to benefit from technical improvements developed by the manufacturer (C-Eight Laboratories) since the machine's introduction two years ago. Among the modifications to be demonstrated will be the insertion of new coin devices to allow for the recent rise in the selling price of cigarettes, and installation of an electric sign, spelling out the word "cigarettes," on the top of the Electro cabinet. The sign is being issued as standard equipment with all new venders shipped from the C-Eight plant (*The Billboard*, August 14).

Jaffa stated that improvements in the Electro are so engineered that they

can easily be incorporated in older machines. No basic changes in the vender's design, tending to make earlier units obsolete, are anticipated by the manufacturer, he said.

Operators and their servicemen in metropolitan New York and adjacent areas are being invited to attend the sessions at the Park Central. Members of the engineering department of C-Eight Laboratories will be on hand. Jaffa declared that similar sessions will be held in other cities, at dates to be announced later, and may be repeated from time to time in New York.

Boston Jaycees Put Out 350 Gum Venders

BOSTON, Aug. 28. — The Boston Junior Chamber of Commerce, which has been soliciting locations for gum ball machines in store and factory buildings in the city (proceeds to go to help underprivileged children in a long-range campaign), received a shipment of 350 machines from the Ford Gum & Machine Company, Inc., at Logan International Airport, East Boston, August 11. Lloyd Miller, of the Ford Company, flew in with the shipment.

The Junior Chamber plans to secure more machines and more locations as time goes on. First proceeds will be used to send underprivileged Boston youths to camps next summer.

Brach Named Cost Manager Of Yale & Towne Division

SALEM, Va., Aug. 28. — Yale & Towne Manufacturing Company, announcing the development of a new specialists' sales department to manufacture the locks used as component parts in vending machines, has appointed C. S. Brach, Stamford, Conn., cost and price manager of the division.

Announcement of Brach's appointment was made by Philip Snyder, general sales manager of the specialists' division. Brach has been with Yale for the past 20 years.



Lehigh
PX
MANUAL OF ELECTRIC
A NEWER AND FINER PX-8 IS NOW READY

Lehigh proudly reports important changes to please the cigarette buyer and smooth the path of the busy operator. Major feature is a change in the dime handling mechanism which has permitted removal of the speed governor. Result is smoother, faster action added to PX sleek, inviting lines.

IMPORTANT!
Straight quarter machines or combination of nickel and dime for 20c are ready for prompt shipment.
Standard Vendors Division
Lehigh Foundries, Inc.
EASTON, PENNA.

CIGARETTE MACHINE OPERATORS!
U-NEED-A PAK AND MONARCH PARTS CAN BE BOUGHT DIRECT FROM FACTORY AT TERRIFIC SAVINGS... WHY PAY MORE?
25¢ Conversion Levers \$1.05 PER SET
U-NEED-A SERVICE AND PARTS CO.
MANUFACTURERS OF
U-NEED-A PAK AND MONARCH PARTS
2715 SUMMIT AVE. PHONE UNION 3-2211 UNION CITY, N. J.
UNDER PERSONAL SUPERVISION OF JOSEPH KALISHMAN

"NOT TO PAN MY COMPETITORS, BUT MY NEW PAN CANDIES"
HAVE 'EM ALL BEAT!
Developed exclusively for vending machine trade. Lowest prices. Write, wire, phone your requirements.
LEON "Hi-Ho" SILVER, INC.
760 HAYES ST. • SAN FRANCISCO, CALIF.
BUTTERBOOTH BUTTONS
COFFEE BUTTONS
LEMONETTES
FRUIT DROPS
BOSTON BAKED BEANS
AFTER DINNER MINTS, ETC.

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
UNEDA, 9 Col. 500 70.00
UNEDA E, 8 Col. 40.00
NATIONAL 9-30 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 - BRILLION, WISCONSIN

RURAL BIZ SHOWS UPSURGE

Sudden Spurt In Twin Cities Biz Is Noted

Heavy Crops a Factor

MINNEAPOLIS, Aug. 28.—A sudden spurt in the music business has been noted here, with a severe shortage of five-ball machines being reported by distributors.

Cause for the upsurge, according to jobbers, is that Minnesota and North and South Dakota farmers harvested their largest crops in history, have the money in the sock and are spending more freely. This has pushed business up generally.

The record business continues to soar upward, with all disk jobbers reporting they are being kept plenty busy filling the needs of operators throuth the territory.

Meanwhile, there is a lining up of practically all operators in this area for membership in the newly formed National Automatic Distributors Association (NADA) which has set up a code of ethics for the industry.

Altho Hy Greenstein, of Hy-G Music Company, was the first to sign up the others followed closely on his heels and it is expected that the distributors in this area will be enrolled 100 per cent before long.

South Carolina Ops See Upturn As Polio Fades

COLUMBIA, S. C., Aug. 28.—With the worst polio epidemic in South Carolina's history finally drawing to a close, ops are hoping that their business will soon pick up again.

Toll from polio this summer trimmed music machine trade at beach resorts to the bone.

Many ops shuttered at locations along the Atlantic Coast, after tourists shifted their vacations out of the polio area in mid-State and up-State. Music machines were off at pools because of polio, while clubs and indoor locations sweated out the usual summer slump. Early summer reports from beach areas promised what might have been a record take.

Pinballs will remain out of play pending a hearing on the Supreme Court case in October (*The Billboard*, Aug. 21). The state has contended that the machines were gambling devices per se.

CPMA Picks Hit Tune for Sept.

CLEVELAND, Aug. 28.—The Cleveland Phonograph Merchants' Association (CPMA) this week selected the song *Gloria* as recorded by Ray Anthony on the Signature label as its Hit Tune of the Month for September, it was announced by Jack Cohen, association president.

Sanford Levine, CPMA vice-president who is in charge of the hit tune promotion, said that the record, together with specially prepared title strips will be placed on 3,000 juke boxes in the greater Cleveland area during the coming month.

SA in Act

NEW YORK, Aug. 28.—It seems that everyone is getting on the bandwagon to voice an opinion about television as a customer-drawing gimmick in taverns. The latest is the Salvation Army, which has issued a spiritual plea to the public anent tele in public locations. According to the Salvation Army release, "many a sincere man, determined not to drink, has been lured into a bar room just to watch television, and has ended up days later seeing snakes, pollywogs, and lots of other queer animals and people."

All the juke box operator, whose machine is faced with tele competition, can see, however, is red.

Ops Finally Catch Up With Two-Year-Old Debts; Close Ties With Locations Help

No Television Competition and Hot Weather Are Factors

CHICAGO, Aug. 28.—While operators in most urban areas are having a rough summer, with television steadily growing stronger and the heat driving many people into the country over week-ends, on top of a general economic let-down that has been felt thruout the coin machine industry, rural operators in many parts of the country have seen their grosses increase during the past few months. While the increases have been slight,

operators of this type of route feel the business will continue its upward trend in the fall and winter.

Reasons for the rural picture are varied. Excluding the summer resort type of business, which has been below par this season, the average operator in the rural area now finds himself, after two years of constant struggle, finally emerging from a mountain of debt which he incurred after the war when new equipment became available. It has taken him two years to pay off that equipment, and now, in most cases, he is content to replace only those units which absolutely need it, and to conserve his capital wherever it is possible.

As compared to the urban operator, the music man whose route is concentrated in a rural area has totally different problems confronting him. First of all, he is usually operating on a smaller basis, and is not only the operator but usually the serviceman as well. His is a more complete coverage of a location, and he is much closer to the location owner. While the size of his route, on a per unit basis, may be smaller than the city operator, it is on the whole more widely dispersed, which means longer hauls between stops.

While not a general rule many rural operators have been able to work out (See *RURAL BIZ* on page 106)

Minnesota Ops Meeting To Outlaw 50-50 Commissions

ST. PAUL, Aug. 28.—A move to outlaw 50-50 commissions with locations on music machines will be attempted here Tuesday (21) at a meeting of the Ramsey County Amusement Operators' Association (RCAOA), to be held at Labeau Novelty Company headquarters, 1946 University Avenue.

Purpose of the meeting, according to Jack Karter, of Midwest Coin Machines, vice-president-treasurer-secretary of the group, is to give the 25

member operators a "from-the-shoulder" outline of the situation confronting the business.

"Operators today are not making enough money to pay off their investments," Karter declared. "The business today, especially music, is very unprofitable, and what profit the operator takes in must go toward paying off his equipment.

"This 50-50 split must go. We must have a minimum scale of 60-40, with the percentage even greater for the operator, if at all possible."

He cited the high cost of equipment and service as a principal factor in the slicing of profits and warned that unless the operators conformed with a new commission schedule many would be forced out of business because of poor collections. Labeau is president of the organization.

Aireon Saves 50% On Shipments With Lightweight Crates

KANSAS CITY, Mo., Aug. 28.—Bernard D. Craig, general sales manager of the Aireon Manufacturing Corporation here, this week advised all distributors that the firm is now shipping its Coronets in new lightweight, durable Kraft containers which will effect a substantial saving in transportation charges. According to Craig, the new carton, marked with red and blue letters to identify the product, will effect a 50 per cent savings in shipping costs for the distributors.

The Coronet weight is 250 pounds net. In the old wooden crate, the total weight was 405 pounds. By using the new lightweight carton, the weight is reduced to 320 pounds, or a saving of 85 pounds per unit.

At the same time Craig reported the firm has completed a new four-page color brochure on the Coronet which is called "The 14 Points of Profit."

APOA Selects Sept. Hit Tune

CINCINNATI, Aug. 28.—One of the latest associations to join the Hit Tune of the Month promotional program, the Automatic Phonograph Owners' Association (APOA) here this week selected *Hair of Gold* as recorded by Jack Emerson on the Metrotone label, for its September hit, it was announced by Sam Chester, APOA president.

Members of the association, who make their Hit Tune selections at regular monthly meetings, feature the tune in the No. 1 spot on their machines, and use special title strips calling attention to the selection.

AMI Appoints Sam Taran Fla. Distrib

GRAND RAPIDS, Mich., Aug. 28.—Taran Distributing Company has been appointed AMI distributor in Florida succeeding Supreme Distributors there, John Haddock, AMI president, announced this week. Change is effective September 7.

Headed by Sam Taran, the distributing firm has headquarters in Miami, supplemented by a branch office in Jacksonville. Under the AMI agreement, Taran will also distribute AMI equipment in Cuba under the firm name Cia Distribuidora, Pan-Americana, S. A., with offices in Havana.

In a letter sent to the firm's distributor organization announcing Taran's appointment, Haddock pointed out that Taran was one of the industry's best known figures. The AMI president wrote: "Sam Taran is so well known to all of you, there is little point in reviewing his experience in the industry. At one time he owned the Mayflower Distributing Company, St. Paul, the largest distributing firm in the business. More recently, Taran has been Florida distributor for Wurlitzer products and for whom he did a fine job."

Contacted by telephone in Miami, Taran told *The Billboard*: "I am very happy in my new capacity as AMI distributor for Florida and Cuba. Thru my three offices I intend to give coinmen in my territory the best available service."

Taran also handles the amusement games produced by five of the leading game manufacturers.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

BMU BANS AMERICAN ARTIST WAX. British Musicians' Union forbids American artists from recording in England for records to leave that country.

MORE RECORDING-BAN SKIRTING. Additional reports of musicians continuing to make records here despite the Petrillo ban.

And other informative news stories as well as the *Honor Roll of Hits* and pop charts.

Rural Biz in Upsurge; Ops Catch Up With Old Debts

(Continued from page 105)

special commission and other types of financial arrangements which would be impossible for the city operator to consummate. An example is the operator in Carthage, N. Y., who has worked out a deal to subtract 50 cents from the coin box for each new record put on the machine prior to the commission split. Elimination of the record costs (average cost per disk to the op is 49 cents plus 1-cent tax) may mean the difference between profit and loss on a location in the course of a week. By allowing the juke box to pay for the new records, nobody is hurt and the op benefits.

Close association with locations and their personnel is also possible on a much larger scale in the small and rural areas. Mrs. Zonnie Dabney, operator in Lancaster, S. C., is a good example of how this type of close contact can pay off for the operator. "I've found the best way to keep your take up consistently," says Mrs. Dabney, "is to have some one in each location plugging your music, preferably the owner or, where that is not possible, a waitress, waiter or cashier."

With this type of close co-operation possible because of the very nature of life in a small community, the rural operator has been able to hypo music play by supplying the locations, as in the case of Mrs. Dabney, with a dollar or two a week to keep the juke

box going. Mrs. Dabney reported that one small sandwich shop had maintained a \$50 weekly average over a one-year period by using this method.

Personal Service

Another advantage that a rural operator has is that he usually knows his location inside and out and, by properly servicing each and every stop, can build up the play by placing the right kind of records on the unit for the particular location. Coupled with keeping the unit in topnotch condition, this system has also paid off for operators.

S. L. Crawford, an operator in Miami, Ariz., has concentrated on this type of operation and has found it profitable. Crawford reported that he had taken over a spot which averaged \$10 a week when run by a larger company. By analyzing the location, and placing records on the phonograph that would appeal to the spot's patrons, he jumped the take to \$70 a week. Crawford believes that an operator should not bite off more than he can chew, that is, try to cover more territory than he can properly service and maintain.

William S. Gnis Jr., Urbana, Ill., is another operator who believes that personalized services can hypo a location's gross. Located in a college town (the University of Illinois is near by in Champaign), Gnis has

Windy City Tele

CHICAGO, Aug. 28. — Additional tele competition for the juke box operator was assured here with the report that WGN-TV will carry five home football games to be played by Northwestern this fall from their stadium in neighboring Evanston, Ill. Initial telecast will be Saturday, October 2, with the Purdue game, and the following week WGN-TV follows up with the game against Minnesota. Other Northwestern games to be shown in the Chicago area are October 23, Syracuse; 30, Ohio State, and November 20, Illinois.

City will get thoro football coverage over week-ends during the football season, but week-days, especially the afternoons, will be comparatively clear of sports as against the intense baseball coverage in the summer.

made a careful study of the patrons in the locations where his machines are located, and places the type of records they like in the machines. Gnis augments this with a public relations program to promote good will with his spots as well as their customers, a program that can be worked in a smaller town.

Route Checks

A closely knit operation, where the owner can keep constant tabs on his locations, the service required, the new records needed at stated intervals, etc., is also more applicable in the case of the rural operator, and is another factor in the uphill fight they have waged to get back on the profitable operating basis.

R. E. Hohn, of the Music Service Company, Great Falls, Mont., points out that business-like collection slips showing record costs and equipment depreciation as carefully priced charges against a machine are important in a music route operation.

Many of the rural operators have developed special reports which they use as they visit their locations, and which give the man instantaneous check on any one or all spots, and the equipment in those locations.

With an even break in the next six months, operators in smaller towns and country locations feel that they will be over the hill as far as their major debts are concerned, and that by wise buying, and conservation of equipment they they can survive until the business returns to normal.

Ventnor Solons Set \$50 Yearly Music Mach. Tax

VENTNOR, N. J., Aug. 28. — The city council at this South Jersey resort bordering Atlantic City passed an ordinance this week calling for an annual fee of \$50 on the juke boxes. However, city council has cut it to \$35 from the time of the enforcement of the ordinance, September 13, until next July 1, when the new fiscal license year will start.

The ordinance provides violators will be fined a maximum of \$100 or will be sentenced to not more than 10 days in jail.

With the high cost of living hitting the city and the tax rate on real estate the highest in its history, the resort's city council has started a systematic study of how it can get more money to run the city without hitting real estate any harder. Council's collective eye came first to rest on places of business having an automatic music box, juke box or any mechanical device of a similar nature requiring the insertion of a coin or token.

Wedewen Is-He-Is Or-Is-He-Ain't Now Clear--It's Packard

CLEVELAND, Aug. 28.—The is-he-is-or-is-he-ain't status of one Herb Wedewen, Packard Manufacturing Corporation regional sales manager, brought about by a misquotation under a picture in these columns several weeks ago, has finally caused the gent to write the following note which is self-explanatory:

"If I ever needed proof that *The Billboard* is thoroly read by music operators, the wide attention given the photo of my "near accident" in your August 14 issue convinces me for all time.

