

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 2, 1950



Helen Grayco is hoping to hit that five-deuce with her initial London disk release, "Or No Dice," backed by "Diga Diga Doo." Mrs. Spike Jones here interprets the "Dice" ditty in a TV film featuring the combined talents of Helen, Spike and the Musical Depreciation troupe. Tele film was lensed at Jerry Fairbanks Studios in Hollywood. Miss Grayco was recently inked by London's Toots Camarata, and with this disk release steps out on her own, record-wise. In addition to records and tele films, she is starred in the Musical Depreciation company's 25-city tour of the West. Troupe opens Las Vegas's Flamingo Hotel September 21. She is personally managed by Arena Stars.

**NO.**



**Top Selling Popular Male Vocalist  
with Retailers Coast to Coast**

According to the Billboard  
3rd annual survey of Top  
Recording Artists, published  
July 13, 1950.

**THANK YOU RETAILERS**

**For Your Many Votes of Confidence**

*Current Hits...*

**LA VIE EN ROSE  
VALENCIA**

*Coming Up...*

**MUSIC MAESTRO, PLEASE  
THE BIG DIPPER**

**RCA VICTOR Records**

**TONY Martin**

Hollywood — Jerry Johnson

Record Promotion  
Chicago — Saxie Dowell

New York — Buddy Basch

BACKGROUND ON RED DRIVE

Editorial

The Rose Colored Glasses Kick

Few of us in show business can take any bows for waking up nearly soon enough to the grave, real and imminent threat to our form of government and way of life represented by Communism.

Even at this zero hour not all actors are aware that you've got to check pretty closely when someone makes a pitch for you to do a benefit. It might be one of those outfits that the papers keep calling "subversive."

The Chase for the Buck

The radio stations and networks consider the whole problem a big pain in the kilocycle even tho, now and then, to their credit, make a couple of moves every now and then to figure out some kind of an answer to it.

Around the music business they're still trying to figure out what you have to do to get a million copy seller, and whether it's worth paying \$25 for an arrangement for Joe Blow. The bum doesn't get picked up past the Hudson River anyway.

All of us, in all of show business, continue to chase that elusive buck. And there's no doubt that's as it should be. But we never lived in a vacuum, and we're sure not living in one now, if ever we did. Today, we in show business are part of American industry, and part of the nation. And the nation is part of the world. And the Commlies are hell bent for taking over.

The Moscow Jump

Stalin rhymes with dream as well as Irene does, but unless we want to do nothing else in music than perpetual re-writes and performances on the Moscow Jump; unless we want to play split weeks strictly for the State; unless we want all our showfronts painted a deep, bloody, never-changing red we'd better get with it.

We'd better try to find out what the Commlies are trying to do, and now. And we'd better get off the umpehay kick, and stop playing right into their hands.

As a small contribution in this direction The Billboard presents in the adjoining columns a capsule background picture, up to date, on just what Stalin and Company are attempting to cook up, and the script they're following to do the job. Also, in the radio department in this issue is a list of organizations which the Department of Justice, the Attorney General's office, etc., have declared "subversive." That means if a rep of one of those outfits approaches you anytime on anything tell him to get lost.

Let's stop looking at the world thru those rose colored glasses. It's later than you think . . . and we don't mean enjoy yourself.

US Media Can Lick Red Lie, Sarnoff Says

Sees 10-Mil TV This Year

CHICAGO, Aug. 28.—Emphasizing that "the days of diplomatic pussy-footing are over" and that the time for "positive action" in combating Russian aggression has arrived, Brig. Gen. David Sarnoff, board chairman of RCA, launched a bitter attack against Communist tactics in a speech prepared for delivery before the annual encampment of the Vet-

(See Sarnoff Says on page 6)

Jocks Jiggled On Red Tunes; WLW Hits Snag

NEW YORK, Aug. 26.—With the nation starting to sizzle on the anti-Commie issue, radio stations may be faced with the need for far greater caution than ever displayed before on what platters they will and will not play on their disk jockey shows, and what tunes they'll do on live stanzas.

Some stations have already had beefs regarding various recordings of Old Man Atom, which some listeners have protested, charging that the (See JOCKS JIGGLED on page 14)

Irish Deal Patterns Theater TV

Big BO Would Sell \$90 Mil Of Equipment

Four Chains Involved

By Sam Chase

NEW YORK, Aug. 26.—Negotiations were under way this week for members of four theater chains to pick up the home football games of Notre Dame University this fall, for theater TV showing. The deal has two industry-wide portents, since it would establish the basis by which future events will be negotiated for theater TV, and because conservatively \$90,000,000 worth of theater equipment orders hang in the balance, depending in good part upon the box office success of the showings.

Handling the negotiations is Les Arries, sports director of the DuMont TV web, which is serving as agent for Notre Dame in the disposition of theater TV rights. DuMont itself is carrying the games over its network facilities, and its pick-ups will be used for the theater (See Irish Deal Patterns on page 7)

Green Toots Whistle 'Cause AGVA Still Rules Musical Acts

NEW YORK, Aug. 26. — Despite an agreement reached previously between Gus Van, American Guild of Variety Artists (AGVA) head, and James C. Petrillo, American Federation of Musicians (AFM) proxy, musical acts are still recognized by the American Federation of Labor (AFL) as coming under the jurisdiction of AGVA. The status of musical acts, which has been of concern to both AFM and AGVA, was clearly defined this week in a letter from William Green, AFL president, to Jon Carlton, musical act, who holds both AGVA and AFM cards.

Only two weeks ago, the trade saw definite signs of peace in the AFM-AGVA battle, when Petrillo lifted the 10 per cent traveling tax on musical acts. That the peace may once again turn into a war is evidenced in AGVA comments that "Petrillo will hit the ceiling when he sees the letter." AGVA execs are waiting Petrillo's reaction to the Green letter before making any official moves or statements. Petrillo, at present, is in Puerto Rico.

The AFL position in the AGVA-AFM jurisdictional fracas was made (See AGVA Still Rules on page 44)

Victor Goes After Kaye And Dorsey

To Build Two New Bands

NEW YORK, Aug. 26.—RCA Victor got plans under way this week to build two new bands on the label in the same manner in which the Ralph Flanagan ork was built into one of the top-selling, top-grossing disk and live attractions in the music business. The two bands are Bob Dewey and his orchestra (Bob Dewey is at the moment a nom de disk for artist and rep staff musical director Dewey Bergman), and Buddy Morrow and his orchestra. (Morrow is a vet tramster, who has previously, and with small success, fronted orks of his own.)

The attempt to build these two aggregations, however, holds far greater significance for the Camden plattery and the disk business in general than did the Flanagan caper. In its broadest sense it represents an effort on the diskery's part to establish the thesis that no attraction is bigger than the record company. (New 'Kaye,' 'Dorsey' Orks, page 12)

Infiltration Includes All Of Showbiz

Background to Date

By Ben Atlas, Chief, The Billboard Washington Bureau.

WASHINGTON, Aug. 26.—Just for the record let's review briefly what FBI Chief J. Edgar Hoover told a Senate Appropriations Subcommittee earlier this year. Hoover said the Commlies' plan of infiltration in the United States is all-embracing.

N. G. Orgs

On the first page of the radio department in this issue, as a companion piece to the background story on Communism appearing here, is published a complete list of organizations which the Department of Justice, the Attorney General, etc., has declared to be subversive. It goes without saying that The Billboard recommends show business people have no truck with these operations, labels them strictly n.g.

They've singled out vital target areas like plane factories, radio stations, munitions plants, etc., where they've planted agents and observers by the hundreds. Nor have they neglected the more innocuous-appearing fields of industry and business for spreading their seed. In the communications field alone, where their pri-

(See Reds' Big Try on page 5)

NBC To Sell Time on Mag Space Plan

Revolution in AM

NEW YORK, Aug. 26.—Niles Trammell and Charles Denny in New York, and other key National Broadcasting Company (NBC) execs in Chicago, Hollywood and major markets, are quietly pitching to advertisers a revolutionary new AM radio advertising idea. The idea is top secret around NBC. Trammell, Denny and all other NBC brass would rather cut out their tongues than say boo about it.

Actually, the idea represents a completely new approach to selling AM time, and throws a new concept on (See NBC AM SALES on page 9)

In This Issue

Table listing contents: Burlesque, Carnival, Circus, Classified Ads, Coin Machines, Fairs & Expositions, Final Curtain, General Outdoor, Honor Roll of Hits, Legitimate, Letter List, Magic, Merchandise, Music, Music Machines, Music Pop Charts, Night Clubs, Parks and Pools, Pipes for Pitchmen, Radio-Television, Repertoire, Sinks and Slaters, Shuffleboards, Routes, Signboards, Shuffleboards, Vandeville, Vending Machines.

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# Talent Buyers Start Fall Spree

## Band Biz Seen Brisk In Midwest

Seek Names, Semi-Names

CHICAGO, Aug. 26.—Name and semi-name band booking is in its annual fall spin thru the one-nighter ballroom circuit in a more spirited fashion than at anytime during the past three years. A check of the major band-skedding offices and single-date routers here indicated that, while it appears a record number of bands will be playing thru the Midwest territory from September 1 to November 15, route books show it's not unusual to get five and six days on most bands, with the names even filling in Mondays and/or Tuesdays.

Bill Polk, General Artists Corporation's (GAC) one-nighter brass here, will have Ralph Flanagan's ork for (See Band Booking Boom, page 4)

## Showbiz Freeze On New Bldgs. Among US Plans

WASHINGTON, Aug. 26. — National Security Resources Board (NSRB) is drafting on a stand-by basis an order banning showbiz construction, it was learned this week. Radio and TV stations are not included in the tentative order, but theaters, night clubs, amusement parks and race tracks are on the list.