"In the descriptive text accompanying the photo my business connection was given as another manufacturer, instead of good ole' Packard. And everywhere I go I am asked about the change of allegiance.

"So with my congratulations to *The Billboard* on the thoro readership of its columns, I want to again assure all my friends in the music business that Herb Wedewen is a Packard man, first, last and always."

You can take it from there.

★ BRADLEY ASSOCIATES, INC. ★

Leading Coin Radio Distributor offers this

TREMENDOUS VALUE

This beautiful nationally known coin operated radio originally sold for \$69.50.

It is a 6-tube superheterodyne, Grey wrinkle finish, all steel cabinet with chrome trim. Equipped with American Timer Corporation Timers, Slug Detector and Reflector, FULLY GUARANTEED BY BRADLEY FOR 90 DAYS. Table is of sturdy construction to withstand rugged handling. Made of solid oak with light oak finish.

RADIO WITHOUT TABLE—UPON REQUEST

RADIO AND TABLE

\$34.50

Each Packed 4 to a carton. Min. order: 4.

LIBERAL TRADE IN ALLOWANCE ON YOUR OLD COIN OPERATED RADIO. FOR BIGGER PROFITS, KEEP YOUR EQUIPMENT UP TO DATE. WE ALSO REPAIR AND OVERHAUL ALL TYPES OF COIN OPERATED RADIOS.

BRADLEY ASSOCIATES, INC.

1852 N. DAMEN AVE. CHICAGO 47, ILL. PHONE: ARMITAGE 8198



- (1) NATIONALLY PREFERRED PRODUCT
- (2) DIRECT TO OPS SALES PLAN

ONLY PACKARD GIVES YOU BOTH!

Write Today For Confidential Price List For Operators

PACKARD MANUFACTURING CORP.

Indianapolis 7, Ind., U. S. A.

FOR SALE

- 20 Location A.M.I.: Hostess Unit
- 1 Extra Unit, complete
- 4 400-Record Racks with compartments for operation
- 2 Steel record racks for little used numbers, hold 3,000
- 3 Cardex Files, Remington-Rand
- Complete Lighting Fixtures for Studio
- 3,000 Records on file, all types of numbers

THIS IS A COMPLETE UNIT, READY FOR OPERATION, NOTHING ELSE TO BUY.

MAKE AN OFFER BOX D-38

c/o THE BILLBOARD

CINCINNATI 22, O.

Coin-Operated Radio Tax In Oregon Upheld by Court

(Continued from page 94)

here presents the findings in the Oregon case in its entirety.

The circuit court of the State of Oregon for the county of Marion, Docket No. 35015. Specialties Sales Company, a Portland corporation, plaintiff, versus Earl R. Fisher, Wallace S. Wharton and Carl Chambers, acting as State tax commissioner for the State of Oregon, defendant. Plaintiff, who sells, rents and operates radios which dispense broadcast to the public upon insertion of a coin in a slot, seeks a declaration that subsection 1 of Section 3, Chapter 502, Oregon laws, 1947, is unconstitutional on the grounds that the tax thereby levied on such radio places a burden on interstate commerce in conflict with Article 1, Section 8 U. S. Constitution by the terms of the statute, the tax requirement becomes effective only if radio is displayed in a public or private place of business or amusement for operation by insertion of a

coin in a slot attachment.

The slot attachment is simply a device enabling the owner or proprietor of the machine to dispense entertainment to the public for a cash consideration. The program which is emitted by the radio when the required coin is deposited is not thereby rebroadcast interstate but is consumed or enjoyed locally.

Without the slot attachment requiring a coin for its operation, the radio may be displayed and operated at will, free from any tax under this statute.

This is not deemed a tax on the radio itself which results in a burden on interstate commerce but a tax on the privilege of carrying on a business for profit.

The statute is found constitutional and not in conflict with the U. S. Constitution.

A form of decree dismissing the suit without costs to either party may be presented for signature by defendants.

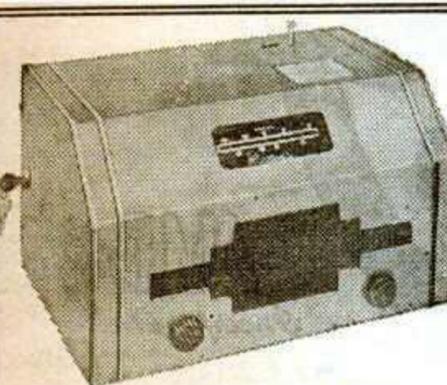
GENERAL ELECTRIC
Reluctance Magnetic
LIGHTWEIGHT PICKUP

FOR ALL PHONOGRAPHS

- ★ Highest Quality Tone
- ★ Easy on Records
- ★ Long Life
- ★ Simple Installation
- ★ Just Plug In

Seeburg, complete with PRE-AMP, CE pickup, lightweight tone arm, electric cancel **\$19.95**
Wurlitzer, complete with PRE-AMP, CE pickup **\$14.95**
Electric cancel extra, \$4.00
Kits for A. M. I., **\$14.95**
Rock-Ola **\$9.95**
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.
1/3 Deposit, Balance C. O. D.
ADVANCE MUSIC CO.
1606 Grand Ave. Kansas City, Mo.



BUILD UP YOUR OWN BUSINESS

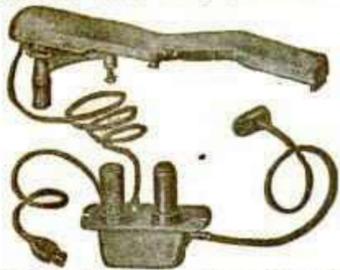
while holding down your present job. Thousands are doing it. Small investment plus very little effort and time. Write for details today.

Columbian Products Co.

505 N. LaSalle St. Chicago 10, Ill.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change just plug it in
JACOBS MANUFACTURING CO., INC.

Stevens Point Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

Aireon's
Coronet
FOR
495

RECORD REVIEWS

(Continued from page 107)

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

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

LATIN-AMERICAN				
ORQUESTA DE NOE FAJARDO (Peerless 2790)				
<i>La Burrita</i>	61	63	60	59
L-A ork comes up with an acceptable of American swing on South-of-the-border tune.				
<i>Tongolele</i> (Orquesta De Luis Marquess)	56	58	54	56
Moderate paced samba tune receives competent full orking here.				
DON AZPIAZU (Havana Casino Ork) (Victor 26-9088)				
<i>The Peanut Vender</i>	75	76	75	75
The L-A fave moves along at steady rumba beat featuring some fine trumpet tootling in addition to the able Antonio Machin pipes.				
<i>True Love</i>	69	69	69	69
South of the border flavored fox trot treatment with male duet piping that registers so-so.				
NESTOR CHAYRES RADIO CARACAS ORK (Victor 23-0899)				
<i>No Te Vayas</i>	64	66	64	62
Romantic Chayres ton-sils entwine about pretty L-A ballad over weak orking.				
<i>Pobre Corazon</i>	72	74	70	72
Ork registers stronger here in support of the sincere Chayres crooning of another pretty bolero melody.				
XAVIER CUGAT & HIS ORK (Columbia 32288)				
<i>Lonely Rancho</i>	67	66	63	66
Plaintive Western type lament with a Mexican flavor, dressed up in uncommon sweet Cugie orking.				
<i>Play the Players</i> (B. Graham)	75	76	72	74
Adapted from Granada's "Players" and set in bolero tempo with romantic Graham chanting over tasty Cugie backing.				

INTERNATIONAL				
JOSE MELIS & HIS ORK (Mercury 1167)				
<i>Carmen Boogie</i>	76	80	77	77
Melis fingers his way thru an appealing boogie with a slight L-A flavor. 88-er executes some exciting and swift-moving runs.				
<i>Pasion Oriental</i>	78	76	72	72
Deliberate rumba pacing here, with the Melis piano leading ork thru oriental setting.				
SIX FAT DUTCHMEN (Victor 26-1124)				
<i>Old Man's Waltz</i>	66	66	64	68
Competently rendered slow waltz with accent on the tuba.				
<i>Adrian Polka</i>	53	53	53	53
Polka etching comes up just fair here, lacking brightness.				
MILTON G. OLEKSON & HIS AMUKE RECORDING ORK (Amuke AM-524)				
<i>Family Polka</i>	67	67	66	69
Lively polka with gaily chanted English lyric.				
<i>Surefire Polka</i>	64	68	63	65
Instrumental polka, cleanly orked, at a rick-licking up tempo.				

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

INTERNATIONAL				
FRANK WOJNAROWSKI ORK (Dana 561)				
<i>Jedzie Boat—Polka</i> (Here Comes the Boat)	77	77	81	72
Gay Polka with catchy recurring refrain—a natural for Polish nabes.				
<i>Czy Mnis Kochasz—Polka</i> (De You Love Me?)	72	72	76	67
More lilting polka.				
RICHARD PASCOE-ARCADIA PARLOR ENSEMBLE (Aresdia AF-2081)				
<i>Little Town in the Old County Down</i>	57	54	60	57
Effective patter leads way to Pascoe's brogue-filled tenor piping over harp-led orking.				
<i>When a Colleen From Killorney</i> (Met a Lad From Old Tradis)	57	54	60	57
Format here same as tip, results similar.				

HOT JAZZ				
THE BEALE ST. GANG (Savoy 669)				
<i>Jelly Roll Jam</i>	72	72	76	75
Slow lights-out blues instrumental featuring "dirty" two-handed barrelhouse swing. Small combo blows okay heat.				
<i>Jumpin in Jack's House</i>	75	75	72	76
Boogie-woogie riffer with a pounding beat and sn-out horn screaming.				
PAUL WILLIAMS SEXTETTE (Savoy 676)				
<i>Spider Sent Me</i>	66	66	76	68
Boogie-woogie instrumental with driving bass-tone sax out front all the way comes on expectantly and builds from there.				
<i>Waxey Maxie</i>	82	82	78	85
Jivey riffer, smartly clefted around the bary lead. Refrain is catchy, and item could do nicely on the jukes.				
ARNETT COBB ORK (Apollo 781)				
<i>Cobb's Boogie</i>	74	74	72	76
Fast blues piece, with inspired jump tenor by the leader and a fine rip-toned trombone solo by Al King.				
<i>Arnett Blues for 1900</i>	67	67	66	68
A bebopper, with Cobb and King shining again, and some tasty trumpet work by David Fagg. Cleffing is restrained, modified bop.				
LEO GUARNIERI & HIS QUINTEY (MGM 10249)				
<i>Thirty Minutes From Times Square</i>	70	72	69	68
A gent listed as "George Spelvin" does a vocal and 88 takeoff on Fats Waller. As close to Waller's jovial style as you'll hear.				
<i>Glass in the Dark</i>	61	62	62	60
Piano featured here again, on a bouney original.				
THE BOBBY TRUE TRIO (Mercury 5169)				
<i>Jungle Boogie</i>	76	78	73	76
Humorous warbling of pseudo-African mumbo-jumbo dialect. Good guitar obligato.				
<i>Young Man's Blues</i>	74	NS	74	75
Bobby True sings a blues with a blue lyric with enthusiasm and a good husky-throated baritone.				

Mich. Ops Hold Special Party To Pick Hit Tune

DETROIT, Aug. 28. — Surprise scheduling of Sunday, September 5, has been set for the fourth Hit-Tune-of-the-Month selection by the Michigan Automatic Phonograph Owners' Association (MAPOA), to be held at Eastwood Gardens, where the last two gatherings have taken place. Principal reason for the early date was to give the MAPOA's thousands off "jurors" who actually make the selection a chance to hear Stan Kenton, who will be in town that day.

Program is now being lined up, with Joe Gentile, disk jockey of the *Early Morning Frolics* on CKLW for several years, the first to be signed. Gentile, who is about to switch to Station WJBK, will be joined by two other local jockeys, not yet named.

Meanwhile, audited report of ballots cast in the third hit tune contest sponsored by the association has been made by Julian S. Tobias, public accountant, confirming the substantial lead held by Al Hummer's *Underneath the Arches*. Voting was done by teen-agers at Eastwood Gardens in a Sunday matinee session, with the various record distributors sending in their own candidates for the hit selection.

Eagle REPLACEMENT PLASTICS

SOLID COLOR
TOUGH CONSTRUCTION
PERFECT FIT
TOP QUALITY
LOW COST

Wurlitzer 1015 Replacement Plastics

Beautiful, solid translucent colors. Bubbler tubes may be eliminated or used. Orders shipped within 24 hours.

Top Corner Lower
\$6.50 each \$4.50 each
L. or R. Sides

Eagle Coin Machine Co.
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Phone KEYstone 7681

MONEY-BACK GUARANTEE

RECORDS! RECORDS! RECORDS!
FRESH OFF OUR JUKE BOXES

ONLY 10¢ EACH
(Packed 100 to a box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/2 deposit with order, balance C. O. D. Can ship any size order same day received. Also new records, all labels—write for prices.

Write—Wire—Phone

THE MUSIC BOX
292 MADISON MEMPHIS, TENN.
Tel. 57-7701

WANTED

Used Juke Box Records. No limit on popular. Not too old. No Race Records. Hillbillies and Westerns O.K. 84 P. O. B. Boston. Also interested in large lots of top label (new) Records and Albums. Write or wire

Sheldon's Record Center
81 Tremont St. BOSTON, MASS.

FOR SALE

1 1015 Model Wurlitzer, late serial. Priced for quick sale.

W. B. REDMOND JR.
P. O. BOX 181, FRANKLIN, TENN.
Phone: 9128 Res., 863-W.

COINMEN YOU KNOW

New York:

Murray and Bill Weiner, execs of Vendors, Inc., are ready for the big push now that the U-Need-A all-electric cigarette machine is ready for distribution. Deliveries in quantity begin next week, they say, and they promise a formal showing, with refreshments, at their 10th Avenue showrooms shortly after Labor Day.

George Booth, vice-president of Interborough News Company, which operates candy, gum and drink venders in independent subway stations, is away from his office on a two-week vacation. . . . Julius Levy, Miracle Automatic Sales proxy, is changing the stock in his nylon venders to conform with new fall shades. Levy holds the Lehgh Industries franchise for the city.

Noting the increasing public interest in coin-operated vending machines, *The New York Star* is preparing a feature for its week-end magazine section on automatic merchandisers and service machines. . . . Another feature story, soon to appear in *Printers' Ink*, the magazine of ad- (See *New York* on page 111)

Twin Cities:

Business has been so heavy at Lieberman Music Company, Wurlitzer jobbers for this area, that one gal became so overworked she had to be hospitalized and another had to take a few days off to rest up. Irene Lake is in Asbury Hospital, ordered there by her physician for a rest, because of the pace she kept organizing wind-up of Bush Distributing Company accounts and opening of Lieberman Music files. Gertrude Yank, Harold Lieberman's personal secretary, had to stay home several days because of a combination of heat and overwork.

E. T. Barron is spending two months away from the Twin Cities hay fever area, giving his allergy a rest in Duluth. Altho he took shots last winter for hay fever, Al Lieberman of Hy-G Music Company, Seeburg distributors, is suffering more this summer than ever before and has gone to Duluth to mix business with a little relief from the sneezings. . . . Archie LaBeau, of LaBeau Novelty (See *Twin Cities* on page 113)

Miami:

Down from Milwaukee last week came Sam and Mrs. London and their heir. They're stopping at the Shelborne Hotel in Miami Beach and Sam is feeling no ill effects from the hay-fever season—which is what occasioned the trip. . . . Traffic of visiting coinmen from all over the country has been heavy this summer.

John A. McIlhenny, of Boston, is another operator in town for a vacation. Willie (Little Napoleon) Blatt, Supreme Distributors, Inc., reported on McIlhenny: "He looks wonderful, claims he likes it enough to settle here. I hope he does, the more the merrier."

Taking a post-graduate course in the operation of pin games routes is Jean Marguit, of New York. Jean is resting up after the strenuous happenings in New York of a few weeks' ago. . . . Many other New Yorkers down here during the past month seem to be doing the same thing.