The order is not necessary at this time, according to government experts on construction materials, but officials said it might possibly be put into effect around the first of the year for its psychological effect.

Military demands on construction materials are not expected to be excessive during the next year at least, it was stated. Estimated lumber needs are set at 4 per cent of total production, which is presently setting a 30-year record. Steel for construction is certain to become very short, but Commerce Department experts figure that allocations soon to be ordered will have the effect of discouraging amusement building without the necessity of imposing a complete ban. Other construction materials such as brick, cement, pipe and the like are being produced at near-record levels, altho local shortages frequently appear because of the (See Showbiz Freeze on page 42)

## Flit for Flicks

HOLLYWOOD, Aug. 26.—Following hard upon the heels of the anti-Communist resolutions passed by the American Federation of Radio Artists (AFRA) at its recent convention (see latest story in the Radio Department this week), the Screen Directors Guild of America (SDGA) last week passed a resolution calling for incorporation of a non-Communist affidavit in its membership applications. It is expected that the AFRA and SDGA moves will shortly be followed by other show business unions.

## "Fright Talk" Nix for Radio But Alert's OK

HOLLYWOOD, Aug. 26.—Unruffled calmness marked the two-day meeting of the 16th district, National Association of Broadcasters (NAB) which convened here August 24-25. Over 90 reps from 35 stations and four networks were present at the meeting, presided over by District Director Cal Smith, KFAC general manager. Meetings included talks by key NAB execs, with NAB Prexy Judge Justin Miller delivering the keynote address. Little or no squabbling was encountered and five resolutions presented for consideration went on record by unanimous vote.

In his talk, Judge Miller warned station execs to prepare for war emergencies but rebuked "fright talk." He explained proposals under consideration to set up a "disaster network" to be operated on local level under governmental direction in the event of a bombing or similar disaster. Broadcasters were warned to be ever alert to sabotage and Communist infiltration, but on the other hand, Miller assured radio ops that the government will not attempt to censor or control the air waves. Tone of the talk was one of caution and preparedness, building for any emer- (See MILLER WARNS on page 8)

# Club Owners Getting Near "Scare" Level

It's Nationwide Market

NEW YORK, Aug. 26.—The talent-buying spree upon which cocktail lounge, cafe and night club owners have embarked is close to the consumer scare-buying that's been taking place in every corner grocery store. At least, that is the considered opinion of bookers here, who report that the fall season will probably be the biggest in three or four years. The general employment situation and the reopening of plants engaged in military production are given as basic reasons for the operator's optimistic outlook.

Music Corporation of America (MCA) is experiencing the biggest talent market since the end of World War II. General Artists Corporation (GAC) reports that prices for singles and small units are up 15 per cent and that business is terrific. The trade office reports that spots closed for years or operating on minute budgets are reopening and buying semi-names at good prices. Musical Entertainment (See Talent Buyers in Fall, page 44)

# Over 500G Spent by Lobbies Vs. Excise and Cabaret Taxes

WASHINGTON, Aug. 26.—Lobbying on Capitol Hill for and against legislation affecting the amusement industry this session of Congress soared to a record volume in terms of numbers of registered lobbyists and dollars spent, it was revealed this week in the latest quarterly report on lobby registration.

The congressional battle over excise tax repeal is chiefly credited for the big turnout of lobbyists and spending. Ironically, the battle in behalf of repeal of the wartime excises was all but won until the Korean crisis swung Congress around to a reverse trend toward bigger defense spending and increased taxation. Other major issues which attracted lobbying, according to the latest official list assembled by the secretary of the Senate and clerk of the House, included Social Security

revision, reorganization of the Federal Communications Commission (FCC), basing-point legislation, ad-valorem cigarette taxes, and clear channel radio legislation.

Well over \$500,000 was spent for pressuring in all phases of excise tax legislation in the first six months of Congress, according to the officially recorded tallies, with several jumbo-sized lobbying committees in the forefront of the fight. Among these was the Committee for Repeal of Wartime Excise Taxes (CRWET) which alone reported amassing \$57,750 in contributions for its battle in the first half of the year. Listed among contributors to CRWET to the tune of \$1,250 each were Decca Records, Philco Corporation and United Paramount Theaters. RCA gave \$1,000; Columbia Records and (See OVER 500G SPENT on page 42)

# Rudy Vallee Latest Unofficial Good-Will Man of Showbiz

NEW YORK, Aug. 26.—Latest in the apparently growing list of veteran show business names who are taking on jobs as unofficial ambassadors of good will for the entertainment industry is Rudy Vallee. The one-time croon king is making a practice of doing cuffo talks before various groups in which he pitches the part show business plays in American industry and American life.

Eddie Cantor built a purely commercial pitch substantially around this theme with his one-man concert tour of last season wherein, in the course of reviewing his own fabulous showbiz career, the comic did a solid selling job on the entertainment field as a liberal, advanced industry.

Vallee's latest presentation along these lines came last week in Springfield, Ill., where he is playing the

Lake Club. In addressing the local Lions organization at a luncheon he talked about show business in general, ASCAP and other facets of it in particular, and practically walked off with all the space in the local Illinois State Register the next day. Typical of columns of comment re Vallee's talk were: "... Rudy Vallee is more than a fine entertainer. He is a serious minded singer, hard working member of a great profession—the entertainment profession. To hear his speech of yesterday noon was one of those all too rare glimpses of the true greatness of that profession."

The civic club luncheon, it was calculated, did Vallee little harm at the Lake Club box office either. Business in the spot was reported excellent.

# House Group Votes To Double Budget For "Truth" Drive

WASHINGTON, Aug. 26.—A supplemental budget more than doubling the State Department's available funds for overseas musical activities, including the purchase of disks and dissemination of them abroad, was voted by the House Appropriations Committee this week.

Simultaneously, a State Department spokesman told The Billboard that the Department is swinging almost exclusively to LPs in purchasing disks for shipments abroad. The spokesman explained that LPs are being selected because fewer have to be shipped to maintain an up-to-date collection of titles in the libraries.

The additional money voted by the House Appropriations Committee for music activities is part of a mammoth \$8,000,000 "truth campaign" to spread democracy abroad and thereby combat Communism. As soon as Congress (See House Group Votes on page 16)

# U. S. May Order 200,000 AM Sets For Overseas

WASHINGTON, Aug. 26. — The State Department is prepping plans to place immediate orders for some 200,000 cheap radio sets to be shipped abroad (The Billboard, August 12) in the wake of a specific okay for the move given by the House Appropriations Committee this week as part of a three-fold expansion of the Voice of America.

State will be ready to negotiate contracts, which will have a top priority among government orders, as soon as the committee funds bill clears the rest of congressional procedure. The House Committee voted \$2,860,257 specifically for sets estimated to cost \$10-\$16 each. The action marks the first time that State has (See U. S. May Order on page 43)

## The Billboard

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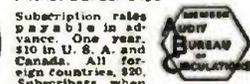
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# REDS' BIG TRY--HOW AND WHY

## Hollyw'd Duo To Head New Series for Y-R

Show Bows on ABC-TV

NEW YORK, Aug. 28. — Young & Rubicam this week hired two top Hollywood production and writing names to take charge of its Pulitzer Prize series. Schlitz Beer will sponsor the show on ABC-TV Friday nights, 9-10, beginning next fall.

Supervising production will be Edgar Peterson, former executive assistant to Dore Schary, MGM studio head. Supervising scripts will be Margaret Buell Wilder, who wrote the original story and adaptation for David Selznick's *Since You Went Away*.

The Schlitz programing venture is expected to cost 30G a week for production. Three different production units, two live and one film, are expected to function. The show will also pay up to \$3,000 each week for top acting names and will probably present the top free lance thesping names in Hollywood.

## No Soap Operas In P. & G.'s Fall Video Set-Up

NEW YORK, Aug. 28.—There'll be no TV soap operas for Procter & Gamble (P.&G.) in 1950. The soap firm's schedule for setting up its daytime video plans precludes any entry before the end of the year, and a top exec of the company said this week that it may possibly delay its daytime TV debut until a season hence.

Two P.&G. agencies have not yet made their pitches as to what course they think daytime tele policy should take for radio's biggest bankroller. One agency will meet with P.&G. toppers next week, while another makes its suggestions the week following. About a month is expected to elapse before P.&G. execs reach any conclusions over the various agency suggestions.

## AGVA Reviving TV Show Plans

HOLLYWOOD, Aug. 26.—American Guild of Variety Artists (AGVA) will revive its plans to launch a weekly tele show thru which the union's welfare fund would be enriched. Originally, the show was to have been produced in New York by Lou Goldberg, but the deal never jelled.

AGVA Coast chieftain Eddle Rio will fly to New York this week-end to present a new proposal to the union's board of directors. If accepted, Rio hopes to serve as co-ordinator of the mammoth variety show, which would originate in New York.

Rio believes the union can net \$4,000 weekly from the show, with AGVA talent donating services and a bankroller picking up the entire tab. By earmarking profits to union charities, AGVA could snag top vaude and variety stars for guest shots. Idea would have to be approved by the national board, with locals coming in for a pro-rata share of the profits.

## Subversive Groups -- Duck 'Em

The following named organizations have been declared subversive by the Department of Justice. While some of these organizations are presently inactive or have been "out of business" for some time, The Billboard lists them along with active organizations, because a favorite gimmick of the Commies is to re-activate such old organizations, or start new ones using old corporate names.

Under Executive Order No. 9830, issued February 5, 1943, the Department of Justice declared that the following organizations were subversive:

- American League Against War and Fascism
- American Patriots, Inc.
- American Peace Mobilization
- American Youth Congress
- Association of German Nationals (Reichsdeutsche Vereinigung)
- Black Dragon Society
- Central Japanese Association (Beikoku Chuo Nipponjin Kai)
- Central Japanese Association of Southern California
- The Central Organization of the German-American National Alliance (Deutsche-Amerikanische Einheitsfront)
- Communist Party of U.S.A.
- Congress of American Revolutionary Writers
- Dai Nippon Butoku Kai (Military Virtue Society of Japan or Military Art Society of Japan)
- Dante Alighieri Society
- Federation of Italian War Veterans in the U.S.A., Inc. (Associazione Nazionale Combattenti Italiani, Federazione degli Stati Uniti d'America)
- Friends of the New Germany (Freunde des Neuen Deutschlands)
- German-American Bund (Amerikadeutscher Volksbund)
- German-American Vocational League (Deutsche-Amerikanische Berufsgemeinschaft)
- Heimuska Kai, also known as Nokubei Heiski Gimusha Kai, Zaibei Nihonjin, Heiyaku Gimusha Kai, and Zaibei Heimuska Kai (Japanese Residing in America Military Conscripts Association)
- Hinode Kai (Imperial Japanese Reservists)
- Hinomaru Kai (Rising Sun Flag Society—a group of Japanese War Veterans)
- Hokubei Zaigo Shoke Dan (North American Reserve Officers' Association)
- Japanese Association of America
- Japanese Overseas Central Society (Kaigai Dobo Chuo Kai)
- Civil Rights Congress and its affiliated organizations, including: Civil Rights Congress for Texas
- Japanese Overseas Convention, Tokyo, Japan, 1940
- Japanese Protective Association (Recruiting Organization)
- Jikyoku lin Kai (Current Affairs Association)
- Kibel Seinem Kai (Association of U. S. Citizens of Japanese Ancestry who have returned to America after studying in Japan)
- Kyffhaeuser, also known as Kyffhaeuser League (Kyffhaeuser Bund), Kyffhaeuser Fellowship (Kyffhaeuser Kameradschaft)
- Kyffhaeuser War Relief (Kyffhaeuser Kriegshilfswerk)
- Lictor Society (Italian Black Shirts)
- Mario Morgantini Circle
- \*Michigan Federation for Constitutional Liberties
- Nanka Teikoku Gyunudan (Imperial Military Friends Group or Southern California War Veterans)
- National Committee for the Defense of Political Prisoners
- National Federation for Constitutional Liberties
- National Negro Congress
- Nichibel Kogyo Kaisha (The Great Fujii Theater)
- Northwest Japanese Association
- Protestant War Veterans of the U. S., Inc.
- Sakura Kai (Patriotic Society, or Cherry Association—composed of veterans of Russo - Japanese War)
- Shinto Temples
- Silver Shirt Legion of America
- Sokoku Kai (Fatherland Society)
- Suiko Sha (Reserve Officers' Association, Los Angeles)
- Washington Book Shop Association
- Washington Committee for Democratic Action
- Workers' Alliance
- \*The Michigan Federation for Constitutional Liberties was incorrectly named when it was first listed as a subversive organization. The correct name was the Michigan Civil Rights Federation. It was succeeded by, and is now known as, the Michigan Chapter of the Civil Rights Congress.

Under Part #3, Section #3, of Executive Order No. 9835, the following additional organizations were designated as subversive on November 24, 1947:

- American Polish Labor Council
  - American Youth for Democracy
  - Armenian Progressive League of America
  - Civil Rights Congress and its affiliated organizations, including: Civil Rights Congress for Texas
  - Communist Party, U. S. A., formerly Communist Political Association, and its affiliates and committees, including:
    - Citizens' Committee of the Upper West Side (New York City)
    - Committee To Aid the Fighting South
    - Dennis Defense Committee
    - Labor Research Association, Inc.
    - Southern Negro Youth Congress
    - United May Day Committee
    - United Negro and Allied Veterans of America
    - Connecticut State Youth Conference
    - Council on African Affairs
    - Hollywood Writers' Mobilization for Defense
    - Veterans Against Discrimination of Civil Rights Congress of New York
    - Congress of New York
    - The Columbians
    - Formerly Communist Political Association
    - Hungarian-American Council for Democracy
    - International Workers' Order, including People's Radio Foundation, Inc.
    - Joint Anti-Fascist Refugee Committee
    - Ku Klux Klan
    - Macedonian - American People's League
    - National Committee To Win the Peace
    - National Council of American-Soviet Friendship
- (See Subversive groups, page 11)

## Commies Love The "Liberal" Sucker Type

Laws Seem Inadequate

(Continued from page 3)

Many objective is control of facilities in event of an "emergency," the Commies are acting under a four-year-old directive (issued to the "cultural section" of the Communist Party of the U. S.). "Communist schools and Communist fronts have offered training courses in connection with radio writing, acting and directing." (J. Edgar Hoover speaking.) "Many Communist fellow-travelers and stooges have been able to secure positions enabling them to actually control personnel and production. Communists, masters of pressure tactics, are always on the alert to chastise those who would oppose them. One front boasts of having thousands of monitors in every section of the country who will take up a letter-writing campaign against any commentator who disagrees with what they advocate."

Our Present Laws

The anti-espionage laws are fairly familiar to everybody, thanks to recent news headlines (resume of laws later in this article). Federal operatives have statutory power to crack down on unregistered foreign agents and spies and anybody found doing treasonable acts. Nevertheless, the Communist Party itself is legal in the U. S. and therefore operates above-ground rather than underground. Presumably the CPER working in a radio station or performing on the legit stage or on TV, etc., wears a cloak of legal protection guaranteed by the Constitution's Bill of Rights. BUT—and this is a big BUT—the conviction of 11 CP leaders in the federal district court (Southern district of New York in New York City) in October, 1949, after a nine-month trial, was a historic turning-point in our judicial thinking. The jury's finding of guilty, if upheld by the U. S. Supreme Court where the case is headed for appeal, may finally put the finger on every CPER from here on out. The 11 Communist Party leaders (Eugene Dennis, CP general secretary, etc.) were convicted under the Smith Act. This law was enacted in 1940 after the U. S. caught wise to Hitler's use of fifth columnists. The Smith Act prohibits "deliberate advocacy" of "violent" overthrow of the government. The law leaves everyone free to urge "any and all" changes—even the most extreme—by constitutional means. The effect of the conviction of the 11 CP leaders is to make it a crime for two or more persons to conspire to overthrow the government under acts of violence. Under our laws and constitution it is okay for anybody to seek to change the form of government by legislative processes, but, under the Smith act, to try to force it by violence is a crime.

Sheer Duplicity

The Communist Party, knowing its constitutional privileges, has always professed to be a constitutional party. One of the basic tenets of its propaganda is to avoid use of force and violence. It has aimed to keep its cohorts in the U. S. clear of running afoul of the law. This, of course, is sheer duplicity because while temporarily sticking to the letter of the law, the Communist, pledged as he is to uphold Marxism and Leninism, would (See REDS' BORING on page 11)

## Prudential Opposing Berle; Plans Drama for CBS-TV

NEW YORK, Aug. 26.—Prudential Life Insurance Company this week stepped into the TV arena on CBS-TV opposite the NBC-TV's top-ranking *Texaco Star Theater*. By contracting for the 8-9 slot on alternate Tuesdays, beginning October 10, Prudential is believed to be the first sponsor venturesome enough to challenge Berle's TV potency. The buy points up the scarcity of prime video time available on the major webs.

Prudential will program a big-time hour dramatic stanza, either live or kine. If the program is filmed, it undoubtedly will be done from Hollywood, where free-lance name acting talent will be secured. Sure as fate, a CBS-TV sustainer, will alternate with the Prudential show.

This will give CBS-TV two hours of dramatic programming on Tuesday evenings from 8 to 10:30, split up by half an hour of variety, 9-9:30, featuring Vaughn Monroe. Following Prudential and Monroe on Tuesdays

## Election Speed Sought by SAG

HOLLYWOOD, Aug. 26.—Screen Actors' Guild (SAG) is seeking to speed up the National Labor Relations Board (NLRB) elections in its jurisdictional dispute over film tele thespians with Television Authority (TVA). SAG feels a speed-up is necessary to clear the air for an understanding as to what body covers the tele film field.

TVA reps last week intervened in the NLRB selections in an effort to delay the elections, claiming that films for theatrical projection are in a different field from pix produced for video. SAG's NLRB election is divided into three categories—major film producers, the larger indie firms and the smaller indies. Guild claims the only reason TVA is trying to delay action is the Eastern union's fears that SAG will emerge the victor.

## Richards Exempt From FCC Grill

HOLLYWOOD, Aug. 26.—Attorneys for G. A. Richards won their battle to keep the station owner off the witness stand in the Federal Communication Commission's (FCC) license renewal hearings of the Richards stations. Examiner James D. Cunningham, presiding over the hearings, reversed his earlier stand favoring Richards's appearance after hearing testimony of three heart specialists who had treated Richards.

Cunningham said he was firmly convinced that Richards's health would be endangered by taking the witness stand, and whatever doubt he may have had in this respect has now been thoroughly dispelled by the testimony of the medical trio. Examiner added that Richards was a very sick man and that he would therefore relieve him of having to take the stand. FCC counsel Benedict Cottone's proposal that an impartial medical board examine Richards was also refused by Cunningham, who said he would only permit that if he doubted the integrity of the heart specialists.

Dr. H. D. Steinbach, Richards's Detroit physician, testified that any emotional strain on Richards could cause the fatal collapse of his patient, and referred to a similar case where a patient appeared in a Michigan court case against doctor's orders and died a few minutes after leaving the stand. Other medics testifying against Richards's appearance included Drs. P. A. Staley and H. M. F. Behneman, of Palm Springs.

will be *Suspense* in the 9:30-10 slot and the *Ammi-dent Mystery Theater* 10-10:30. The 10:30-11 spot is open.