Indianapolis:

James Riley, a collector for the Janes Music Company, and Mrs. Riley are flying to the West Coast where they will spend their vacation, visiting points of interest, including San Francisco. . . . Frank Bannister, Bannister & Bannister, Distributing (See *Indianapolis* on page 113)

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) will hold its regular executive board meeting Tuesday (31) in the association headquarters, it was announced by Sam Chester, president. The association has added two new members, Richard and Bernard Stillmaker, who operate the Stillmaker Amusement Company in Hamilton and Clermont counties. Other association activity this week included the mailing of notices to members by the legal department covering certain policy changes by the Ohio Department of Liquor Control.

Ray Bigner, president of Bigner, Inc., and his wife, accompanied by three sisters of Ray, have completed a two-week motor trip thru the South. . . . The Hit Record Company, whose recording of *Hair of Gold* by Jack Emerson was selected as the APOA Hit Tune of the Month for September, is supplying all ops in this area with special title strips for their machines.

Los Angeles:

Jean Minthorne, of Minthorne Music, was visited by N. M. Peterson, executive assistant in the Seeburg organization. Si Lynch, Texas coinman, also dropped in to see Minthorne when he vacationed here from Dallas. . . . Dolores Minthorne at home after operation at St. John's Hospital, Santa Monica, Calif. . . . Danny Jackson is holding the fort at Automatic Games while his partner, Sammy Donin, is on biz trip to San Joaquin Valley.

Walter (Solly) Solomon, former Seattle coin man now on West Pico Street, is handling national sales for Sterling Shuffleboard. . . . Mac Saunders has moved his headquarters across the street on Pico, occupying the Gold Coast Coin Machine Exchange office. Elky Ray, who formerly had the office, is now devoting full time to his Main Street Arcade. . . . Paul (See *Los Angeles* on page 111)

Chicago:

Over 1,000 employees and guests of United Manufacturing Company attended the firm's sixth annual picnic and outing held August 21 at the Village Inn Grove in Northwest Chicago. With Lyn Durant, firm president, playing host, the picnickers were well fed and competed for prizes in various games. A juke box was provided for evening dancing and four clowns were hired to entertain the assemblage. . . . Billy DeSelm, United's energetic sales manager, has been on the jump keeping up with orders on the firm's new game, Paradise. Mrs. DeSelm, suffering from virus X pneumonia, is now reported well along on the road to recovery.

William W. Rabin, president of the Filben Manufacturing Company, reports that the Omaha showing of the firm's equipment has been postponed until September 17-18. Reason for the delay is the Nebraska State Fair, which is now in progress. Many ops in the State asked that the Filben show be delayed a few weeks so that they could take their families to the fair. . . . Sam Drucker, vice-president of the National Filben Corporation, spent (See *Chicago* on page 110)

San Francisco:

Al Meyers has resigned as sales manager of the Golden Gate Novelty Company and will leave shortly for the East to be away two months. He plans to open a broker's office here on his return. Alexander Arnos, owner, announced that Meyer's post will be filled by himself and his brother, Eddie.

Detroit:

Isidor Edelman, of the Edelco Manufacturing Company, is spending the summer at Schroon Manor, Schroon Lake, in the New York mountains, leaving Samuel J. Rose in charge of the firm's operations here. . . . Sylvia Rosner, office manager of the company, has just returned from an Eastern vacation also.

Roy Clason, business manager of the Juke Box Association, is spending his vacation right in the office getting out some extra work.

Ben Okum and Al Smith, of the Okay Vending Company, have gone into the record-business as the new Alben Record Company, with their own releases. . . . Frank (Rusty) Huckstep has replaced Marion Reed as branch manager for King Records. Huckstep was formerly with the company in Charlotte, N. C. . . . Ben Okum and Joseph Brilliant, of the Brilliant Music Company, have formed the Handy Sales Company, selling a line of salesboard merchandise thru local juke box operators.

Bernard L. Kilbride Jr. and Thomas J. Kilbride, sons of Bernard L. Kilbride, prominent Detroit theater circuit owner, and Nobyn H. D'Haene Jr., are starting a route of peanut venders under the name of Pointe Vending Machine Company. They plan to add other lines later, according to Thomas Kilbride, who is also manager of the Globe Theater.

Irving Ackerman, counsel for the Michigan Automatic Phonograph Owners' Association, and his brother, Charles, have taken over the Detroit Tradio Company, operating in Detroit hotels and other locations, following the withdrawal of their former partner, Leon H. Lewis. . . . Richard P. Schmidt is taking over the Automatic Cole Drinx Company. . . . Arden Lee Johnson Jr. is establishing the Lawrence Vending Service as his first venture into the coin machine field, operating a route of peanut and 5-cent almond venders.

Turning Back the Clock

10 Years Ago This Week

August 27, 1938.—Jack R. Moore, president of the West Coast distributing firm bearing his name, presided at the last of a series of meetings with ops, this one in Spokane, where he introduced the new Seeburg line. . . . Russell A. Gair, sales manager of Burel & Company, vending machine manufacturer, was advanced to the post of secretary of the company. At the same time the firm announced the appointment of the Standard Sales Company, of Spokane, as distributor of the Burel line. . . . The Star Manufacturing & Sales Company, of Kansas City, announced a new counter game which was called Flip Flop Fluzzee. . . . Frederick M. Alger Jr., of Detroit, was named a director of the Popcorn Robot Company, manufacturers of O popcorn venders. The firm also announced development of a 5 and 10-cent coin chute device for their units.

Crabb Manufacturing Company reported the release of a new amusement machine known as Astro-Scope. . . . Dan Goldberg, well-known New York operator, announced his affiliation with the East Coast Phonograph Distributors Company. . . . Metered awards, armored cabinet and light-up bumpers were some of the features of Exhibit's new five-ball game, Review. . . . Monarch Coin Machine said it had taken over complete distribution of a new counter game called Changemaster. . . . Sam Wolberg announced the firm's newest game, Spokes.

Merchants in Canton, O., petitioned the city council to license pinballs in that city, claiming the games would provide excellent business stimulators. . . . United Music Operators, of New Orleans, reported business was below the income of a year ago, but that August income had shown an increase over July. . . . Joseph Berkowitz, general manager of the Universal Manufacturing Company, announced the firm's new jar game, Tiny Midgets. . . . C. B. Huppert joined the staff of the Baker Novelty. . . . Dave Gottlieb introduced his latest game, called Indian Dice.

The Rock-Ola Manufacturing Company was featuring its Monarch-20 juke box in its ads, and also included several of its games and a scale. . . . Charley Aaronson, of the Brooklyn Amusement Company, was operated on in Prospect Heights Hospital. His partner, Bill Allberg, was carrying on the business.

15 Years Ago This Week

CHICAGO, Aug. 26, 1933.—A majority of manufacturers indicated that they will not announce a new game until full production is under way and distributors have ample stocks on hand. . . . D. Gottlieb & Company announced its new game, Speedway, with the tag line: "Something new for pirates to copy." . . . David Gensburg, Genco, stated that the industry could use a distributor in every large State. . . . Pierce Tool & Manufacturing Company announced a new bell machine with five reels called the New Deal. Firm stated that its new products were unconditionally guaranteed for five years.

Keeney & Sons announced its Magic Clock vender with two interchangeable dials, one clock style, the other bell-fruit style. . . . The Michigan Legislature passed a strict anti-slug bill in its final session. . . . The National Automatic Distributors' Association disclosed that one of its early objectives will be to work out a "standard contract form to be used by members in the purchasing of machines from manufacturers."

Quaker City Metal Products is marketing a stand suitable for venders or bell machines. Price \$1.75 each or \$1.50 in quantity lots. . . . The coin machine jobbers buying syndicate is a new organization that took form here this week. Sole purpose of the new group, according to President John Fitzgibbons, is to "do business on a fair, legitimate and honest basis so that everyone concerned can make a decent living."

Officials of the Alben Machine Manufacturing Company stated that they will soon be ready to start production on a new game in their own factory. Games will be produced with their own tools, jigs and dies. . . . O. D. Jennings announced production on the Century Tripl-Jack, the first bell made with three jackpots. . . . New York Vending Company is marketing Mills silent escalator bells for \$52.50.

Babe Kaufman Music Corporation, New York, featured Rowe, Stewart & McGuire and National cigarette venders in its ad, as well as Wurlitzer 616s and Keeney's Bowlette. . . . Daval Manufacturing Company was promoting its newest five-ball game, Robin Hall, and Al Douglas, firm head, reported sales were excellent.

Mike Munves said his firm was inaugurating a new sales policy.

Look To The **GENERAL** For LEADERSHIP

IMMEDIATE DELIVERY

GOTTLIEB BARNACLE BILL UNITED PARADISE
—and all other latest 5 balls

FINEST RECONDITIONED 5 BALLS

AMBER	\$ 39.50	MAISIE	\$ 49.50
BAFFLE CARD	39.50	MARJORIE (Flippers)	65.00
BIG HIT	29.50	MEXICO	69.50
BOWLING LEAGUE	69.50	MIDGET RACER	29.50
BRONCHO	69.50	NEVADA	79.50
CAROUSEL	39.50	PLAYBOY	49.50
CINDERELLA	149.50	RANGER	69.50
OO-ED	69.50	ROCKET	49.50
CYCLONE	89.50	SEA ISLE	69.50
FIESTA	49.50	SMARTY	189.50
FLAMINGO	79.50	SPIN BALL	39.50
HI RIDE	49.50	STATE FAIR	39.50
HONEY	49.50	SUPERLINER	29.50
HUMPTY DUMPTY	129.50	SUPER SCORE	29.50
KILROY	39.50	SUSPENSE	49.50
LADY ROBIN HOOD	139.50	TORNADO	69.50
LUCKY STAR	59.50	VANITIES	

RECONDITIONED CONSOLES

SILVER MOON, Tot., F.P.	\$ 49.50
SILVER MOON, Conv.	89.50
BAKERS, D.D., J.P. (Like New)	350.00
BIG TOP	39.50
GALLOPING DOMINOES, Walnut	69.50
PASTIME	150.00
'38 SKILLTIME	79.50
TRIPLE ENTRY	89.50
FOUR BELLS	69.50
BONUS SUPER BELL, 5¢	275.00
TWIN BONUS SUPER BELL, 5¢/25¢	450.00
CLUB BELL	49.50
DELUXE DRAW BELL	285.00

PFANSTIEHL NEEDLES

89¢ Each \$37.00 per 100
\$350.00 per 1,000
Ballpoint Pen and Key Chain free with each 20 needles purchased, regular or special, while stock of pens lasts!

Terms: 1/3 cash with order, balance O.O.D.
Write for our regular bulletin.



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GENERAL Vending Sales Corp.
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD

SLOT MACHINES
HEADQUARTERS for all models of Mills Bell Machines
BOUGHT SOLD AND EXCHANGED ★ SEE OUR FLOOR DISPLAY NOW!

free buyers guide for operators

RECONDITIONED PIN GAMES READY FOR LOCATION

Carousel	\$25.00	Miss America	\$18.00	Suspense	\$14.50
Clik	45.00	Nevada	54.50	Super Score	17.50
Cyclone	27.50	Play Boy	30.00	Sunny	79.50
Dynamite	18.50	Ranger	37.50	Samba	152.50
Havana	29.50	Rio	20.00	Spellbound	15.00
Honey	34.50	Robin Hood	129.50	Sky Raider	12.50
Hi Ride	40.00	Rocket	32.50	Smarty	17.00
Hawaii	45.00	Shanghai	145.00	Sky Ray	12.50
Laura	10.00	Show Girl	22.50	Tallyho	45.00
Lucky Star	39.50	Step Up	17.50	Torchy	45.00
Mexico	56.00	Stormy	105.00	Wisconsin	122.50

SPECIAL: VICTORY SPECIAL—CHROME RAIL

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

COLUMBIA DOUBLE JACKPOT BELL SPECIAL

Factory reconditioned like new. **\$75.00 EA.**
Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/4" high, 14 1/2" wide, 12" deep, 50 lbs wt.
For NEW COLUMBIAS WRITE FOR PRICES



1/2 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.
WRITE FOR FREE NEW CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

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.

\$27.50 Ea.
NEW 1948 **IMPS**
Specify 1¢ or 5¢ Play, Cigarette or Fruit Reels.
Write for Quantity. **\$11.95 ea.**

COINMEN YOU KNOW

Chicago:

(Continued from page 109)

the past week-end in Williamsport, Pa., at the Williamsport Amusement Company showing of the Filben line. Held at the Elks Club, affair drew a strong turnout. Both Rabin and Drucker will remain in town for a few weeks before flying to Omaha.

John Haddock, AMI president, bought a home recently in Grand Rapids, Mich. Lindy Force, sales manager, and Monty West, sales engineer, returned from vacations Monday (30). Firm's production line resumed Monday after being shut down for group vacations. All damage caused by the recent fire to plant's loading docks has been repaired. . . . Gil Kitt's sister returned to Baltimore after a brief visit here. Gil was born and reared in the Maryland metropolis. Howie Freer, of the same firm, made a quick trip to Florida last week-end.

Mike Spagnola, Automatic Photograph Distributors, took a day off, Wednesday (25), at Brown's Lake, Burlington, Wis. . . . Leroy L. Boule, Evanston, Ill., will open a food-to-take-home place there sometime in October. Site will house a variety of vendors, including soft drink and coffee machines. . . . Raymond J. Korn, traveling Arcade man, and Joe Lama, Lake Geneva, Ill., were among callers at Exhibit Supply last week. . . . Jimmy Martin, Bob Bloom and Dan Nedick, all of the Vending Machine Service Company, report that there are now 500 machines on location equipped with their new 25-cent mechanism.

Herb Jones, Bally vice-president, is vacationing in Maine. . . . Tony Ligouri, telephone music man in Des Moines, was making the coin machine rounds last week. Tony was a top-notch boxer 15 years ago, fighting the leading lightweights of his day. . . . Leo Belfy, Jennings distributor in Virginia, the Carolinas and Georgia, was in for a brief trip to the bell firm's plant.

Grant Shay is back from a vacation, virtually all of which was spent on near-by golf courses. . . . Coe Stone, Southern Amusement, Memphis, made several coin row calls during a brief stopover while en route to a Canadian vacation. . . . Charley Hopp, who sold his routes in Wisconsin two weeks ago, was visiting several local coin firms last week trying to decide whether or not to re-enter the field.

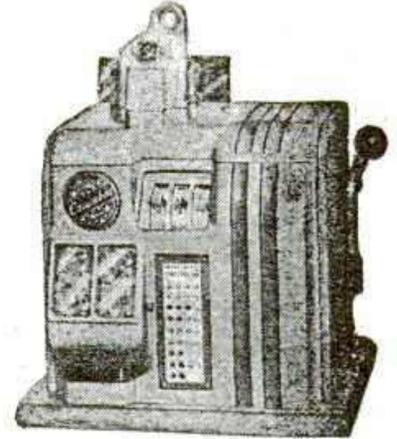
Back from a Maine vacation in plenty of time to catch last week's heat spell came Herb Jones, vice-president of Bally and chairman of next January's Coin Machine Industries' show. Tom Callahan, of Bally, back in Chicago following a rest in the Colorado Rockies.

Visitors at Bally last week included Lou and Ray and Ralph Boasberg, New Orleans Novelty Company. They arrived with Jim Tallon, New Orleans operator. Boasberg distributes for Bally in Louisiana. . . . Also on hand were Bally's Minnesota distributor, Herman Paster, Mayflower Distributing, St. Paul; Boots Strange, veteran operator and distributor from Danville, Va.; B. D. and Mrs. Lazar, Pittsburgh; Helme Rosenberg, New York; Lou London, Philadelphia; Coe Stone, Southern Amusements, Memphis; H. Hoffman, Spokane operator, and J. Stambaugh, of West Palm Beach, Fla.

Mac Churvis, head of Churvis Advertising Agency here, is a happier man these days. His son, who works in radio under the name Bud Chase, moved from WKMO, Kokomo, Ind., to KEMP in Milwaukee where he is doing a disk jockey stint. That puts Bud closer to his old stamping grounds. He started in radio doing research for WBBM, Chicago.

Williams Manufacturing visitors last week included Joe Isaacson, New Orleans Novelty, New Orleans; Del Veach and Connie Confer, St. Louis.

COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18 1/4"; 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.

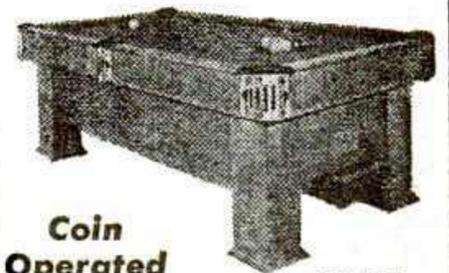


MILLS BELLS!

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



Coin Operated 3 1/2 x 7 Ft.

WANT SALESMEN
CALLING ON OPERATORS.
G. F. PERRY Johnston, S. C.

VICTORY SPECIALS

Clean, Close-Out

\$75.00

Keeney's FAVORITE

(original cases)
One Balls, combination Free Play and Pay-Out
\$349.50

One-Third Deposit

WESTERN DISTRIBUTORS

1226 Southwest 16th PORTLAND 5, ORE.

Abco NOVELTY Co.

2009 W. IOWA ST. PHONE HUMBOLDT 9473 CHICAGO, ILLINOIS

New York:

(Continued from page 109)

vertising, management and sales, will stress the business aspects of the vending machine industry.

Al Denver, president of the Automatic Music Operators' Association, is away on vacation from association

LATEST NEW MODELS
MILLS
 AND
JENNINGS
SLOTS
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BUY YOUR MACHINES FROM THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

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OUR GUARANTEE IS YOUR ASSURANCE OF SATISFACTION

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BAKER
 NOVELTY COMPANY
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

IMMEDIATE DELIVERY OF BALLY'S CARNIVAL
 Bally Gold Cup, Jockey Specials, Victory Specials, Special Entries, Victory Derbies and Deluxe Draw Bells. Evans Winter Books, Free Races, Bangtalls. All pre-war One-Balls in perfect condition.

COMPLETE LIST NEW AND USED POST-WAR 5-BALL PIN GAMES, MILLS AND JENNINGS 5¢, 10¢ and 25¢ SLOTS. Can use 100 post-war Bally One-Ball Free Plays and late 5-Ball Free Plays.

CALL OR WIRE IMMEDIATELY

PALISADES SPECIALTIES COMPANY
 498 Anderson Avenue Oliffside Park, N. J.
 Oliffside 6-2892
 Only One Mile South of George Washington Bridge on 9W, Jersey Side.

MILLS BELLS!

We have all Mills latest Bells in stock.

KEYSTONE PANORAM COMPANY, INC.
 2538 W. Huntingdon St., Philadelphia
 AUTHORIZED BELL-O-MATIC DISTRIBUTOR

CLOSE-OUT! "BANK BALLS"
 9, 12 and 14-FT. SKEE BALLS
\$129.50 Ea.
 WRITE — PHONE — WIRE

RUNYON SALES CO.
 123 W. Runyon St., Newark 8, N. J.
 Tel.: Bigelow 3-8777
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 Tel.: LOnacre 4-1880

biz and his own music route. . . . Also among the many coinmen escaping the city heat is Charlie Bernoff, of Regal Music. He is taking it easy at Totem Lodge. . . . Ben Smith, of De Perri Advertising, is keeping cool in the hills of New Hampshire.

Arcade games, composing the license department's exhibit at the Golden Jubilee Exposition at Grand Central Palace, have been getting such terrific play that they have to be disconnected every so often to let them cool off. Loaned by local manufacturers, the coin games, operating for free during the run of the show, serve as magnets for kids attending the jubilee. License Commissioner John M. Connella has publicly praised the coinmen for their co-operation in making his exhibit one of the most popular at the Palace.

Ben Palastrant, Aireon's Eastern regional sales manager, was a visitor to coin row last week. . . . Lou Brown, president of Coradio, Inc., reports that business in the coin radio field is beginning to pick up again after the expected midsummer slack. He hints at an important announcement he will make soon. . . . David Rosen, veteran coinman, is mourning the recent death of his father.

Nat Cohn, co-owner of Gem Records with Paul McGrane, returned from a cross-country pleasure and business trip last week. "I had the best time in Tucson and Phoenix, Ariz.," he reported. The Gem execs are now looking for a new headquarters on Broadway. . . . Lew Braverman, of Drink Dispenser Corporation, reports that the next meeting of the Automatic Cup Dispensers' Association will be held September 28. Cup machine ops have been too busy during the summer to hold association meetings.

Arnold Fink, head of General Vending, has four Bradley cup vendors in the 50th Street Independent subway station. Thirsty travelers on their way to Radio City keep the machines busy. However, Fink says he will place no more machines in the underground stops for the time being. . . . Bill Doherty, president of William J. Doherty, Inc., has released his second issue of *News and Views*, the publication which gives news of the automatic laundry industry.

Los Angeles:
 (Continued from page 109)

Blair reported to be affiliated with the Arcade at Balboa.

Jack Simon, of Sinking Distributors, back from a two-week vacation at Arrowhead. Phil Robinson, of Chicago Coin, visited the Sinking office with Art Crane, of Genco Manufacturing, who just returned from San Francisco in the interest of Genco's Screwball. . . . New J. Perkins Distributing Company building being readied on West Pico for handling of A.M.I. products. . . . B. D. Evangeloff, formerly in the cigarette vending machine biz in Detroit, now in new Pico Street offices handling the Victor line. Firm is known as Ace Vending Machine Company.

Phil Sreden, bulk vending machine operator, has added new bulk as well as cigarette machines to his route. . . . Jack Gutshall, Jack Gutshall Distributing Company, suffering from a broken foot. . . . Leon (Hi Ho) Silver in town from San Francisco and keeping coin boys guessing about an announcement he will soon make. It is understood that the news will concern a new machine that Silver will manufacture.

Bill Abel, of Coast Records, thinks he has a new hit in the Helen O'Connell recording of *Buttons and Bows*, from the Bob Hope pic, *Paleface*. Tune is backed by *The Guy Who's Got My Heart*. . . . Ralph Bass recently purchased 12 sides from Cecil Gant, to be issued on his Bop label. First two releases are *Travel Alone Blues* and *It's All Over, Darling*. Bass has taken over an hour of Joe Adams' show on Saturday afternoons over KOWL, Santa Monica, Calif., plugging be-bop.



"Don't be upset, miss. Nothing bothers Horace since he got G-E lamps for all his coin machines." General Electric lamps make burnout worries scurry—and that's good for any operator's disposition. Even if your lamp supplier can't always fill your order right away, keep asking for G-E! General Electric Co., Nela Park, Cleveland 12, Ohio.

G-E LAMPS
GENERAL ELECTRIC

GET PENNY WISE

The Deluxe Model **MERCURY ATHLETIC SCALE** offers the operator the best constructed penny machine on the market.

Everybody plays it! Draws a crowd wherever they are!

Operators all over the country report profits beyond expectation.

Join the parade of successful penny-wise operators who are all cashing in today. Play safe—and be safe—with a machine built to last.

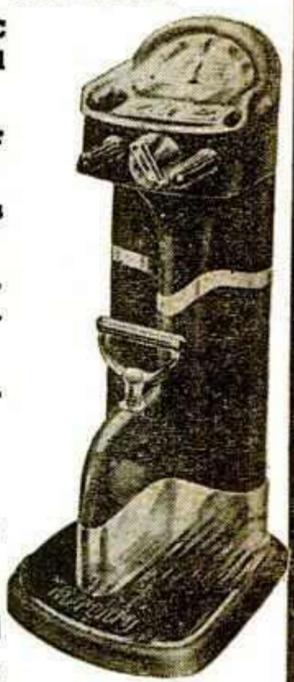
Write or see our authorized distributor today. Delivery ten days from receipt of order.

List price, **\$129.50** F. O. B. Detroit.

1/8 down, balance C. O. D. . . . Terms can be arranged. . . .

Mercury Athletic Scale Corporation
 8880 Holbrook Avenue Detroit 12, Michigan
 Phone TRinity 3-3255

DELUXE MODEL—13 PLAYS



WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE. CHICAGO 47 Phone: EVERGLADE 2300

<p>NOW DELIVERING NEW FIVE BALLS</p> <p>Williams GIZMO Genco SKEW BALL United PARADISE Chicago Coin CRAZY BALL Exhibit SHORT STOP Bally CARNIVAL Marvel HIT PARADE Gottlieb BARNAOLE BILL WW</p> <p>NEW CONSOLES</p> <p>KEENEY WILD BELL, 5¢, 25¢ \$800 TWIN BONUS, 5¢, 25¢ \$800 GOLD NUGGET, 5¢, 25¢ 800</p> <p>BALLY DOUBLE UP Write RESERVE BELL Write</p>	<p>Reconditioned CONSOLES</p> <p>Keeney TWIN BONUS SUPER BELL, 5-25 \$575</p> <p>Evans RACES, 1948 Model, Comb. F.P. & P.O., Floor Sample 675</p> <p>Bally DRAW BELL, 5¢ 230</p> <p>Mills JUMBO PARADE, Cash P.O. 65</p> <p>Mills JUMBO PARADE, F.P. 50</p> <p>Mills JUMBO PARADE, Comb. F.P. and P.O. WW 75</p> <p>TERMS: 1/3 Deposit, Balance Sight Draft.</p> 	<p>SLOTS</p> <p>Completely Reconditioned and Guaranteed</p> <p>MILLS</p> <p>Blue Front, 5¢ \$ 90 10¢, 25¢, 25¢ 100 Brown Front, 10¢ 100 25¢ 105 Extra Bell, 5¢ 110 Gold Chrome, 10¢ 110 Melon Bell, 5¢ 90 War Eagle, 25¢ 85</p> <p>JENNINGS</p> <p>Standard Chief, 5¢ \$175 25¢ 195 Bronze Chief, Postwar, Set 5, 10¢, 25¢ 450 Olgarola, 5¢ 55</p> <p>WATLING</p> <p>Roi-a-Top, 5¢ \$ 45</p>
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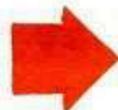
HOW DOES YOUR NET PROFIT STACK UP???



You hear a lot of talk these days about the coin machine business being "shot to hell"

BUT IS IT?

**JUST TAKE A MINUTE
AND FIGURE THE ANSWER
OUT FOR YOURSELF**



If you were in the grocery business, your store would be doing about \$21,300 a year in sales and your net profit would be 1.5 per cent.



If you were in the jewelry business, your store would be doing about \$17,550 a year in sales and your net profit would be 5.3 per cent.



Want more? Net profit of the average shoe store is 2.2; of dry goods and general merchandise stores, 3.0; filling stations, 2.2, and radio stores, 2.4 per cent.

These figures aren't guesswork, they are based on a Dun & Bradstreet study and used by the Department of Commerce in its analyses.

NOW!

Take your business and compare it. Remember—"Net Profit" means what is left over after all expenses including your salary.

How do you come out? We'll lay odds that your business—the coin machine business—is still the best in the world for you.

Maybe you didn't net all you think you should so far this year. But have you given your route all the attention it deserves—like when you were busy building it up??? Has play dropped on some spots because you haven't changed equipment often enough? Check up on yourself—there are still four good months ahead before you add up the score on 1948.

Make the most of it—plan to start right now by making sure to get your copy of The Billboard's Big Fall Coin Machine Special.*—an issue full of new equipment announcements, used machine bargains, important lists and helpful operating hints that will help get you off on a bang-up start toward boosting your net profit even higher.



***DATED SEPTEMBER 25th**

COINMEN YOU KNOW

Indianapolis:

(Continued from page 109)
Company, is spending much of his time in Chicago on buying trips of parts for pinball games. . . . O. M. Dailey, operator at Newcastle, Ind., visited coin row during the week. . . . Joe Mettler, head of the Derby Winner Manufacturing Company here, reports the demand for the coin-operated devices far in excess of production.

Mr. and Mrs. Peter Stone, of the Indiana Automatic Sales Company, distributors for Rock-Ola phonographs, have left for a 10-day vacation in Michigan, to be spent swimming and golfing. Chester Gains will take charge of affairs during their absence. . . . The intense heat wave here has put a quietus on business. Operators report the take from coin-operated

phonographs off. . . . Mrs. Blanche James, of the James Music Company, is a color movie enthusiast. She has been an expert photographer for some time, and devotes her spare time to color photography and the showing of color film pictures to her friends.

The Indiana legislature will convene in January, and coinmen expect some unfavorable bills to be introduced in the General Assembly. Taxes on many items will be increased, and it is understood on good authority that coin-operated equipment will be one of the items to be viewed by the law makers.

Twin Cities:

(Continued from page 109)

Sales Company, Rock-Ola distributor, and his children showed their horses at the recent Hennepin County Fair at Hopkins, Minn., and, as usual, copped many prizes.

Herman Paster, head of Mayflower Distributing Company, is back from California, but hankering to get back there as quickly as possible. . . .

Jack Karter, head of Midwest Coin Machine, Filben jobbers, reports he finally has taken repossession of his White Bear Lake cottage, the "squatters" who controlled it most of the summer having moved out. . . . Tom Shogren is waiting until after the Minnesota State Fair ends before cutting loose from the Twin Cities and heading for Texas where he has been ordered to live by his medico. . . .

On the sick list for more than a year, Charlie Potter, of Fairmont, Minn., is back on the job feeling fit and talking about route expansion.

If there is a housing shortage, Joyce Lindahl, steno at Midwest Coin Machines, doesn't know about it. Married only a few weeks ago, Joyce has moved into and out of three apartments in less than a month until finding just exactly what she wants. . . . Back from a vacation, Walter Witt, Minneapolis operator, is looking around for new equipment. . . . Joe Perkins, former Minneapolis coinman, was married a week ago at Rock Spring, Wyo. . . . Ted Anderson and Ed Swanson, who recently bought the Arrowhead Music Company, Moose Lake, from Harvey Porter, report their business very good and that they are expanding. . . . Meanwhile, Porter, who successfully operates hotels at Moose Lake and Sandstone, Minn., recently acquired a coin machine route in Oklahoma.

Ed and Mildred Berkemeier, of Litchfield, Minn., who some months ago talked of selling their route because of her illness, are back on the job following a lengthy vacation at their Lake Koronis cabin near Alexandria, Minn. In the Twin Cities this week they report they have given up all ideas of liquidating their business. . . . Phil Smith, Minneapolis operator, is sporting a new truck. . . . Dick Carney, shop foreman at Midwest Coin, will be married Saturday and plans a four-day honeymoon in Duluth.

Manny Karon, of Hy-G Music Company, is working North Dakota and Nels Nelson Northern Minnesota—and sending in business, according to Hy Greenstein, firm head. . . . George Muth, one of the few one-armed coin machine operators in the business, reports his route running from Sioux Falls, S. D., to Mitchell, S. D., is going very well and that despite his disability he manages to service and repair his machines himself. . . . Fred Grohs, of St. Paul, is replacing his one-balls with five-balls, and Kelly Diedrich, of Chaska, is using one-ball replays in place of his consoles.

Don Ehman, of Winona; Ken Ferguson, of Stillwater, and Wally Hoffman, of White Bear, were in the Twin (See TWIN CITIES on page 117)

MAKE OFFER Complete SOLOTONE

SYSTEM—101 BOXES.

17 Amplifiers, 2 Studio Amplifiers, 2 Volume Levelers, 1-40 Record Changer mechanism.

ALSO

1 14-Unit Jennings Telephone Music System.

20 MILLS SLOTS
(VERY CLEAN)

Black Cherry & Chrome, 5-10-25 Cent.

Topeka Music Co.

926 Kansas Ave. Topeka, Kan.
Phone: 83814

GUARANTEED USED GAMES

Stage Door	Bonanza .. \$55.00
Canteen .. \$17.50	Hawaii ... 55.00
Superliner .. 27.50	Nevada ... 65.00
Ranger ... 45.00	Dolly
Hi-Ride ... 39.50	Marjorie
Click	w/spinner 69.50
Flying	Tropicana .. 85.00
Trapeze .. 49.50	Manhattan .. 95.00
Starlight .. 50.00	Shanghai .. 149.50
	Cleopatra .. 150.00

One-third deposit with order, balance C. O. D.