NBC-TV's programming on Tuesdays is the *Texaco Star Theater*, followed by the *Fireside Theater*, 9-9:30; the *Armstrong Theater*, 9:30-10, and the *Old Gold Amateur Hour*, 10-11 p.m. Prudential's agency is Holden, Carlock, McClintock & Smith.

## Gillette, Pabst In Sharp Fight For Bout Rights

NEW YORK, Aug. 26.—On the heels of winning the right to spend \$50G for the World Series radio and TV rights, Gillette Safety Razor Corporation this week was engaged in a similar struggle with Pabst beer over the AM and video rights for the Joe Louis-Ezzard Charles heavyweight title fight, to be held at Yankee Stadium here late next month.

Urging the prospective sponsors on were CBS in the Pabst corner, and NBC on the Gillette side. The promoting International Boxing Club (IBC) agreement with both webs assigns TV rights to Madison Square Garden bouts to NBC-TV, and other IBC arenas to CBS-TV. Neither web has clear title to outdoor fights.

The rights to the Louis-Charles battle undoubtedly will go to the sponsor with the largest bankbook. Rumors that the bankrollers would jointly sponsor the fight were discounted by insiders as objectionable to both parties. Altho Gillette in the past has usually sponsored all the top fights, it may be that, because of the astronomical costs of TV rights and its already heavy commitments, the razor company may find itself unable to match the Pabst offer. A decision is expected shortly.

## AFRA's 'Blacklist' Gripe Works Vs. Commies, Mostly

NEW YORK, Aug. 26.—The recent American Federation of Radio Artists' (AFRA) convention at Pittsburgh has passed a resolution which, in effect, strengthens the conservative wing in the org. The resolution states that, "whereas, there is documentary evidence that members of AFRA who, as loyal Americans are opposed to Communism and have been subject to blacklist," the union would confer to take steps to protect AFRA members from the blacklist.

As worded, the resolution does not refer to any definite blacklist. It, therefore, can be used by members who feel that the purported "Red channels" blacklist is hurting them, to ask AFRA intervention. On the other hand, members who feel that the Commies themselves have an unofficial blacklist can move in the same manner, but the section of the clause which states "who as loyal Americans are opposed to Communism" gets all members on record as opposed to the philosophy before they can appeal to the union.

## Sinatra To Get 301G for CBS AM, TV Chores

HOLLYWOOD, Aug. 26.—Frank Sinatra will get \$301,500 for his combined radio and TV chores for CBS next season. The contract provides for 39 weeks' work during 1950-'51. Bymart this week was dickering to purchase 15 minutes of the 5-6 p.m. Sunday afternoon AM Sinatra disk jockey show. The Sinatra hour TV stanza, which sells at 40G per week and will probably be peddled in quarter-hour segments, so far remains unsold. Cecil & Presbrey is the Bymart agency.

## Brief and Important

### Colgate Weighs Fall Allan Series With New Format

The "Steve Allan Show," the Colgate summer replacement for "Our Miss Brooks," goes off shortly, the Coast comic is being considered for a fall series with a different format by the sponsor. Allan arrives in New York soon for talks with the Ted Bates Agency, representing Colgate.

### KNBH, KTTV Join To Debut First Coast Net Show

KNBH (NBC) and KTTV (CBS-Times) of Los Angeles will join forces in preeming the first Coast-networked show September 15 with the kick-off of the telephone company's microwave link between Los Angeles and San Francisco. Of Los Angeles's seven tele outlets, only KNBH and KTTV were willing to participate in the event. L. A. portion of the program will originate from KTTV's studios, while San Francisco's KRON and KPIX will feed the Bay City's contribution.

### NAB's 1951 Confab To Go to Chi Again

The National Association of Broadcasters (NAB) will stage its 1951 convention in Chicago sometime in April. Eugene S. Thomas, WOR-TV, New York, chairman of a convention site committee, announced that a recent poll of NAB members showed Chicago as an overwhelming choice for the conclave site, with New York second in the balloting.

### Bill Rose May Be Pitched by Hudson to CBS-TV

Hudson Motors last week was angling to shift its Billy Rose show from ABC-TV to CBS-TV. The sponsor is evidencing great interest in the Tuesday night 10:30-11 p.m. slot on CBS-TV from which Embassy Cigarettes moved its mystery series, "The Web." Hudson was slated to go Tuesday 9-9:30 p.m. on ABC-TV.

### Mutual Adds Murine, Beltone for Heater News

MBS last week chalked up two more advertisers for Gabriel Heater's 15-minute news broadcasts, which means that the commentator is now fully sponsored on his Sunday thru Friday series (7:30-7:45 p.m.). Beginning Friday (1), the Murine Company is buying Heater, and Beltone hearing aids is set to pick up his Friday broadcast tab, effective September 20.

### Collyer To Replace Parks on "Break the Bank"

Bud Collyer will replace Bert Parks as cmsee on the daytime version of "Break the Bank" which goes across the board on NBC, 11-11:30, this fall. The show will be sponsored three times a week. Parks had other radio and TV commitments which made him unavailable.

## Sarnoff Says U. S. Media Can Whip Red Lie

(Continued from page 3)

erans of Foreign Wars in the Hotel Sherman here.

"The leaders of the Kremlin have left no doubt that they intend to impose their will on all mankind; not thru peaceful persuasion, but by lying, intrigue, infiltration, sabotage and force," Sarnoff said.

He pointed out that, thru the powerful media of radio, TV and motion pictures, as well as thru the printed word, America could and must tell the rest of the world the truth about Communism. "Our formula is the big truth," said Sarnoff. ". . . We must tell the big truth about the big lie."

Referring specifically to the electronics industry as an example of what role industrial research plays in national security, Sarnoff recalled that American scientists have pioneered in the field for over 30 years, and that, since World War II, the expansion of radio, TV and allied activities has been phenomenal. He released these figures: Number of electronic manufacturers in 1940, 425, today, 1,200; value of the industry's peacetime products in 1939, \$50,000,000; today, \$250,000,000, or an increase in production of about 500 per cent.

Most of the industry's postwar expansion occurred under the impetus of TV's amazing growth, and he estimated that, by the end of 1950, there will be approximately 10,000,000 TV receivers in as many American homes. This means, according to Sarnoff, a potential daily audience of between 35,000,000 and 40,000,000 persons. "Thru television they form a powerful nucleus for concerted action in time of emergency, for television is one of our greatest media for the dissemination of information, instruction and training."

"If we had international television today," he continued, "and I believe we shall have it within the next five years, the Voice of America would be the voice and vision of America. What a powerful weapon of propaganda that would give us! Then the whole world could see what millions of American televiewers saw—the wonder of the UN sessions at Lake Success—and the arrogant flibuster of President Malik would have been its own most effective antidote for the Russian propaganda."

## Murray May Go To New Agency

NEW YORK, Aug. 26.—Indications this week were that McCann-Erickson has snagged the Arthur Murray account, formerly held by Ruthrauff & Ryan. The dance studio intends to up its advertising budget from 600G annually to about \$1,500,000, most of it to be spent in TV.

An unusual part of the deal is said to be the fact that the agency agreed to build all of its Murray video programming around the talents of Mrs. Arthur Murray, who is now acting as emcee on the two current Murray TV stanzas.

## Nedicks Inks Quarter Hrs. of Moore Show

NEW YORK, Aug. 26.—Nedicks this week purchased two quarter hours of the Garry Moore daytime show on CBS-TV for delivery in the fall. Moore is slated to be on from 1:30-2:30 p.m. when the CBS-TV daytime programming effort gets under way.

The exact slots to be sponsored by Nedicks haven't yet been selected. Weiss & Geller is the agency.

# IRISH DEAL PATTERNS MOVIE TV

## Stabile To Stay Until RWG Can Find Successor

NEW YORK, Aug. 26.—The details of the separation within the council of the Eastern region of the Radio Writers' Guild (RWG) will be presented to the membership at a meeting at the Hotel Astor September 6. Meanwhile, James Stabile, the Eastern and national executive secretary of the RWG, consented to remain as head of the organization until the National Labor Relations Board (NLRB) election is held to certify the union as the free-lance scripters' bargaining agent.

Stabile's resignation however, stands. He has instructed the RWG to look for a successor. The RWG this week also passed another resolution which asked for the formation of a new writers' war board in support of the United States and the United Nations. The new resolution replaces one which asked for the formation of a body outside the RWG to support the government. While the RWG claims that Stabile is in accord on the writers' war board, it is significant that his resignation stands.

## Camels Near on Grid 'Round-Up'; 'Red' Called For

NEW YORK, Aug. 26. — Camel Cigarettes this week was on the verge of concluding a deal to sponsor CBS's Football Round-Up, the web's Saturday afternoon football show, which instead of giving play-by-play accounts of one game, switches to various gridiron clashes around the country. One of the conditions on which a sale of the package depends is the delivery of Red Barber to handle some of the sportscasting.

Altho Barber has already been packed to do play-by-play on CBS-TV's Saturday afternoon presentation of the top battles of the Eastern football Giants, already sponsored by Esso, it may be possible to work him free for the last hour of the AM Football Round-Up. Connie Desmond would handle the major part of the radio chores, with John Derr, associate director of sports, producing. If consummated, the deal would add a healthy 300G to the CBS coffers. This is the first year in the three years of the Football Round-Up's existence that it has been offered commercially.

## Tallulah May Head Sunday Show on NBC

NEW YORK, Aug. 26.—Tallulah Bankhead this week was in line to become hostess of NBC's Sunday night "dream show." Radio program chief Bud Barry was said to lean strongly toward use of the sultry-voiced, iconoclastic Tallu as hub of the show, since she would give it a definitely off-beat character. Entire concept of the 6:30 to 8 p.m. stanza is to make it as un-banal, radio-wise, as possible, and use of la Bankhead as femsee instead of some tried and true ether name is regarded as a long step toward a fresh approach. Barry, meanwhile, left Thursday (24) for the Coast to iron out other

## Brief and Important

### "Meet the Press" Nears TV Bankroller

Video version of "Meet the Press" was on the verge of picking up a bankroller last week. Revere Copper & Brass was reported all but set to ink for the show. The Martha Rountree package airs on NBC-TV at 5 p.m. Sunday afternoons.

### Y&R Names Levy Talent-Program V.-P. for Radio and TV

The Young & Rubicam Ad Agency last week appointed David Levy vicepres in charge of talent and new programming in its radio and TV department. With the agency 12 years as a radio supervisor, Levy will handle all talent negotiations and head a group responsible for creative programming.

### Reber Named Sales Chief of WNBT

Completing the separation between radio and video functions of WNBC and WNBT, New York, Station Manager Ted Cott last week named John H. Reber sales manager of the video outlet, WNBT. In the past Reber has functioned as program manager for both AM and TV. Taking over Reber's TV program functions will be Ivan Reiner. Both have been with the outlets more than three years.

### CBS-TV Weighs "Stork" Kayo; Time Is Scarce

With at least 80G already down the drain, CBS-TV last week was giving serious consideration to canceling its "Stork Club" package, jointly owned by the web and Sherman Billingsley. Only the 11-11:15 p.m. strip remains open for the show, since its present slot, 7:45-8 p.m., has already been sold to two sponsors. Execs at CBS-TV, however, seemed to have soured on the series. Most of the money put into the program was used to build a replica of the Stork's Cub Room.

### Lanson Signs Five-Year Pact on AM-TV "Hit Parade"

Warbler Snooky Lanson last week was inked to a five-year contract for the AM and TV versions of the Lucky Strike "Hit Parade" shows. Lanson has been working the shows on a trial basis since July. The new pact takes effect September 2.

### Liberty Net Sets Up in N. Y.; Ryan's in Charge

Liberty Broadcasting System has established its national office at 299 Madison Avenue, New York, with the web's national sales manager, Morgan Ryan, in charge. Earle Ferris has been retained to handle the network's publicity.

### Benson Doing TV Show in Boston

Red Benson, emcee on "What's Offered," which airs over WOR-TV, New York, every Wednesday, is now taking a flier on the same show over WBZ-TV, Boston, on Thursday nights. Benson planes up to the Beantown every Thursday morning for the program, which is sponsored on TV by Premium Stores.

### Filmcraft Develops Bonus Capacity Film Magazine

A new 35mm. film magazine, which holds 2,000 feet of negative, has been developed by Filmcraft Productions, Hollywood, for use on the Groucho Marx tele show. Dr. Ferenz Fodor, Filmcraft chief engineer, says a larger spool enables pic producers to shoot from 20 to 22 minutes of film without interruption. Standard 35mm. mag now holds 1,000 feet. With the Marx show requiring continued shooting to catch gagster's ad lib antics, new larger spool used on seven cameras will enable filmers to make 30,000 feet of negative for each show. Final print, however, will run on 2,700 feet.

### Eddie Bracken Peddles Own Sitch Comedy Kine

Eddie Bracken is in New York peddling the kine of a new TV show in which he stars—"That's Our House." The situation comedy has been directed by Peter Godfrey and features Sonny Tufis. Bracken is the package owner.

## TV Must Give Flick Megger Lotsa Rope, Sez SDG Prexy

NEW YORK, Aug. 26.—Sponsors will not have the ultimate control of their packages when meggers from the film colony take over TV, Joseph Mankiewicz, prexy of the Screen Directors' Guild (SDG) said yesterday (25) at a press conference. If bankrollers persist in the practice of controlling their shows, the top-ranking

aspects of the program, including Hollywood talent. Another item to be cleared up is the disposition of the Phil Harris-Alice Faye show, still solid in the 7:30 p.m. time. Barry definitely has decided to move the duo to Friday if possible, and is believed to have a potential sponsor interested in the show on that night at the reduced package cost of about \$10,000 weekly.

movie director stated, it will keep the quality of the medium low.

Mankiewicz claimed that only directors are competent to judge audience reaction and, therefore, should be creatively unhampered to produce as they see fit. He also said that TV technicians were now controlling the medium and taking on duties which rightfully belonged to video meggers.

The conference was held to once again publicize the entry of the SDG into the Eastern video picture.

While most of the Eastern directors are members of the Radio and Television Directors' Guild (RTDG), the SDG has signed up a few Coast TV stations. After being established here for several months, the SDG now has 10 Eastern directors on its membership rolls.

## Notre Dame Games Get Theater Plan

### Four Chains Involved

(Continued from page 3)

showings. The theater groups involved are the United Paramount Theaters, the Comerford Publix Theater Corporation, the Fabian Fox of Brooklyn, and the Pinanski interests.

Of themselves, the deals do not represent any great amount of money. But because they reflect what is in store in the next few years, industry attention is focused closely upon the outcome of current negotiations. Probably no more than a dozen theaters will carry the contests this fall, and the majority of those are still awaiting delivery of the equipment from Radio Corporation of America (RCA).

Crux of the negotiations is the method by which payment for rights will be made. DuMont, on behalf of Notre Dame, is anxious to establish a precedent which will be maintained in the future. This involves a formula equitable not only to the university and to the network representing it, but to the theater operators. A surprise aspect of the deal is a plan to cut in the producers and distributors of Hollywood film product, as a demonstration that there is no intent by TV to freeze out established procedures and interests.

Hanging in the balance, should the fighting Irish pull a significant number of additional customers into the houses, is the likelihood that as many as 3,000 houses of the 18,000 in the country will turn to theater TV as a "must" in the immediate future (war developments permitting, of course). At a cost of about \$30,000 to equip each house, this represents a \$90,000,000 plum for RCA or any of its major competitors. Even should the installation rate be slowed down by such factors as war demands, government controls and shortages of critical equipment, the available business still amounts to a big fat sheaf of cabbage.

Method of splitting the take, according to the Notre Dame plan, takes into account not only last year's box office, but this year's slump as well. Each theater involved would submit a statement of its gross on the last Saturday afternoon of September, 1949. From this would be deducted some 12 per cent, to account for 1950's fall-off in attendance. The figure that remains is to be subtracted from the gross of each game this fall. The difference between the 1949 and 1950 take would be split among the theater operator, the distributor, the producer of the film playing in the house, Notre Dame and DuMont.

Just what percentages each will get has not yet been established. However, all concerned are anxious for the agreement to be just, and no difficulty is anticipated in arriving at a pact. All understand that the splits to be arranged undoubtedly will have a major influence over all future negotiations of this type.

The deal calls for theater showings to use without charge the commercials aired by Chevrolet, which bankrolls the web showings over DuMont, a windfall in captive audience for the auto firm. However, the theater people are not considering this a precedent, and may well charge (See IRISH GRID DEAL on page 8)

# Congress May Try To Clear FCC Political Airing Policy

WASHINGTON, Aug. 26.—A new drive on Congress next session for clarification of political broadcast policy appears likely to develop out of present growing broadcaster and union dissatisfaction with Federal Communications Commission (FCC) policy. The coming fall election campaigns will probably result in new demands for congressional action.

FCC's old pronouncement that stations can't be sued for libel contained in politico talks is coming into prominence again thru the proposal that the definition of political candidate be broadened to include persons authorized to speak for him.

In briefs filed with the FCC this week, broadcasters and unions were split among themselves over the proposal, with opponents claiming that its adoption would increase the libel hazard. The National Association of Broadcasters (NAB) and the Chicago Federation of Labor (CFL) are heading the opposition to the proposal which was advanced before FCC by Westinghouse Radio Stations, Inc. Lined up in favor, besides Westinghouse, are the CIO and several independent stations.

NAB said that most courts so far have failed to go along with FCC's view of libel immunity for political speeches. Including additional persons under the category of candidate, claimed NAB, would mean more speeches that couldn't be blue-penciled, yet might result in libel suits. CFL said that if the definition is to be stretched, it should be done by congressional action, not by FCC ukase.

Westinghouse is basing its plea for the change on a Pennsylvania court ruling that authorized speakers come under the candidate tag. Bring FCC

policy in line with the court, Westinghouse said. Indie stations that filed voiced the same view, while the CIO figured the change would bring about additional interest in elections.

During the 73d Congress, a provision broadening the definition was written into a radio bill, but was dropped before the measure was passed. During succeeding years, individual legislators have called unsuccessfully for a new examination of the political broadcast section of the Communications Act.

If the CFL can get the backing of the parent American Federation of Labor (AFL), for congressional review of the section, hearings, at least, may come next session. A GOP victory this fall might increase chances of a hearing. When the Republicans ran the 80th Congress, a special committee called FCC on the carpet over its Port Huron decision, where the libel immunity doctrine emerged. Before the committee could file a report recommending a full probe of political broadcasting, the Dems had recaptured Congress and the matter was dropped.

# TV Webs Leave Cable Confabs Still Tangled

NEW YORK, Aug. 26.—The TV networks have quit negotiating over cable allocations, with the sessions winding up in complete stalemate. Result is that the American Telephone & Telegraph Company (AT&T), for the first time in five years of cable-splitting, actually will have to make the allocations itself, unless a last-minute miracle brings about a reconciliation of the webs. The current allocations are good until the end of September.

The meetings broke up over a basic question of approach, with CBS and NBC holding out for allocations on the basis of indicated station desire as to which programs they most want to carry. The ABC and DuMont positions, however, were that the webs should divide the split cables equally.