NEW GAMES IN CRATES

MAJOR LEAGUE — SPIN BALL

Write for Prices!

MARLIN AMUSEMENT CORP.

412 9th St., N. W., Washington, D. C.
DI 1625



MILLS BELLS!

We have all Mills latest Bells in stock.

CENTRAL SERVICE SALES COMPANY

219 West Jackson, Kokomo, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

CABL
TRIPPE Price Plus Guaranteed Satisfaction

Always A SQUARE DEAL WITH TRIPPE

NEW 5-BALL FREE PLAY GAMES—WRITE FOR PRICES

<p>ALICE IN WONDERLAND BARNACLE BILL CRAZY BALL DEW-WA-DITTY</p>	<p>HIT PARADE MAJOR LEAGUE BASEBALL PARADISE</p>	<p>RONDEEVOO SHORTSTOP SCREW BALL SPIN BALL</p>
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USED RECONDITIONED 5 BALL FREE PLAY GAMES

<p>Baffle Card \$39.50 Ballyhoo 39.50 Bonanza, with Flipper 59.50 Bowling League 59.50 Broncho 49.50 Crossfire 49.50 Oyclone 49.50 Dolly, with Flipper 49.50 Double Barrel 24.50 Dynamite 35.00 Fast Ball 29.50 Flamingo 59.50 Ginger 49.50 Ginger, with Spinner 59.50 Gold Ball 59.50 Gold Mine 90.00 Havana 39.50 Havana, with Motor 49.50 Havana, with Motor and Flipper 69.50 Hawaii 69.50 Heavy Hitter 49.50 Base for above 12.00 Kilroy 39.50 Lighting 39.50 Lucky Star 59.50 Lucky Star, with Flipper 65.00</p>	<p>Mam'selle \$49.50 Manhattan 100.00 Mexico 65.00 Midget Racer 30.00 Miami Roll Down Write Miss America 39.50 Mystery 49.50 Nevada 79.50 Oscar 59.50 Playboy 49.50 Rio 39.50 Rocket 42.50 Show Girl 30.00 Singapore 89.50 Smarty 89.50 Spellbound 29.50 Starlight 59.50 Starlight, with Flipper 65.00 Superliner 34.50 Superscore 39.50 Surf Queen 24.50 Suspense 24.50 Torchy 69.50 Tornado 59.50 Treasure Chest 89.50 Tropicana 99.50</p>
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\$00 Prewar games: United, Genco, Bally, Exhibit, Marvel, Chicago Coin, Williams, asst., \$5.00 each for lot as is, if you pick them up. No packing for delivery.

JUKE BOX BARGAINS

<p>2 Albeons \$150.00 1 Mile Constellation 400.00 2 Rock-Ola 12 Record 89.50 1 Rock-Ola 20 in Aristocrat Cabinet 99.50 2 Rock-Ola Counter Model (repainted) 99.50 1 Rock-Ola Imperial 20 49.50 2 Rock-Ola Master 99.50 2 Rock-Ola Rhythm King 39.50 2 Rock-Ola 16 Record 49.50 2 Rock-Ola Standard 99.50 7 Rock-Ola Super 99.50 10 Rock-Ola 1422, with chrome rails 450.00 1 Rock-Ola Windsor 99.50 1 Seeburg 12 (as is) 85.00</p>	<p>1 Seeburg Colonel Remote \$145.00 1 Seeburg Crown 75.00 1 Seeburg Mayfair 100.00 1 Seeburg Plaza 90.00 1 Seeburg 148 Remote 500.00 4 Seeburg 8200 100.00 1 Seeburg 8800 (out down & repainted) 189.50 2 Wuriltzer 71 Counter Model 75.00 7 Wuriltzer 500 95.00 3 Wuriltzer Victory 18 49.50 2 Wuriltzer Victory 24 89.50 4 Wuriltzer Victory 600K 69.50 5 Wuriltzer 616 89.50 1 Wuriltzer Packard Cabinet 59.50 Hideaway Twin 12 59.50</p>
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1 Lot (200) of Asst. Wall Boxes, Rock-Ola, Seeburg, Wuriltzer Reenoey, Buckley \$2.50 Each for lot (as is)

TERMS: 1/3 deposit, balance C. O. D.
All Phonographs Subject to Prior Sale.

IDEAL NOVELTY CO. Phone: Franklin 5544
2823 Locust St.
St. Louis 3 Mo.

IT'S A FACT! YOU MUST SAVE NOW!
Conditions are such today that you must make every dollar and every hour count. You can make more money by getting your games sooner from ATLAS. Our prices are the lowest—delivery immediate!

NEW GAMES

Genco Screw Ball
Paradise
Short Stop
Carnival
Barnacle Bill
Crazy Ball

Gusher \$19.95
Mills 5¢ Vest Pocket .. 65.00
Mills 5¢ Q. T. 115.00

BELL SPECIALS

5¢ Jenn. Chief	\$ 65.00
5¢ Jenn. Silver Chief	85.00
5¢ Jenn. Bronze Chief	125.00
10¢ 4-Star Chief	79.50
10¢ Super DeLuxe Chief (Lite-Up)	74.50
10¢ Watling Rotatop	175.00
10¢ Pace Comet	60.00
25¢ Mills Brown Front	60.00
25¢ Pace War Eagle	99.50
1¢ Pace Bantam	85.00
25¢ Watling Rotatop	39.50
50¢ Mills Goose-neck	75.00

EXTRA BELL CABINET (New slot cabinet, complete).....\$49.50

NEW JENNINGS BELLS*

Standard Chief, 5¢	\$269.50
Standard Chief, 10¢	279.00
Standard Chief, 25¢	289.00
Standard Chief, 50¢	399.00
Standard Chief, \$1	599.00
Super DeLuxe Lite Up Chief, 5¢	324.00
Super DeLuxe Lite Up Chief, 10¢	334.00
Super DeLuxe Lite Up Chief, 25¢	344.00
Super DeLuxe Lite Up Chief, 50¢	454.00
Standard Club Console	389.00
Super DeLuxe Club Console	424.00

*With Tie-Tao-Toe Reels. Same Prices.

NEW CONSOLES

5 25¢ Challenger	\$595.00
Double Up	542.50
5¢ Monte Carlo	600.00
5 25¢ Monte Carlo Challenger	745.00
Evans Bang Tails	671.50
Bally Reserve Bell, 5¢	549.50

CONSOLE BARGAINS

5¢ Pace Reels Jr.	\$ 49.50
Bang Tails	425.00
Mills 3 Balls (Fact. Rebuilt)	245.00
25¢ Mills Club Console	145.00
Victory Derby	149.50
5¢ Super Bell	89.50
Sport King	59.50
Turf King, P.O.	79.50
5¢-25¢ Jenn. Challenger (Fl. Samp.)	895.00

Each unit completely reconditioned and refinished. All worn parts replaced.

GUARANTEED PERFECT

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARmitage 5005 · CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. (ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
Offices (ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
(ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 2

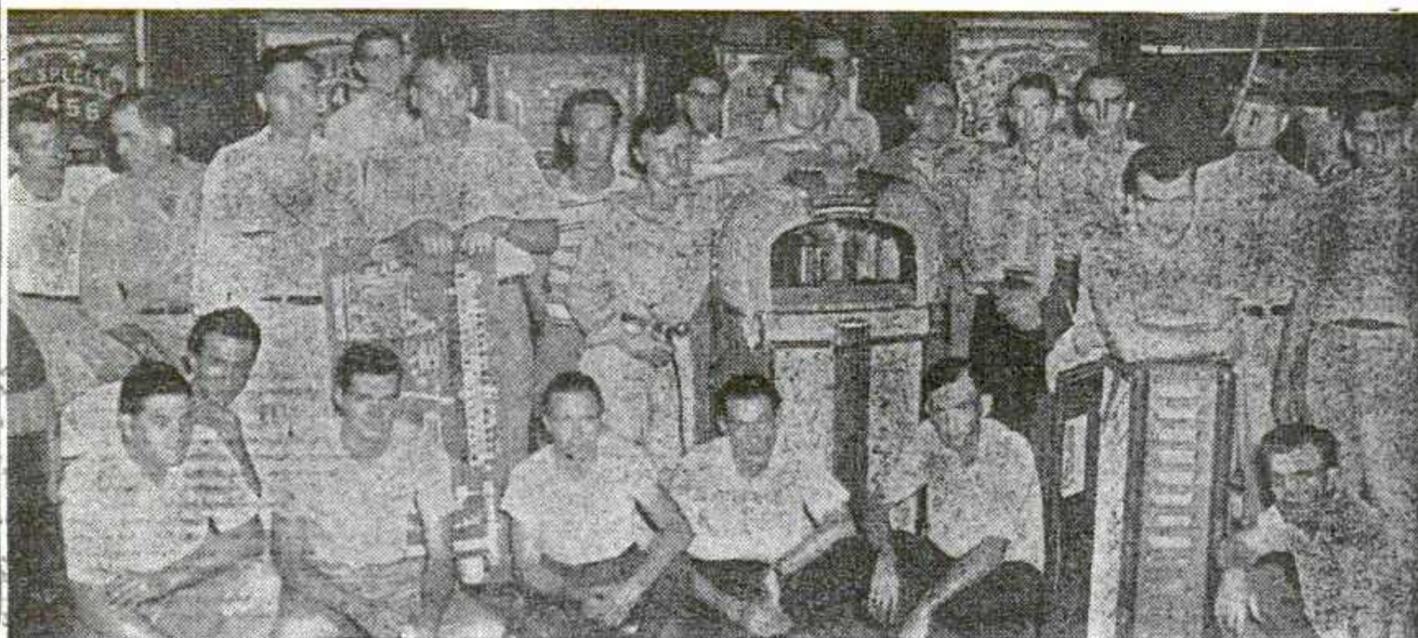
Terms: 1/3 deposit, balance C. O. D.
HOME OF PERSONAL SERVICE

Dallas School To Graduate 26 In First Class

(Continued from page 94)

thru the survey that altho there were few opportunities for partially qualified coin machine mechanics there was an active need for fully trained workers.

Final eight weeks of the coin mechanics course has been devoted to practical problems, divided into seven phases: mechanical venders; perpetual action machines (scales, grip machines, certain arcade pieces); electrical machines (including pinballs, venders, bowling games); photo-electric machines (mostly shooting arcade pieces); music machines; automatic photo machines, and visual music machines (Pan-o-Ram).



PART OF FIRST COIN MACHINE MECHANICS CLASS scheduled to graduate from the Dallas Vocational School, Dallas, September 3. Kneeling (left to right): Eugene Woods, Emil Daboub, Harmon Williams, John Clark, Guy De La Mar, Walter Hendry and Jack Bethel. Standing: Lawrence Galbraith, Granvil Owens, James Selman, Thomas Hardt, Jacob Bonnes, Ray Mauldin, Rolfe Simmons, Theodore Bangs, Billy Browning, Jim Kent, John Kuhn, Homer Harris, Max McLemore, James Calvert, Claude Tidwell, and Bill Tomlinson, class instructor.

METAL TYPER DISCS

FOR GROETCHEN TYPER

\$9.50 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/2 With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

WE DON'T NEED THEM YOU CAN HAVE THEM (cheap)

ALL IN A-1 CONDITION

BERMUDA	\$ 85.00	FIESTA	\$ 27.50
MAMSELLE	45.00	HONEY	34.00
HUMPTYDUMPTY	89.50	TRINIDAD	122.50
FLYING TRAPEZE	50.00	MYSTERY	29.50
LUCKY STAR	39.50	TORCHY	40.00
CINDERELLA	110.00	COVER GIRL	82.50
STORMY	97.50	HAWAI	65.00
CO-ED	37.50	YANKS	129.00
CATALINA	90.00	HAVANA	34.50
MELODY	94.50	CARIBBEAN	127.00
MEXICO	58.00	SEA ISLE	72.00
CROSSFIRE	35.00	TENNESSEE	120.00
KILROY	25.00	ROBINHOOD	110.00
KILROY con. "FLIPPER GAL"	34.50	SHANGHAI	130.00
LEAP YEAR	80.00	MANHATTAN	89.00
TRIPLE ACTION	99.00	CLEOPATRA	135.00
NEVADA	65.00	TRADE WINDS	100.00
SUNNY	79.50	CYCLONE	30.00
BAFFLE CARD	25.00	DYNAMITE	22.00
MAISIE	22.50	CANTEEN	25.00
SUPERSCORE	20.00	GOLD BALL	39.00
TORNADO	25.00	SMOKY with fl.	29.50
MISS AMERICA	35.00	SHOWGIRL	25.00
PLAYBOY	35.00	BOSCO	20.00
PLAYBOY with Flippers	45.00	SUPERLINER	25.00
STEP UP	20.00	ROCKET	20.00
HONEY	25.00	JUNGLE	20.00

LIKE NEW . . . SLIGHTLY USED ORIGINAL JEWEL BELLS . . . \$140.00
 LIKE NEW . . . SLIGHTLY USED ORIGINAL BLACK CHERRIES . . . 110.00
 KEENEY SUPER BONUS BELLS, 5-10-25 . . . 550.00

1/3 DEPOSIT REQUIRED WITH ORDER

National Coin Machine Exchange, Inc.

85 AVENUE E

ROCHESTER 5, N. Y.

ACTION SALE—BUY NOW!

Wurlitzer 950	\$165.00	Rock-Ola Master	\$59.50
Wurlitzer 600R	49.50	Rock-Ola Spectravox	19.50
Wurlitzer 750	235.00	Rock-Ola DeLuxe	59.50
Wurlitzer 41 or 61 C.M.	49.50	Rock-Ola Standard	49.50
Wurlitzer 42-600 Victory	49.50	Wurlitzer 850	149.50
Wurlitzer 24	39.50	Seeburg Wall-o-Matic R.C. Boxes	7.50
Seeburg Casino	39.50	Wurlitzer #100 30-Wire Boxes	4.00
Seeburg Regal	59.50	Wurlitzer 125, 5-10-25 Boxes	8.50
Seeburg Victory-Gem	49.50		

Race Horse Back Glass for Advance Roll . . . \$9.50

WRITE FOR COMPLETE PRICE LIST ON ROLL DOWN AND PIN GAMES

SEND 1/3 DEPOSIT; BALANCE C. O. D.

HUB DISTRIBUTING CO., 632 Tenth Avenue, Cor. 45th St., New York 19, N. Y. Circle 6-9570

Jennings Flies New Models To Nev. for First Resort Showing

CHICAGO, Aug. 28.—O. D. Jennings & Company this week shipped via air freight its 1949 Monte Carlo bell series to be shown for the first time September 7 and 8 at Cal-Neva Lodge, Lake Tahoe, Nev. According to advance registrations already received by the firm approximately 1,000 coinmen and guests are expected to attend the two-day event. Two other showings will be held later in the month: Edgewater Gulf

Hotel, Edgewater Park, Miss., September 17-18, and at the Berkeley-Carteret, Asbury Park, N. J., September 22-23.

Jennings 1949 Monte Carlo line features the live jackpot and makes the first newly designed machines manufactured under the guidance of H. H. Jeske who came to Jennings early this year. Jeske spent more than 12 years as general superintendent in charge of manufacturing in various Hot Point and Maytag plants and has also had seven years previous experience with the Jennings organization.

Jennings officials scheduled to attend the Cal-Neva showing include J. Raymond Bacon, vice-president and general manager; John Neise, sales manager; George Isle, factory representative, and two master mechanics who will conduct service schools on the new Monte Carlos the second day of the showing.

Jennings officials also said that Tom Miles, Cal-Neva manager, has informed them that all preparations have been made to give all visiting coinmen a relaxing two-day holiday of boating and fishing while inspecting the new bell line. During the Lake Tahoe show and the ones to follow at Edgewater Park and Asbury Park, program will include entertainment, door prizes and a banquet.

Empire Coin Adds Service for Games

CHICAGO, Aug. 28.—Empire Coin Machine Exchange this week announced a new policy regarding its refurbishing of older games.

Gil Kitt, who with Ralph Sheffield heads Empire, stated that instead of just remodeling older equipment and offering a flipper kit or a spinning bumper kit in a separate package, firm has decided to give operators the choice of purchasing the kits separately or buying them already installed in the renovated games at a small extra cost.