Technically, the webs' TV cable committee meetings have had no legal standing, since Tariff 218 of the Federal Communication Commission (FCC) says that AT&T is obliged to make the allocations equitably, considering the requirements for all customers for facilities. The web committee has agreed in the past, which has placed AT&T in the clear as to the justice of the allocations. Now, with the stalemate, the TV committee no longer serves a useful purpose. Question now is, what will AT&T do in this basic dispute, with two networks bound to be offended, whatever the decision.

# Fischler Exits BB, Joins KNBH

HOLLYWOOD, Aug. 26. — Alan Fischler, Hollywood staffer of The Billboard, will join KNBH, local NBC tele outlet, beginning September 5. He will be co-ordinator of daytime programming for the video outlet, coincidental with the station's debut into daytime tele late next month.

# Goodson, Todman Await Rights for Copa Floor Show

NEW YORK, Aug. 26.—Packagers Mark Goodson and Bill Todman late this week were trying to tie up television rights to the Copacabana floor-show. Intention is to pitch the show to Camel cigarettes for network airing—probably over the CBS-TV web.

Preliminary talk between the packagers and Copa management did not get down to money, but Copa execs stated that as yet they were not tied up on a TV deal altho other deals for the nitery's show have been reported over many months. Copa, however, indicated it would necessarily have to have its finger in on the production of the contemplated show, even tho all of the contents of a nitery show might not be suitable for air casting.

# Gulf May Move Radio Bills; TV To Stay at Y&R

NEW YORK, Aug. 26.—Indications that the Gulf Oil Radio billings might move from Young & Rubicam (Y&R) to Holden, Carlock, McClinton & Smith (HCM&S) were growing this week. The change, if made, would be caused by the close tie between Lindsay MacQuarrie, head of the radio and TV department at HCM&S, and Gulf Oil execs. MacQuarrie, while at Y&R, was the producer of Gulf's We, the People show for many years. TV billings will remain with Y&R in any case.

Also hanging in the wind is the fate of the newly created radio version of We, the People, now on NBC Friday evenings 8:30-9. If the radio side of the account should shift agencies, the new agency might wish to present a different type show. If the business remains with Y&R, the program will undoubtedly be moved to Thursday evenings. Since the TV version of We, the People will be on NBC-TV this fall the same time and the same night as its radio version, Gulf, reluctant to compete with itself, will move the show.

# Irish Grid Deal Fixes Movie TV

(Continued from page 7) for such showings in future seasons. Paramount already has contracted for the only simultaneous TV showings of Big Ten home games in Chicago and Detroit theaters. Its houses in Minneapolis and New York are equipped and available for the Irish tilts, however, and other Paramount houses may be readied within the time remaining. Pinanski's Pilgrim Theater in Boston carried a few Notre Dame games last year under a special agreement with DuMont. The Comerford chain, tied in with the Frank Walker theater interests, has houses being equipped in Scranton, Pa., and Binghamton, N. Y., with others hoping to have equipment orders filled on time.

The basis for payment on the grid tussles marks a sharp switch from that employed last fall in the showing of the World Series games by the Fabian Fox in Brooklyn. There, the deal with Baseball Commissioner Happy Chandler called for the theater to pay a flat \$3 for each of its seats, which gave it rights to show all the games, whether the series ran four or seven games or any intermediate figure. That deal, like the Notre Dame set-up, had Ed Koback serving as consultant for the owner of the rights.

# Miller Warns Vs. "Air Scares" at NAB Coast Meet

(Continued from page 4) gency, albeit remote at this time. NAB, Judge Miller said, will assume the leadership in working on such plans with federal agencies.

In a report as chairman of the Broadcast Advertising Bureau (BAB) committee, Robert D. Swezey, manager of WDSU, New Orleans, paid tribute to ex-BAB head, Maurice Mitchell. He reported on the committee's recommendation that a separate BAB corporation begin full operation by April 1, 1951, to be headquartered in New York. NAB members as of that date will enjoy BAB services for one year without additional cost. Should members wish to pass up BAB services, they will receive a 30 percent reduction in NAB dues.

Resolution was passed unanimously approving the BAB proposals and recommending support by all 16th district broadcasters. Resolution concluded with this line: "Praise be to God that this step has finally been taken."

NAB television department director Charles A. Batson, in an informal question-answer session, stressed problems of the Federal Communications Commission (FCC) freeze and future blz prospects. He revealed that if the war emergency grows in intensity, video industry may face a halt in completion of a coast-to-coast coaxial cable. Cable requires highly critical war materials which may be withdrawn from the civilian market if war clouds spread.

Charles Salik, president of KCBQ, San Diego, and Riley Gibson, KXJO, El Centro, told Batson of serious regional video threats now in the making from Mexican outlets. They claimed that the south of the border country was licensing border-city video stations which could seriously interfere with domestic outlets. While American outlets are stymied by the FCC freeze, Mexican ops are going ahead with plans to blanket U. S. border areas with high-powered signals. Batson assured broadcasters that the matter would be brought before NAB execs in Washington for study.

Other speakers included Carl Haverrlin, Broadcast Music, Inc. (BMI) prexy, who outlined competitive gains made by the music org during the year; Ralph Hardy, NAB director of government relations, and Richard Doherty, director of employer-employee relations. Doherty explained NAB's new cost survey which compares operating expenses and income for various types of stations. Miss Lee Hart, assistant director of BAB, outlined the org's future service benefits and policies.

Only other highlight to mark an otherwise complacent meeting was the resolution passed attacking the Association of National Advertisers' (ANA) recent demand that radio cut its rates. Broadcasters resented fact that ANA had singled out radio as its prime victim and demanded that a study be made of "true facts concerning rate structures of radio stations from comparative all-media circulation and station operation." Such study, delegates said, would "demonstrate the unsoundness of ANA's findings and suggestions." District further repudiated ANA's demands as "unjust, unwarranted and tending to involve both industries in violation of law."

Other resolutions urged NAB to take leadership in co-ordinating adequate emergency plans in case of war, called for integration of various regional and local broadcasting orgs into one operation to be co-ordinated by NAB, and commended local radio men responsible for organizing and running the meeting. Included were Cal Smith, Southern California Broadcasters' Association (SCBA); director Robert J. McAndrews; and members of the NAB staff present.

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# NBC AM SALES REVOLUTION

## Web To Sell Time on Mag Space Plan

### Brass Don't Say Boo

(Continued from page 3)  
the whole advertising structure of AM radio. It is designed not only to sell time on an economically practical basis, but to take the medium, insofar as possible, out of the direct competitive position AM radio bears to television.

In essence, the idea is to sell radio time in the same way, and on the same general basis that magazine and newspaper space is sold to advertisers. In other words, instead of buying and identifying himself with a single, specific show, the advertiser will buy a certain fixed amount of bulk time, which in the form of commercials would be spotted before, midway and after a selected number of top programs. The programs would be NBC-produced and controlled, with the advertiser having no voice in program policies, etc. This, of course, is similar to the magazine concept, wherein the advertiser buys a full page ad in *The Saturday Evening Post*, but has no voice in de-

### Dressing the Plug

HOLLYWOOD, Aug. 26. — Film producer Stanley Kramer, who has achieved the unusual in film production, is trying something new to gain TV exploitation for his *Cyrano De Bergerac* pic. Rather than follow in the footsteps of other movie makers by producing TV film trailers (and buying TV time), Kramer will make two five-minute TV educational shorts sugar-coating *Cyrano* plugs and make them available to outlets free of charge. One shows make-up artist Josef Norin creating Jose Ferrer's *Cyrano* probosis, and the other, Ferrer's fencing lesson from swordmaster Fred Cavens.

termining the stories or articles to be carried in *The Post* the week his ad appears.

In another sense, the plan is a projection of spot radio advertising from the local station to the network level. In essence, an advertiser would be buying a package of spots, but he wouldn't be buying specific shows on which his spots would cow-catch or hitch-hike. Rather, he would be buying a fixed group of shows in which his plugs would be carried on a rotating or alternating basis.

As far as details could be determined, the NBC sales brass is offering the package on a bulk buy of

\$1,001,000 worth of time (probably two-minute plugs) covering a 39-week cycle on approximately a dozen shows. Some of the shows reported to be included in the package are Phil Harris-Alice Faye, Charles Boyer, Toscanini and the NBC Symphony, *Duffy's Tavern*, *Dangerous Assignment*, Brian Donlevy, and the new 90-minute Sunday night spread, which will be farnseed by Tallulah Bankhead and will feature Jimmy Durante, Bob Hope, Groucho Marx and other top comics and performers.

From the line-up of the show, it becomes apparent that NBC hopes to build programs of such strength and audience-attracting power that advertisers and agencies won't question the value of spotting their ads in the shows. Part of the web's thinking, obviously, is that while there has always been a great deal of hoopdeedoo about agency vs. network control over shows, actually the agencies and advertisers would be happy to be relieved of the headaches and expense involved in putting on the shows. How the agencies would feel about losing the lush show and talent commissions, however, is a question which seems unanswered at the moment.

It is also likely that the \$1,001,000 bulk offer being peddled at the moment is only one type of package. There is little doubt that the web has somewhat less expensive bulk packages which it plans to offer smaller advertisers, all the way down the line. Should the plan prove feasible and successful, i.e., should the other webs

### TV's Hot Pitch

DETROIT, Aug. 26.—Spectacular proof of the degree of successful pitching possible via video (*The Billboard*, August 26), was given here Monday night when a single five-minute pitch on WJBK-TV drew 1,500 phone calls for orders at \$1 apiece. The pitch was presented by Sy Givot, a cousin of the famed "Greek Ambassador," and a pioneer television pitchman himself, starting on the West Coast, who works as a demonstrator for Mail Order Network, Inc.