Kitt claims that while there is little question that the kits bring the older games up to date, many operators have pointed out that improper application of the two types of kits has often detracted from the improvement.

Genco's Newest 5-Ball Pin Game Minus Bumpers

CHICAGO, Aug. 28.—Marking the first time since before the war that a five-ball game was manufactured without the use of bumpers, Screwball, made by Genco Manufacturing and Sales Company here, was placed in full production this week, Dave Gensburg announced. In place of conventional bumpers, game utilizes rubber "rebounds," which have a tendency to hurl balls to the top of the playfield from virtually any other part of the game's playing surface.

Game contains 10 numbered rebounds which the player must hit in sequence if he is to gain the full amount of points from play on the bonus scoreboard. When the player hits rebound 1, 10,000 points automatically appear on the bonus scoreboard. Other scoring features in the sequence rebound scoring follow: Hitting 2 runs bonus score to 20,000 points; 3, 30,000 points; 4, 100,000 points; 5, 150,000 points; 6, 210,000 points. After the player has made the 1-6 series in order, he gets one replay after making No. 7, two replays after making 8, three after making 9 and 10 replays after making all 10 rebounds in order. Each additional time the player strikes a numbered rebound, he gets and added number of points or replays equivalent to the number he received when he first hit the numbered rebound in sequence. Other replays are possible by going thru feather switches at either side of the playfield. To win a replay on the left side of the playfield, player must first make numbered rebounds 1 thru 7, while on the right side of the playfield he must make rebounds 1 thru 8.

NEW GAMES IN STOCK

CRAZY BALL
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SHORT STOP
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SPIN BALL
BARNACLE BILL
PARADISE

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TROPICANAS, SINGAPORES . . . \$55.00
1947 TEN STRIKES . . . 89.50
E880 STARS . . . 45.00
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One-Half Deposit, Balance C. O. D.

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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

Agitator Bumper Feature of New Exhibit Game

CHICAGO, Aug. 28.—Exhibit Supply Company this week placed in full production a new five-ball game highlighted by the introduction of a powered "agitator bumper," Joseph A. Batten, vice-president and general manager, announced. Called "Circus," new game's special feature has a tendency to hurl the ball either up or down on the playfield when contacted by a moving ball, but remains in a stationary position until activated by contact.

Game's playfield includes four control lanes, two changeover bumpers, two changeover kickout holes, and two pairs of powered flippers. Circus also has a hold bonus feature which permits uncollected bonus scores to be collected by succeeding players. Latter is adjustable at the discretion of the operator.

Scoring of Circus is designed to keep player interest high at all points of the game. This is done by giving replays after hitting certain bumpers when main scoreboard total reaches 100,000 point totals. Extra points may be garnered when scoreboard reaches 5,000-point intervals followed by contact with key bumpers. A kick-out pocket near the top of the playfield is synchronized to work with two red bumpers just above it.

When these red bumpers are hit a certain number of times (so that bonus scoreboard is at 20,000, 40,000, 60,000 or 80,000 points) the top kick-out pocket lights up and adds 50,000 points to the score. Bottom kick-out also lights at these same 20,000-point intervals.

Circus also stresses sequence scoring and correct timing when using its sets of flippers and combination play. One possible combination is to drop a ball in the kick-out at the bottom of the playfield, which after registering points kicks ball up to agitator bumper. If the player catches the ball with one of the flippers as it caroms off the agitator he can then push the ball towards the very top of the playfield and have the opportunity of running the same ball thru the playfield for a second time.

Price of Hose Thru Venders Up in N. Y.

NEW YORK, Aug. 28.—Substitution of higher grade nylons in Lehigh Industries' venders in 15 New York Whelan Drugstores this week has brought the price of the stockings to \$1.25, with machines operating on the insertion of five quarters. However, machines in other city locations still dispense quality stockings at the regular \$1 price, according to Julius Levy, head of Miracle Automatic Sales, the local Lehigh franchise holder.

As yet, no drop in sales traceable to the price rise has been noted, according to Levy, and none is expected since the quality of the stockings sold is high for the \$1.25 price.

FOR QUICK SALE

Keeney 5-25¢ Bonus Bell	\$450.00
Victory Special	95.00
Big Parlay	50.00
Paces Races	60.00

All Machines in good condition. 1/2 Deposit.

RAY RESSEL

3854 2ND ST. RIVERSIDE, CALIF.



NOW \$150.00 5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are Net F. O. B. Chicago

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COUNTER GAMES

Steeplechase (New), Very Attractive	\$44.50
A.B.T. Model F (New)	49.50
A.B.T. Strike-a-Lite (New)	45.00
A.B.T. Challenger (Post-War)	25.00
Bingo (New), 4 Different Games for the Cost of 1	24.50
Kicker & Catcher	25.00
Gottlieb 3-Way Grip	24.50
Totalizer	25.00
Hoops (Genco)	25.00
Test Quest—Squeeze and Question Answerer	34.50
Whirl-a-Ball	24.50
Camera Chief	18.50
Electric Shocker (Advance)	18.75
Peanut or Ball Gum (Advance)	11.50
Postage Stamp Machines (Shipman)	39.50
Spin It (Shipman)	19.50
Grip Vue (Actual Photos of Burlesque Stars)	44.50
Art Shows	49.50
Ideal Card Vendor (Exhibit), New	19.50
Champion Basketball	29.50

FREE! 8 Page, 52 Illustrations, Catalog New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All.

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SOUTHERN VENDING MACHINE CO.

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WANT TO BUY SURPLUS Juke Box and Pin Game PARTS

Prices must be right. Send complete list.

BOX 347 c/o The Billboard, New York, N. Y.

Good Slug May Get You New Car

NEW YORK, Aug. 28.—The public got a peek into the future this week as a New York real estate man with a flair for inventing unveiled a model of coin-operated automatic parking skyscraper. The driver of tomorrow may be able to drive his car on rack, insert the proper number of coins in a slot, watch the car disappear into the interior of the garage and get it back later upon insertion of a coded token, all without human assistance—if the device developed by William Zeckendorf gets financial backing.

Zeckendorf, no idle dreamer—he is president of Webb & Knapp, the large realty firm which got together the land for United Nations headquarters here—hopes to interest automobile and downtown business interests in the project. He has already spent \$250,000 to build a working model of the garage.

The model, subject of a feature story in the August 30 issue of *Life*, is only three levels high. But Zeckendorf's plan calls for a structure of 20 stories, 200 feet square, which he says could handle 2,400 cars a day. Cars would be parked automatically by moving ramps, one over the other.

"Verticalizing parking facilities is the only solution to parking problems in congested commercial areas," said an executive at Webb & Knapp.

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

RECONDITIONED 5 BALL FREE PLAY GAMES

Superliner	\$15.00	Honey	\$39.50
Spellbound	15.00	Gold Ball	39.50
Superscore	15.00	Fast Ball	29.50
Suspense	15.00	Kilroy	25.00
Havana (Motored)	39.50	Show Girl	34.50
Play Boy	34.00	Maisie	39.50
Tornado	39.00	Baffle Card	29.50
Singapore	99.50	Hawaii	69.50
Empty Dumpty	\$99.50		

Terms: 1/3 Deposit, Balance C. O. D.

ST. LOUIS NOVELTY COMPANY 2718 GRAVOIS ST. LOUIS 18, MO.

EVERYBODY WILL WANT A

THRILL!

A Pin Game
worth waiting for

THRILL!

THRILL!

WATCH FOR IT!

Here it is!

JENNINGS

"Live Jackpot"

SEPT. 7-8

CAL-NEVA LODGE
LAKE TAHOE, CALIFORNIA

O. D. JENNINGS & CO.
4307-39 W. LAKE ST. CHICAGO 24, ILL.

Begin Delivery Of Gottlieb's New Five-Ball

CHICAGO, Aug. 28.—D. Gottlieb & Company's Barnacle Bill, a new five-ball featuring six ways to advance bonus score and five ways to win, is now being delivered, Alvin Gottlieb announced this week.

Game stresses sequence scoring, roll-over action and combination plays thru use of two pair of powered flipper bumpers.

Barnacle Bill's six numbered bumpers are located at the top of the playfield and must be hit in order to realize full value from each contact. After player has made bumpers one thru three in order, each of the bumpers become worth 20,000 points on contact. When player later makes bumpers three to six in order, all six bumpers become 30,000 point makers. If player makes all six bumpers and then goes thru roll-over switches F and H (located in mid-playfield) he wins one replay for each time a ball passes thru either of these switches. Two other roll-over switches (located near F and H) add 50,000 points to bonus score when contacted.

Bonus scoreboard stores up to 190,000 points. If player collects double bonus he scores 380,000 points. Player can set up double bonus by going over roll-overs F or H and going in bonus collection kick-out pocket at the bottom of playfield. Other scoring features of the new Gottlieb game include two 50,000 and two 100,000-point bumpers which register at mystery intervals and also a special roll-over which registers free games at regular intervals. Latter is located between a pair of flipper bumpers and can be controlled by skilled players to win added replays.

While the new Gottlieb game is all new in principle and design, two of the firm's well-established developments remain—its drum roll feature which registers when certain points are being registered and its animated scoreboard.

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

EXCLUSIVE DISTRIBUTOR OF BALLY'S

Carnival • New Reserve Bell
Gold Cup • Trophy (One Ball)
Double Up • Wild Lemon

We will buy Bally Draw Bells, Deluxe Draw Bells, Triple Bells, Bally One Balls. All types of Slots. Late type Pin Games.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

USED CONSOLES

2 Single 5c Keeney Bonus Bells, used 3 weeks\$275.00 Ea.
Good, Clean Single 5c Keeney Bonus Bells 250.00 Ea.
Keeney 5c Super Bells 55.00 Ea.
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1/2 Deposit, Please.

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FREE PLAYS

USED

2 Cinderella\$139.50
2 Singapore 109.50
2 Manhattan 99.50
4 Tropicana\$ 99.50
1 Treasure Chest 79.50

\$19.50 EACH OR 3 FOR \$50.00

1 Argentine
1 Air Circus
4 Big Hits
1 Dynamite
5 Fast Balls
2 Flat Tops
2 Liberty
1 Monicker
1 Production
3 Sea Breeze
2 Sky Chief
1 State Fair
3 Step Up
7 Superliner
4 Superscore
2 Surf Queen
2 Suspense
2 Whiz with Stand
1 Club Trophy
1 Long Aces

\$29.50 EACH

1 Rocket
3 Rio
1 Fiesta
1 Miss America
4 Havana
10 Kilroy
2 Show Girl
1 Mystery
1 Cyclone
1 Smarty
1 Smokey

\$39.50 EACH

2 Crossfire
1 Honey
1 Malsie
3 Playboys

\$49.50 EACH

1 Co-Ed
1 Bowling League
2 Bronche
1 Nudgy
2 Tornado
2 Flying Tigers

\$69.50 EACH

4 Sea Isle
1 Nevada
2 Silver Streak
1 Bonanza
1 Hawaii
5 Tally-Ho
2 Flying Trapeze

1 Williams All Star\$229.50
2 Bally Victory Derby with free play unit@ 90.00

All games in good mechanical order, clean, rails sanded and shellacked—Ready for Location.

One-third deposit required, balance C. O. D. or sight draft.

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Chicago Coin Hockey	\$49.50
Keeney Submarine	49.50
Scientific Batting Pr.	49.50
DeLuxe Hockey	39.50
Rock-Ola Super	179.50
Bally Rapid Fire	89.50

SHOOT THE BEAR RAY GUN

Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 Deposit with order.

\$124.50

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CHANGEVER FROM RIFLE TO PISTOL ON YOUR CHICKEN SAM

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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.

Pa. Bottlers Ready Fight for Repealing Soft Drink Tax Law

HARRISBURG, Pa., Aug. 28. — Business interests in Pennsylvania will join the Keystone Bottlers' Association in fighting for repeal of the State's soft drink tax in the 1949 Legislature, it has been announced by Emanuel D. Lowenstein, president of the organization.

"Bottlers and retailers of soft drinks are not the only ones who have been hurt," Lowenstein declared. "The 20 per cent State tax has diverted millions of dollars from normal trade channels and the effect is being felt indirectly by every business in Pennsylvania."

The bottlers' president said a recent survey showed that 90 per cent of the State's bottlers, or 438 firms, have suffered sales decreases since the tax went into effect June 1, 1947. (The impost was levied at the rate of 1 cent on each 12 ounces of bottled drink and 1/2 cent on each ounce of sirup used in the vending and fountain manufacture of drinks.)

Down 35 Per Cent

Lowenstein said business in the plants affected "is off an average of 35 per cent compared with pre-tax sales, and in many instances losses run as high as 50 and 60 per cent." Estimates of soft drink tax returns have been revised downward by \$8,000,000 for the two-year fiscal period. Lowenstein said this represents a "loss of 800,000,000 expected individual nickel sales worth \$40,000,000."

Twin Cities:

(Continued from page 113)

Cities visiting coin machine distributors this past week. . . Operators were busy welcoming back Jonas Bessler to the coin machine business after learning of his association with Lieberman Music Company, Wurlitzer jobber here. . . It's a new baby at the Fritz Eichingers in St. Paul. . . William Davis has left the Midwest Coin Machine Company as salesman and made no announcement of his future plans. . . Jack Karter, of Midwest, has announced the start of a continuous school, 12 months out of the year, for Filben operators needing help with service problems. Al Diekhising, Midwest shop foreman, is in charge.

Visitors at Twin Cities' jobbers this past week included James Kadry, of Warroad, buying phonographs. . . Charles and Jim Jackson, General Products, Bemidji, interested in phonographs and pins. . . Ted Haas, Kramer, N. D., buying phonos at two distributing houses, trying 'em both out. . . Merle Stoddard, Hastings, picking up used pin games. . . Ditto Bud Fitch, also of Hastings. . . Jack Lowrie, Lake City, purchasing phonographs. . . Dick Henderson, Willmar, in buying records and reporting installation of a new location with Wurlitzer remote control and 20 wall boxes in his city. . . Jerry Hardwig and Urban Kost, of St. Cloud, picking up five-balls and records.

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We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.

912 Poydras St., New Orleans 13, La. AUTHORIZED BELL-O-MATIC DISTRIBUTOR

. . . The sum of \$40,000,000 in normal circulation pays a lot of wages, and those wages in turn buy a lot of groceries, clothing, shoes, gasoline, tires and fuel."

He concluded that bottlers "feel as they have always felt that such a tax is completely without justification and should never have been levied."

Juice Vender Incorporates

DOVER, Del., Aug. 28.—Juice Bar Corporation has been chartered with the corporation department of the secretary of state. Purpose of the new firm is to deal in coin-operated equipment. Firm's capital is given as \$100,000.