The item featured was a magic towel, a rayon plastic product. The spectacular phone return was followed by 300 calls the next morning, with others straggling in later.

adopt it, its ramifications are almost limitless. At its most extreme it could change the whole face of radio. It could lead to a point where block programming on a network level would be carried to undreamed-of lengths. Just as magazines slant editorial content to attract certain types of readers, just so might the webs eventually slant substantial chunks of their programming to similarly attract specific groups of listeners.

Other webs, as well as advertisers and agencies, upon learning of the idea, will no doubt be watching the experiment with keen interest.

# this advertisement

... is telling hundreds of thousands of listeners that "Information Please" is back on WOR.

It's part of a massive promotion campaign that'll help rocket this great show to greater and greater heights.

It's open, it's ready, it's waiting—It's on WOR, the station—... that has the greatest audience during the day and during the night—from Maine to North Carolina—of any station in America!

The station whose average daily audience is greater than the weekday circulation of any newspaper in America!

write, wire or phone

# WOR

that  
power-full  
station

and get—at an amazing price—one of the greatest shows on the air!  
Do it today.

## Hear Famous Clifton Fadiman

On "Information Please," on WOR



by Jay Cee

NEW YORK, Aug. 16—One of radio's greatest programs, "Information Please," has returned to WOR. Hear it tonight at 9:00 o'clock. As usual, the gifted master of ceremonies will be witty Clifton Fadiman. He'll be assisted by his "regulars" Franklin P. Adams and John Kieran. They will be assisted by tonight's guests: Harold Stassen, president of the University of Pennsylvania, and Russel Crouse, the noted Pulitzer Prize-winning playwright. This famous WOR program is not only a merry-go-round of laughs, but it's educational, too. You'll be amazed at the questions Clifton Fadiman tosses his famous guests; you'll be more amazed, WOR thinks, at their wry and clever remarks.

### The Bill Farrell Show

Reviewed Monday 14), 10-10:30 p.m. EDT. Sponsored by Tele-tronics and Sentinel Radio, via WENR-TV, Chicago. Producer, Ray Freedman; director, Greg Garrison; announcer, Peter Lucas. Cast: Bill Farrell, Chubby Jackson, Mary Leachman, Lou Christopher. Orchestra, Bruce Chase.

Opening shot was Bill Farrell walking down the aisle in the studio singing *I Love the Girl* into a hand mike.

This was notable only in that nobody in the crowd waved at the camera. A commercial followed. Then came comedian Chubby Jackson for three consecutive numbers without a break. The material was weak, Jackson seemed hesitant, and the audience was frigid.

The second half picked up noticeably, but too late to salvage the wreckage left by Jackson, flat production and dull camera work in the first 15 minutes. Farrell sang three numbers in the second half, and a couple of fresh-looking youngsters from Northwestern University, Mary Leachman and Lou Christopher, did a pleasant duet and dance.

Except for a brief byplay with Jackson, Farrell said nothing on the entire show. There was no build-up for him—only his walk down the aisle singing. Except for two fleeting close-ups, all shots were full length. His bullfrog style of singing has a strong appeal to women, but in itself is not enough to carry this show. Contract for the series is for 52 weeks, with hope that it will go network.

Jack Mabley.

### Raymond Swing

Reviewed Wednesday (23), 10:15-10:30 p.m. EDT. Sustaining via MBS. News commentator, Raymond Swing.

Soft voiced, quiet mannered, Raymond Swing brings a note of needed stability to radio news in his return to the MBS mike. In these times, when many commentators sell sensationalism rather than sanity, his sincere, unhysterical delivery is even more welcome.

Swing's aim, on the broadcast caught, was to point out how, possibly, a totalitarian economy in the U. S. might be avoided in the fight against Communism. The news analyst stated that only by rapid growth of our production to the point where we would be producing both consumer goods and war goods in sufficient quality to meet our needs could free enterprise remain and inflation be checked. Swing claimed that only by taxation, both on profits and income, could sufficient money be kept off the market to hold prices to the current line.

The commentator will undoubtedly find an adult audience. He should prove of value to a sponsor with items to sell them.

Leon Morse.

8 x 10 GLOSSY FINISH  
**PHOTOS**  
5¢ EACH 100  
No NEGATIVE CHARGES OF ANY KIND! 50% DEPOSIT, BALANCE C.O.D. QUALITY GUARANTEED. SEND NOW FOR FREE SAMPLES & COMPLETE PRICE LIST.  
**QUANTITY FOTO CO.**  
P.O. BOX 816 - BRIDGEPORT, CONN.

SPECIAL PRINTED ROLL OR MACHINE  
**100,000**  
FOR **\$30.00**  
RESERVED SEAT PAD STRIP COUPON BOOKS WATER CHECKS PARKING & LAUNDRY TICKETS ALL FORMS OF TRANSPORTATION TICKETS  
409 LAFAYETTE ST. N. Y. C.  
82 W. WASHINGTON ST. Chic.  
1001 CHESTNUT ST. Phila.

STOCK ROLL TICKETS  
One Roll... \$1.45  
Five Rolls... 4.15  
Ten Rolls... 6.90  
Fifty Rolls... 25.50  
Rolls, 2,000 Each  
Double Coupons  
Double Price.  
No C.O.D. Orders Accepted.

**TICKETS**  
**ELLIOTT TICKET CO.**



## Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

### Advance Release (That's My Pop)

Reviewed Thursday (24), 8:30-9 p.m. EDT. Sustaining via NBC, Hollywood. Writers, Hugh Wedlock and Howard Snyder. Based on Milt Gross's comic strip characters. Music: Robert Armbruster. Cast: Jim Backus, Florence Lake, Jerry Michaelson, Hope Emerson, Sheldon Leonard.

In spite of superior thesping, *That's My Pop* lines up as an inferior situation-comedy series, with stereotyped characters, inflated pacing and a painfully contrived plot.

The title role, J. Gaylord Finch, is that of a ne'er-do-well father, whose get-rich-quick schemes and allergy to steady work is strongly reminiscent of the heel-hero in George Kelley's legit play, *The Show-Off*.

Last Thursday's airer centered around Gaylord's attempt to raise \$25 to pay off a loan on the furniture and avoid taking a job at an iron foundry. In the process he set up shop as a pitchman and indirectly brought about the arrest of his mother-in-law as a street peddler. On the strength of Gaylord's glib, albeit unconvincing spiel for tolerance, the judge paroled Ma into the custody of her son-in-law, and the situation finally resolved itself when the teenage son came thru with the \$25, via a school composition prize. Gimmick-closer had Gaylord decide to make a second loan on the furniture in order to invest in another gold-mine-in-the-sky type deal.

Within the limited range of the stock script, Jim Backus milked every drop of substance from the title-role, with a competent assist from a fine supporting cast. However, judging by the sample show, it'll take more than top-notch performers to put this "advance release" over as a steady radio series.

June Bundy.

### Pantomime Quiz

Reviewed Monday (14), 8-8:30 p.m. EDT. Sustaining via CBS-TV. Producer-emcee, Mike Stokey; production designer, Seymour Klate; technical directors, A. C. Jones and Phillip De Lacy. Regular cast: Frank Devol, Alan Young, Bill Goodwin, Adele Jergens. Guests: Geraldine Brooks, Virginia Fields, Regis Toomey, Otto Kruger. Announcer, Ed Reimers.

Charades probably comprised the initial game-type show on TV, and likely will remain around in one form or another for a goodly time to come. This show, aired via kine from Hollywood, features some real experts at the game. That they also happen to be film celebs no doubt will account for a hefty share of the audience.

The show caught featured, among the "regulars," Frank Devol, Alan Young, Bill Goodwin and Adele Jergens. The guest team was made up of Geraldine Brooks, Virginia Fields, Regis Toomey and Otto Kruger. The home team won hands down.

On all questions but one, the home audience was let in on the puzzle to be enacted. By and large, they're all toughies. If you doubt it, try something like "two-headed man wants two-headed woman to share four-way cold tablet." That's the one that (See Pantomime Quiz on page 50)

### Cincinnati at Sunset

Reviewed Tuesday (22), 9-9:30 p.m. EDT. Sustaining via NBC, New York. Producer, Bob Gilbert; director, Jim Hill; emcee, Bill McCord. Cast: Ann Ryan, Corky Robbins, Gene Griffin, Bettie Clooney, the Skyliners, the Kentucky Briarhoppers, Ernie Lee, Judy Perkins. Music: Joe Lugar's ork.

Judging by Tuesday's show, second in a series of two local airers fed from Cincinnati to the NBC web, the Queen City has gone to the dogs. At any rate WLW-T elected to go Western with vengeance for its TV network debut. In itself, the idea of satirizing the average Easterner's concept of the Middle West was a good one. However, in its attempt to make sport of the "city dudes," Cincy over-did the "way out here in the hinterlands" routine. As a result the variety format smacked of deliberate hayseedness, which certainly isn't representative of the city or its citizens.

In line with the "holiday on a dude ranch" theme, the program spotted the more or less authentic Western talents of a group of camp fire warblers on Cool Water, and a covered wagon vocal session with Ernie Lee and Judy Perkins. On the ersatz side, Gene Griffin crooned *It's a Big Wide Wonderful World* to a gal wearing a semi-Tyrolean outfit. Griffin displayed a fine voice, but looked distinctly ill at ease in his cowboy garb.

### Cameras NSG

Canary Ann Ryan was handicapped by faulty camera-work and too elaborate production. Three dancing gals pranced around in the background during her entire number, and the lensman devoted much of his footage to the back of the fem singer's head. The camera also failed to do right by emcee Bill McCord, who was forced to work with the lens practically on top of him.