CENTRAL OHIO'S QUALITY BUYS KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

NEW PIN BALLS	LATE PIN BALLS
<p>EXHIBIT SHORTSTOP</p> <p>EXHIBIT SAMBA</p> <p>UNITED RENDEZVOUS</p> <p>UNITED WISCONSIN</p> <p>UNITED MANHATTAN</p> <p>UNITED MAJOR LEAGUE</p> <p>GENCO MERRY WIDOW</p> <p>CHI COIN SPINBALL</p> <p>BALLY CARNIVAL</p> <p>CHI COIN CRAZY BALL</p>	<p>TROPICANA . . . \$119.50</p> <p>ROCKET . . . 59.50</p> <p>AMBER . . . 59.50</p> <p>PLAYBOY . . . 64.50</p> <p>TORNADO . . . 59.50</p> <p>HONEY . . . 69.50</p> <p>GOLD BALL . . . 69.50</p> <p>MYSTERY . . . 69.50</p> <p>MEXICO . . . 69.50</p> <p>NEVADA . . . 69.50</p> <p>HAWAII . . . 69.50</p> <p>CYCLONE . . . 69.50</p> <p>DYNAMITE . . . 69.50</p> <p>FIESTA . . . 69.50</p> <p>TALLY-HO . . . 79.50</p> <p>HAVANA . . . 49.50</p> <p>CAROUSEL . . . 69.50</p> <p>SURF QUEEN . . . 29.50</p> <p>MIDGET RACES . . . 39.50</p> <p>BIG HIT . . . 39.50</p> <p>MARJORIE . . . 69.50</p> <p>FAST BALL . . . 39.50</p> <p>CANTEEN . . . 29.50</p> <p>KILROY . . . 49.50</p> <p>TORCHY . . . 79.50</p>
CONSOLES	ONE BALLS
<p>NEW</p> <p>5¢-25¢ Bonus Super Bells \$800.00</p> <p>5¢-25¢ Gold Nuggets 800.00</p> <p>5¢ Bally Wild Lemons 542.50</p> <p>5¢ Bally Double Ups 542.50</p>	<p>BIG LEAGUE . . . \$ 29.50</p> <p>BAFFLE CARD . . . 49.50</p> <p>SEA BREEZE . . . 32.50</p> <p>RIO . . . 32.50</p> <p>MANHATTAN . . . 119.50</p> <p>VANITIES . . . 69.50</p> <p>CROSSFIRE . . . 64.50</p> <p>HUMPTY DUMPTY 139.50</p> <p>COVER GIRL . . . 139.50</p> <p>BERMUDA . . . 139.50</p> <p>CARIBBEAN . . . 159.50</p>
CONSOLES USED	NEW SLOTS
<p>Draw Bells, Regular \$229.50</p> <p>Draw Bells, Red Buttons . . . 259.50</p> <p>5¢ Bonus Super Bells 295.00</p> <p>5¢-25¢ Twin Bonus Supers . . . 595.00</p> <p>5¢-5¢ Twin Bonus Supers . . . 575.00</p> <p>5¢-10¢-25¢ Keeney Triples . . . 795.00</p> <p>5¢-5¢-25¢ Bally Triples 545.00</p> <p>5¢ Bally Club Bell . . . 89.50</p> <p>5¢ Paces Reels, Comb. 49.50</p> <p>5¢ Paces Reels, C.P. . . 49.50</p> <p>5¢ Bally Big Tops, C.P. . . 79.50</p> <p>5¢ Evans Gal. Dom. nos. '47 . . . 415.00</p>	<p>5¢ Mills Black Cherry . . . \$248.50</p> <p>5¢ Mills Jewel Bells . . . 248.00</p> <p>5¢ Mills Golden Falls . . . 248.50</p> <p>5¢ Mills Vest Pockets . . . 74.50</p> <p>5¢ Jennings Std. Chief . . . 269.50</p> <p>5¢ Jennings Club Chief . . . 324.00</p> <p>5¢ Groetchen Columbia . . . —</p> <p>5¢ Watling Rotatop . . . 175.00</p> <p>5¢ Pace DeLuxe Chrome . . . 245.00</p> <p>5¢ 1.00 Pace DeLuxe . . . —</p>
ARCADE EQUIPMENT	USED AND FACTORY REBUILT SLOTS
<p>Batting Practice . . . \$ 79.50</p> <p>Sky Fighter . . . 119.50</p> <p>Air Raider . . . 79.50</p> <p>Tommy Gun, Late . . . 79.50</p> <p>Panorams . . . 259.50</p> <p>Undersea Raiders . . . 149.50</p> <p>Lite Leagues . . . 149.50</p> <p>Voice Recorder . . . 69.50</p> <p>9-Ft. Skee Roll . . . 79.50</p> <p>Scientific Baseball . . . 69.50</p> <p>Jack Rabbit, New . . . 300.00</p> <p>Buckley Diggers . . . 99.50</p> <p>2 Exhibit Rotary Diggers . . . 195.00</p> <p>Uchamp Basketball, New . . . 49.50</p> <p>Pokerino, Scientific . . . 199.50</p> <p>Goatee, New . . . 225.00</p> <p>Wurl. Skee Rolls, 14-Ft. . . 165.00</p> <p>10 1/2-Ft. Premier Skee Rolls . . . WRITE</p>	<p>5¢ Blue Fronts . . . \$ 79.50</p> <p>10¢ Blue Fronts . . . 89.50</p> <p>25¢ Blue Fronts . . . 89.50</p> <p>5¢ Brown Fronts . . . 89.50</p> <p>10¢ Brown Fronts . . . 109.50</p> <p>50¢ Chiefs . . . 249.50</p> <p>50¢ Blue Fronts . . . 249.50</p> <p>50¢ Chief . . . 475.00</p>
COUNTER GAMES	REBUILTS LIKE BRAND NEW
<p>1¢ Sparks Check P.O. \$12.50</p> <p>1¢ Daval Marvels . . . 19.50</p> <p>5¢ Gushers, New . . . 29.50</p> <p>5¢ Davals, Free Play . . . 39.50</p> <p>1¢ Marvel Pop Up, New . . . 25.00</p> <p>1¢ Target Skills . . . 22.50</p> <p>1¢ Gottlieb Grip Scales . . . 32.50</p> <p>1¢ Daval Buddy . . . —</p> <p>Cigarette . . . 27.50</p> <p>6¢ Jennings Grandstands . . . 12.50</p>	<p>5¢ COPPER, GOLD AND BLUE, Hammeroid Finish \$119.50</p> <p>10¢ COPPER, GOLD AND BLUE, Hammeroid Finish 129.50</p> <p>25¢ COPPER, GOLD AND BLUE, Hammeroid Finish 139.50 (Drill Proof and Knee Action)</p>
	SAFES & STANDS REVOLVAROUNDS
	<p>Single . . . \$ 79.50</p> <p>Single DeLuxe . . . 119.50</p> <p>Double . . . 118.50</p> <p>Double DeLuxe . . . 162.50</p> <p>Triple DeLuxe . . . 262.50</p> <p>Heavy Double . . . 265.00</p> <p>Box Stands . . . 25.00</p>

1/3 DEPOSIT WITH ORDER

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Genco SCREWBALL	Chicago CRAZY BALL
United PARADISE	Bally CARNIVAL
Marvel HIT PARADE	

Send for our complete list of good used games.

Exhibit FLIPPER KITS . . . \$3.95 Exhibit ANTI LIFT TILTS . . . \$2.75

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2625 LUCAS AVE., ST. LOUIS 3, MO. (Phone: Franklin 3620)

WANTED

Bally DeLuxe Draw Bells, 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 5c Keeney Super Bells, Comb. 75.00
- 2 25c 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, 5c \$ 75.00
- 5 Mills Blue or Brown Fronts, 10c 85.00
- 5 Mills Blue or Brown Fronts, 25c 95.00
- 2 Mills Gold Chrome, 25c 125.00
- 4 Mills 25c Club Consoles 165.00
- 2 Mills Black Cherry Bells, 5c 135.00
- 2 Mills Black Cherry Bells, 10c 145.00
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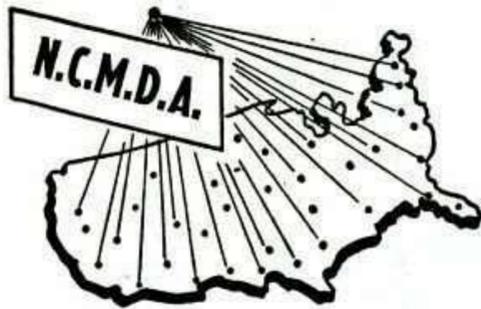
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- ★ REGULATION TOURNAMENT SIZES 16'-18'-20'-22'

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GREATEST VALUES

USED FREE PLAY GAMES SHIPPED IN THAT FAMOUS SOUTHERN WAY

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- BANDWAGON
- BIG PARADE
- COVER GIRL (Prewar)
- DYNAMITE
- FOUR ROSES

\$17.50 each

any three for \$50.00

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- HOLLYWOOD
- KILROY
- SPEED BALL
- STATE FAIR

- STEP UP
- SUPERSCORE
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- SUPERLINER
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Terms: 1/3 Deposit, Balance Sight Draft

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EACH MACHINE THOROUGHLY CLEANED—CHECKED—REFINISHED OPERATES LIKE NEW—LOOKS LIKE NEW		

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71 79		
61 59		

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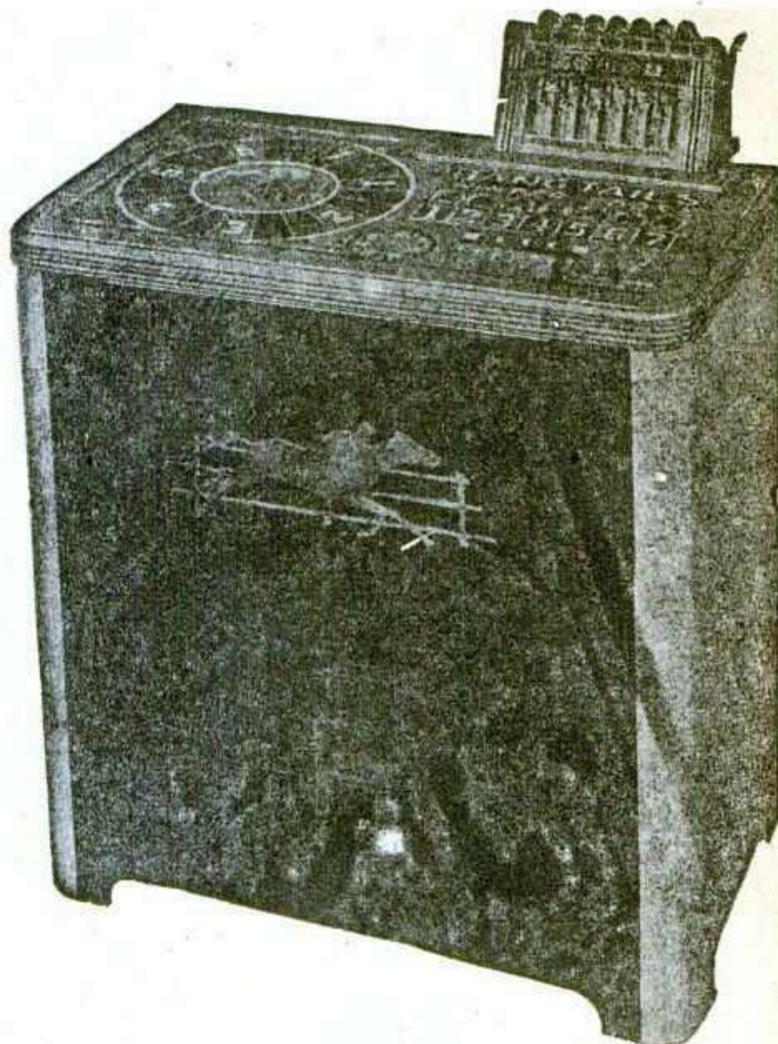
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The odds are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators found it the Console sensation throughout 1947 . . . you'll call it your best bet in Consoles for 1948, thanks to features like these!

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LOOK and
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Each



Reconditioned Wurlitzer
24 Record Phonograph
Excellent Condition, \$150.00

Offered Subject to Prior Sale

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Your Choice: Chrome, Blue,
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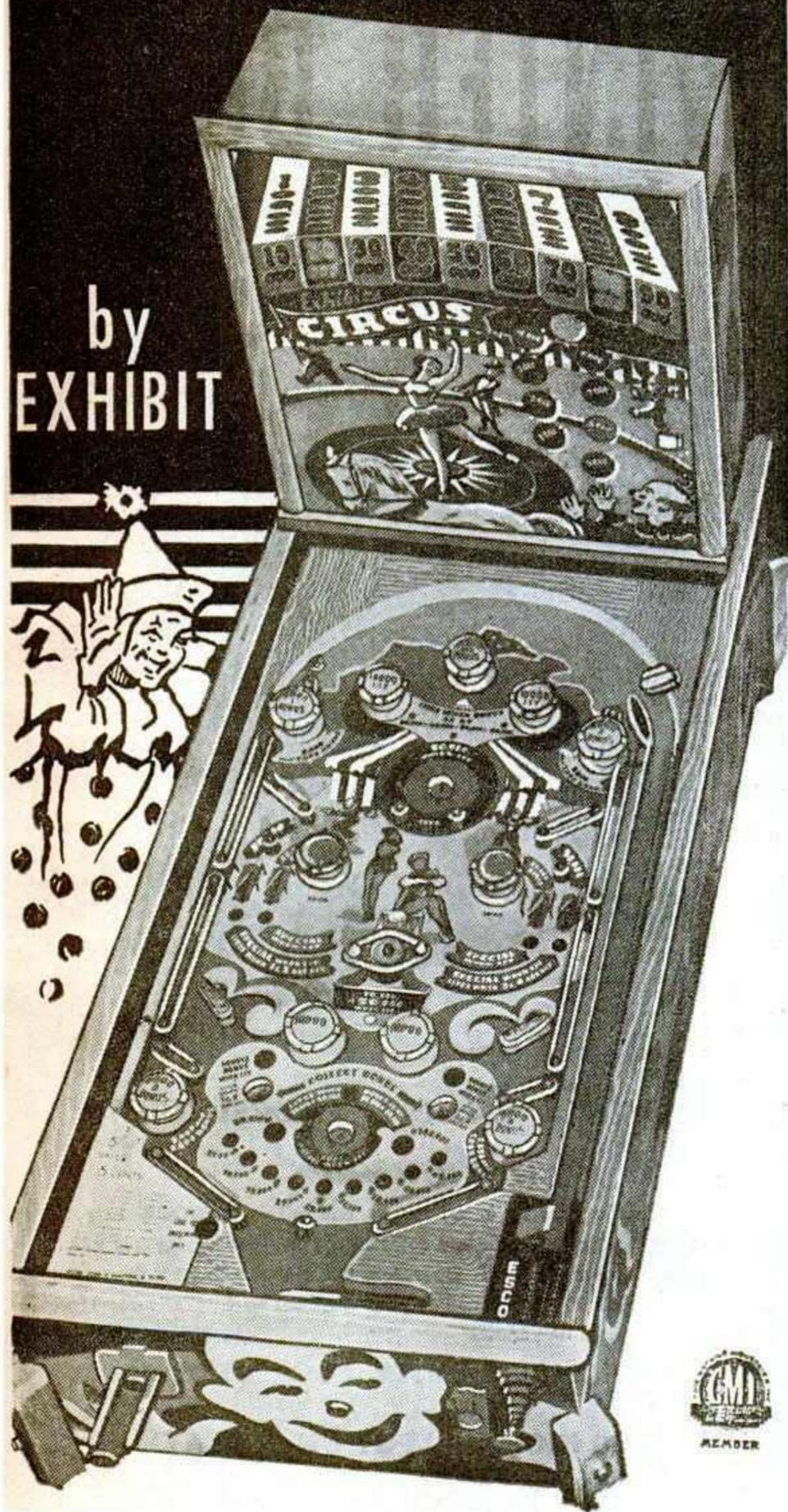
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You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



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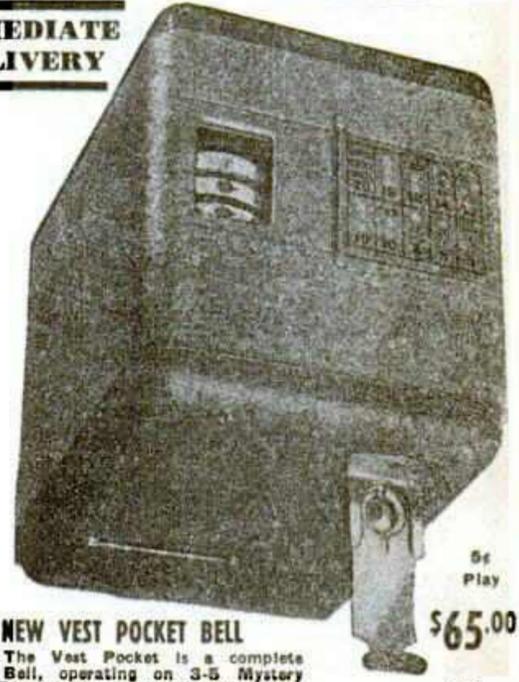


MILLS QT
A "Pony-Size" Bell. Weighs only 85 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit

New Box Stands, Single, Double and Triple Safes

IMMEDIATE DELIVERY



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.** 5¢ Play **\$65.00** 1/3 Deposit

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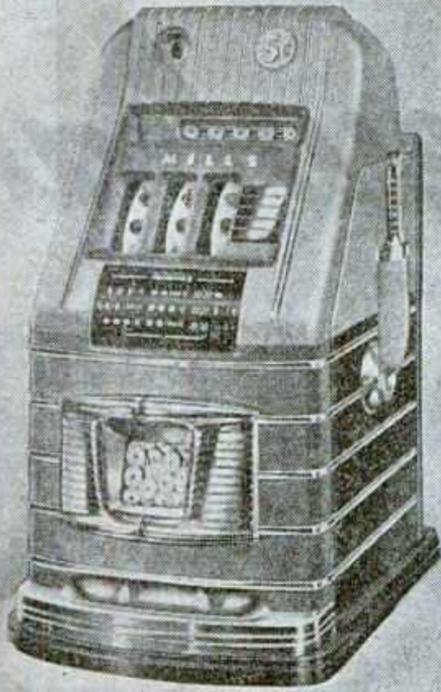
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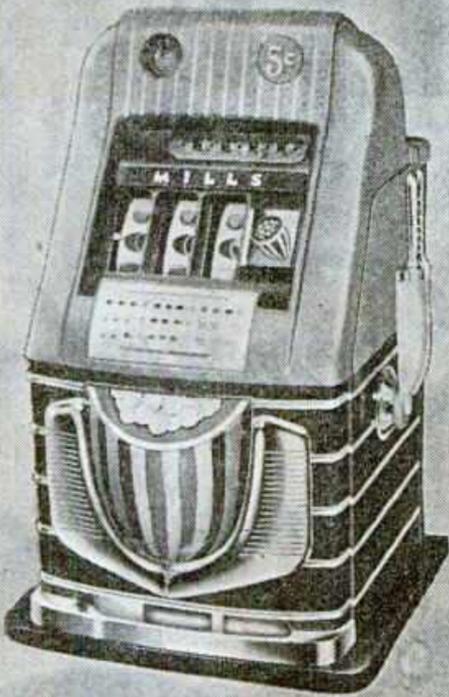
ALL FOUR - NO SERVICE CHORE!



THE JEWEL - The operator's standard Bell.



THE BLACK GOLD - The handload with dominant jackpot!



THE MELON - It kicks out a Jackpot Token!



THE BONUS - It's not only a Bell - it's a game!

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NO BUMPER!



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"Live Jackpot"

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(Resets only at Start of Game)
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- ✓ **2 WAYS TO SCORE REPLAYS**

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NOVELTY
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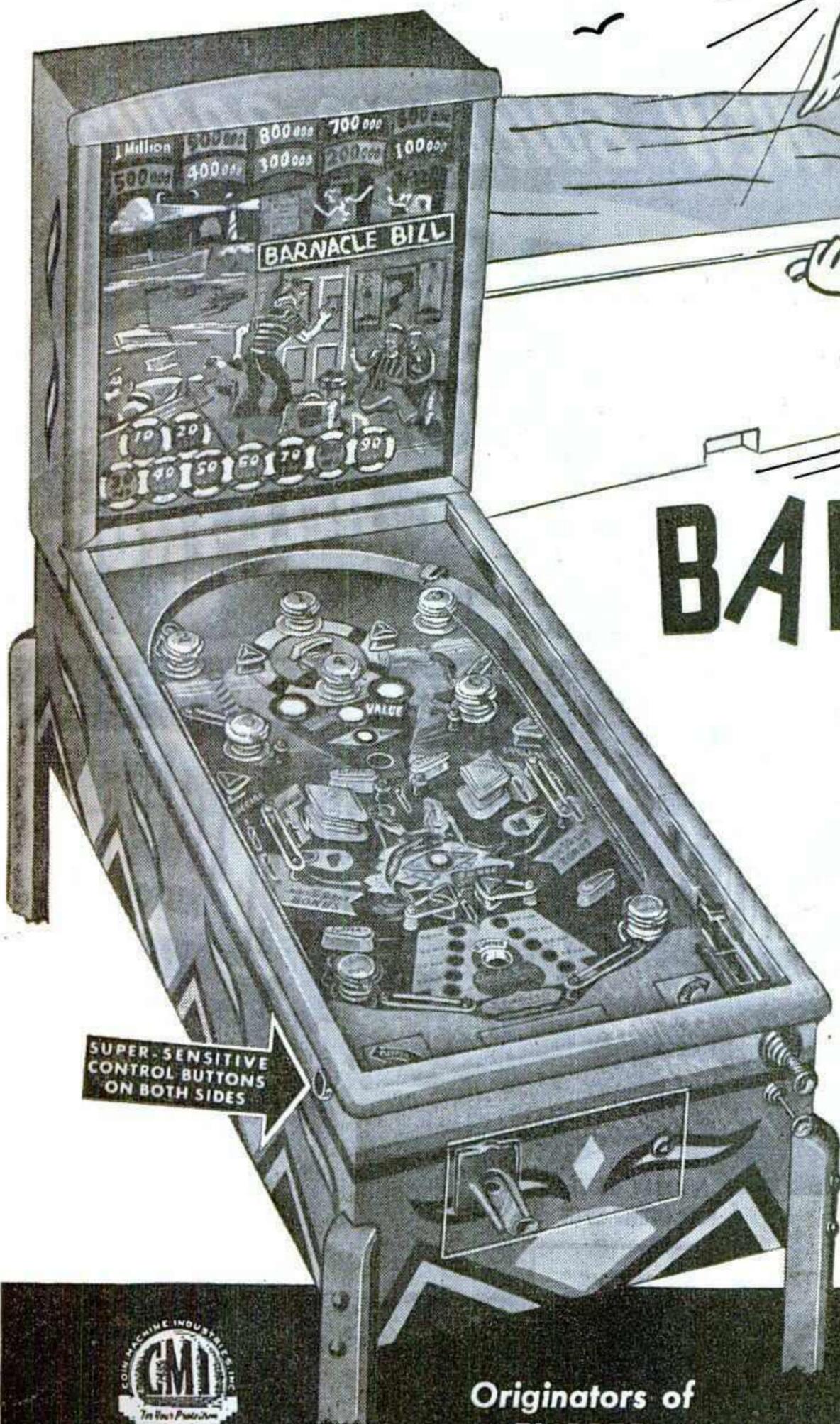
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ALL THOSE PLAY-PULLING GOTTIEB FEATURES

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2 SCORING SEQUENCES TO INCREASE BUMPER VALUES!

NEW TYPE BONUS WITH RAPID FIRE BUILD-UP AND HIGH SPEED TAKE OFF!

100,000-BUMPERS!

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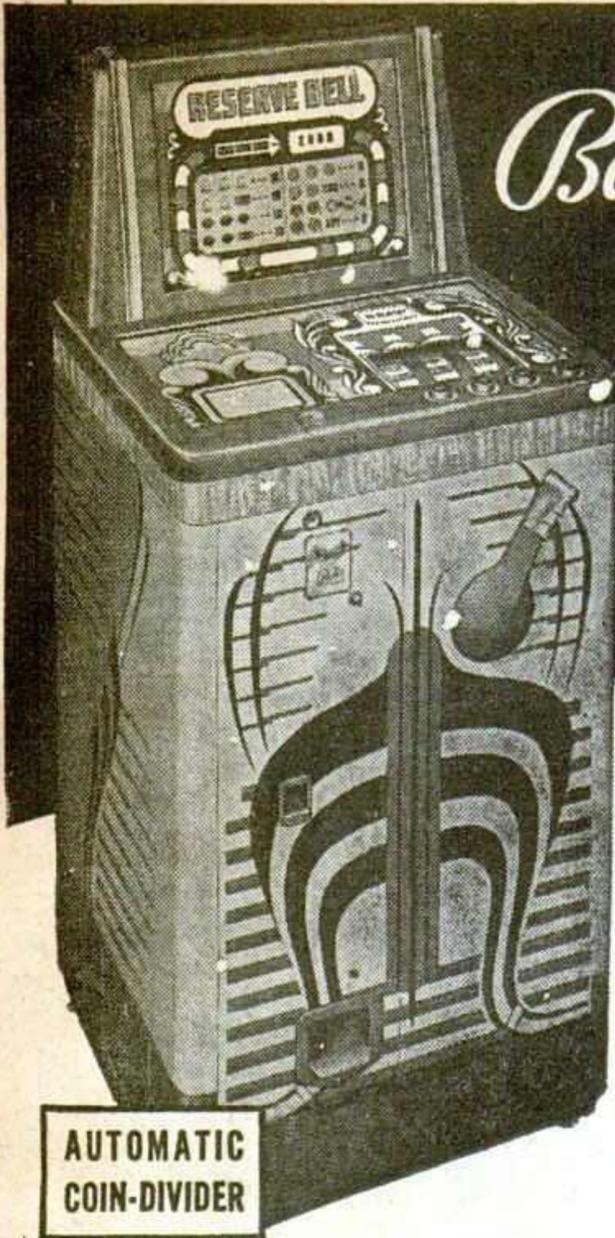
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 BONUS "GROWS" FROM 100 TO
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PLUS PLENTY OF
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DOUBLE YOUR EARNINGS
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- BIG INNING
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- DOUBLE UP
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Bally ONE-BALL MULTIPLES!

GOLD CUP
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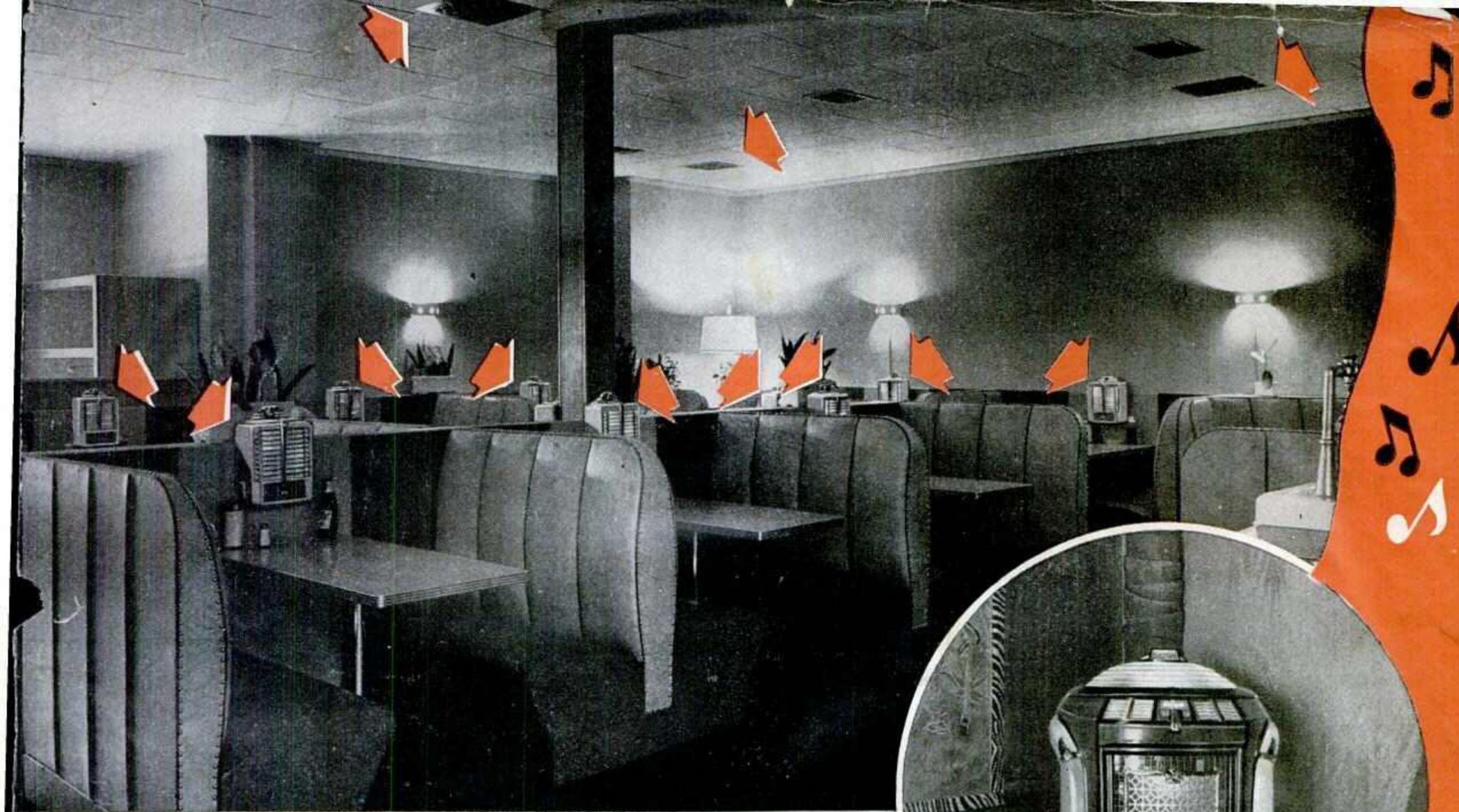


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 with
 NEW "FAN FLASH"

PLAYERS PLAY
 UP TO
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a salesman at every table . . .
and music at conversational level
throughout

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**BRAD AVERILL'S WURLITZER 1100s
AVERAGE \$24 HIGHER GROSS PER WEEK THAN
ALL OTHER PHONOGRAPHS HE OPERATES**

Plus

75% Saving in Record-needle-service costs



**Read what he says about the
ZENITH COBRA TONE ARM**

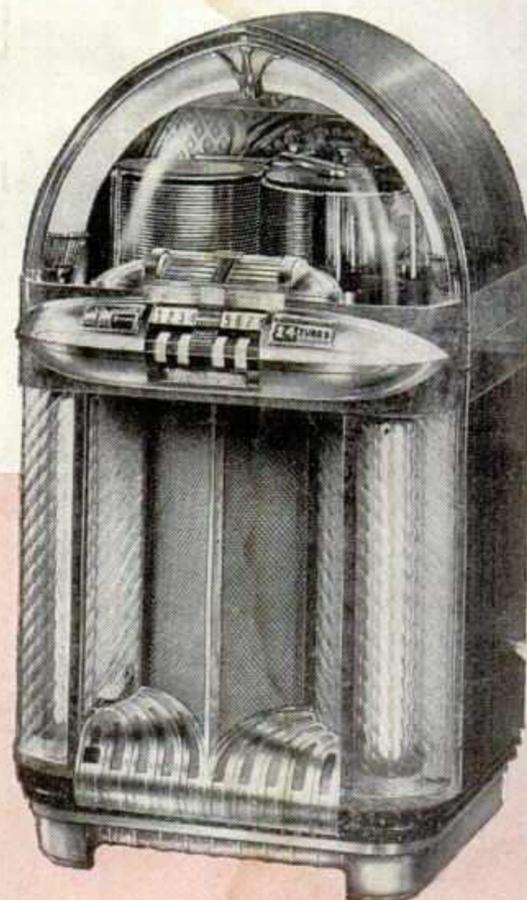
"I placed a Wurlitzer 1100 in one location in November, 1947. Today, five of the original records are still in top condition after continuous play. The original needle cartridge is still going after 25,600 plays."

Bradley R. Averill
ADRIAN AMUSEMENT CO.
ADRIAN, MICHIGAN

WE PREDICTED that the Wurlitzer 1100 would outearn any phonograph ever built. We also said it offered sensational service time and money saving features. Now Music Merchants are confirming our claims with their own facts and figures.

The beauty and tone of the 1100 are proven play-stimulators. The Zenith Cobra Tone Arm cuts record-needle costs to the bone. Records play up to 2,000 times without noticeable impairment in quality. All important electrical and mechanical parts in the Wurlitzer 1100 are "packaged" units for quick, convenient accessibility. Important savings in service time—more money for Wurlitzer Music Merchants.

The greatest money-maker in the commercial music business is the Wurlitzer 1100. You can't judge 1100s by present-day profit margins on other phonographs. The quicker you get Wurlitzer 1100s on location the sooner you'll learn first hand that the answer to current conditions lies right here in this phenomenal phonograph. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



Model 1100

Ask your Wurlitzer Distributor about
GENEROUS TRADE-IN ALLOWANCES
on your old phonographs
EASY TERMS ON WURLITZER 1100s