On the credit side of the ledger, Bettie Clooney, scored with a show-wise interpretation of *Them There Eyes*. The pert brunette lined up as the show's best bet for network TV entertainment. Pianist-singer Corky Robbins, who mugs like a fem Phil Silvers, sold a jazzed-up version of the *Donkey Serenade*, and the Skyliners, a vocal group, dished up quite an acceptable rendition of *Choo, Choo, Choo to Idaho*. The latter group included a video sweater girl to rival any of New York's plunged-neckline set.

The contrived corn was greenest on the choreography. The chorus boys and gals shuffled around in something the emcee labeled a "clod," and as a finale the whole cast turned out in a free-for-all square dance to the tune of *California Here I Come*. Shucks, Cincy, put your shoes back on. We knowed ya. June Bundy.

### Johnny Olsen's Luncheon Club

Reviewed Tuesday (15), 12-12:30 p.m. EDT. Sponsored by Philip Morris via ABC, New York. Producer, John Gibbs; director, Ed Downes. Organist: Al Griener. Emcee, Johnny Olsen. Announcer, Bob Maurer.

Johnny Olsen has evolved into one of the most successful emcees in daytime radio via the time-tested formula of flirtatious affability for the young matron with a dash of boyishness for the Ezio Pinza set. He's dishing out the same old stuff on *Johnny Olsen's Luncheon Club* and, judging by the way the fem audience was

### Reporter's Round-Up

Reviewed Thursday (17), 9:30-10 p.m. EDT. Sponsored by Collier's magazine, via Mutual, Washington. Producer, Hollis Seavey; moderator, Everett Hollies. Guest: Sen, Homer Ferguson. Reporters: David Potter, Carroll Kilpatrick, Joseph Short.

Reporters' Round-Up, Mutual's much-touted replacement for *Meet the Press*, staged a super-charged preeminent Thursday (10) with a remarkably frank interview with Henry Wallace. The series' second program (17) sparked a similar pace on the opposite side of the political fence, via an equally frank interview with Republican Sen. Homer Ferguson of Michigan, re his current Commie probe bill.

The show is happily devoid of the usual phoney, news broadcast trimmings. "Stop the press" bulletins to "all the ships at sea" are strictly verboten, and the three reporters on last Thursday's airer (David Potter, Dallas Morning News; Carroll Kilpatrick, San Francisco Chronicle; Joseph Short, Baltimore Sun) were neither crisp, brisk nor brashly bright. Drama-wise, however, their quietly understated questioning of Senator Ferguson packed more real punch than contrived trigger-paced gab fests.

### Senator Speaks Up

Senator Ferguson was a bit cagey at the start, but he soon warmed up to the subject, and his final answers to some of the scribes' searching inquiries were imbued with spontaneous fury. In the process the senator opined that the Communist party should not be outlawed and reiterated his belief that the proposed legislation for compulsory registration of Commies would not curtail free speech. He also turned thumbs down on wire tapping as legal evidence, and said Congress should stay in session, in spite of upcoming elections. In line with this, one of the reporters slyly observed that the senator himself was not participating in a polls race this year.

Ferguson hedged a bit about the Korean situation at first but finally came out with a firm statement that "this is the beginning of the third world war," and called for "total mobilization," including price controls.

### Listeners Ask

Everett Hollies, who was a properly self-effacing moderator, handled the show's sole gimmick, in the form of three prize-winning questions submitted by listeners. (1) "Aren't we setting a dangerous precedent by citing for contempt those who refuse to say if they're Communist?" (2) "Will the U. S. fall back on its same false sense of security if the Korean situation is settled peacefully?" (3) "Would it be subversive to say that the war in Korea could have been avoided if the UN had recognized Communist China?" Ferguson said "no" to the first, drawing an analogy to the "man who yelled fire in a theater" and "no" to the second. The third he used as a springboard for the following comment: "The head of the Korean aggression is in Moscow and the tail is in North Korea."

Collier's commercials enthusiastically plugged several articles in the mag's forthcoming issue, which hits the stands the day following the program.

June Bundy.

whooping it up on last Monday's broadcast, the ladies still love it.

It's to Olsen's credit that he manages to carry off the role of Mrs. America's airwave boy friend without being fatuous or unduly coy. On the whole his chatter with various members of the studio audience seemed sincere, and his interview with young singer Eddie Flisher was conducted with a minimum of the mutual back-slapping which usually accompanies such conversations. Olsen capably limited his more personal remarks to a four-year-old, who obediently stooped while he crooned *Somebody Loves Me*. The moppet also furnished (See Johnny Olsen on page 50)

# CHI AUTO DEALERS TV-HAPPY

## Reds' Boring Embraces All Of Showbiz

### Laws Seem Inadequate

(Continued from page 5)

use force and violence at the appropriate time.

The whole issue in the trial of the Communists in New York was: Have the Communists by ACTION and not by words been a party to conspiring an overthrow of the government by violence. The evidence piled up by the government in winning the case was evidence handed down from the writings of Marx and Lenin themselves. Since the 11 were found guilty on that evidence, constitutional lawyers in Washington figure that if the U. S. Supreme Court upholds the conviction, the high court's decision will be a landmark finding which says, in effect, that the CP is outlawed as seeking force and violence under the doctrines of Marxism and Leninism.

### Possible New Laws

This brings us to practical considerations of what Congress might do to tighten the laws thru added legislation like:

**THE MUNDT-NIXON-FERGUSON-JOHNSTON BILL.**—This bill is based on the premise that we'll never get the CPers or the undergrounders to admit to conspiring for violent overthrow of the government. They'll never admit it. Meanwhile, they're just as serious a threat as tho they were carrying grenades in their pockets. They inhibit themselves now only to avoid running afoul of the law. The Mundt-Nixon-Ferguson-Johnston bill, which after months of slumber has been stirred to action by the Korean crisis, would do the following: Require registration of the Communist Party and all officials of CP front organizations; deny passports and government jobs to Communies and impose heavy fines for violators; require Commie political organizations and all Communist front outfits to register with the Attorney General, maintain accurate lists of members, etc.; deny use of broadcast and telecast facilities and the mail to Communists or frontiers unless the message was plainly designated as coming from a Communist source (a radio broadcast or telecast would have to be preceded by the following statement, with name of the organization stated in place of the blank: "The following program is sponsored by \_\_\_\_\_, a Communist organization"). The bill would set up a subversive activities control board to determine on request of the Attorney General whether an organization is or isn't Communist or Commie frontist. The bill would make it a crime knowingly to conspire or argue with any person "to perform any act which would substantially contribute to establishment within the U. S. of a totalitarian dictatorship." Object of the bill is to expose Communists. While nowhere in the bill is the CP literally outlawed, the bill defines totalitarianism and conspiracy so as to make its intent clear, and it is presumed that if the high court upholds the conviction of the 11 CP leaders, the court's interpretation of the Smith act would provide ample ammunition to war on the infiltration artists here in the U. S.

### A Two-Headed Hydra

A claim is made by some that the Mundt bill would drive the Commies underground, but advocates of the bill (Background on Red Drive, page 102)

## Subversive Groups — Duck 'Em

(Continued from page 5)

- |   |  |
|---|--|
| Nature Friends of America (since 1935)                      | Party, including American Committee for European Workers' Relief |
| New Committee for Publications Photo League (New York City) | Veterans of the Abraham Lincoln Brigade                          |
| Proletarian Party of America                                | Workers' Party, including Socialist Youth League                 |
| Revolutionary Workers' League                               |  |
| Trotskyist Socialist Workers'                               |  |

The Department of Justice did not name any schools as subversive organizations. It stated, however, that the following organizations appeared to be adjuncts of the Communist Party:

- |  |   |
|--|---|
| Abraham Lincoln School, Chicago, Ill.          | Jefferson School of Social Science, New York City     |
| George Washington Carver School, New York City | Ohio School of Social Sciences                        |
| Philadelphia School of Social Science and Art  | Tom Paine School of Social Science, Philadelphia, Pa. |
| Samuel Adams School, Boston, Mass.             | Tom Paine School of Westchester, New York             |
| School of Jewish Studies, New York City        | Walt Whitman School of Social Science, Newark, N. J.  |
| Seattle Labor School, Seattle, Wash.           |   |

On May 28, 1948, Attorney General Tom C. Clark listed thirty-two additional organizations which he declared were "subversive." The names of these organizations follow:

- |  |  |
|--|--|
| American Association for Reconstruction in Yugoslavia, Inc.  | Council for Pan-American Democracy   |
| American Committee for the Protection of the Foreign Born  | Friends of the Soviet Union and its successor, American Council on Soviet Relations, both predecessors of the National Council of American Soviet Friendship League                    |
| American Committee for Yugoslav Relief, Inc.   | The German-American Republican League  |
| The American Council for a Democratic Greece, formerly known as the Greek-American Council or as the Greek-American Committee for National Unity         | International Labor Defense  |
| American Croatian Congress   | Jewish People's Committee  |
| American League for Peace and Democracy, successor to American League Against War and Fascism and predecessor of American Peace Mobilization.            | League of American Writers   |
| American-Russian Institute   | National Council of Americans of Croatian Descent  |
| Ausland-Organization der N.S.D.A.P., overseas branch of the Nazi Party   | Negro Labor Victory Committee  |
| California Labor School, Inc., 216 Market Street, San Francisco  | The Peace Movement of Ethiopia   |
| Central Council of American Women of Croatian Descent, also known as Central Council of American Croatian Women or as National Council of Croatian Women | People's Educational Association (incorporated under name, Los Angeles Educational Association, Inc.), also known as People's Educational Center, People's University, People's School |
| The Citizens' Protective League  | People's Institute of Applied Religion   |
| Civil Rights Congress of Michigan  | Serbian Vidovdan Council   |
| Civil Rights Congress, Milwaukee Chapter   | Slovenian-American National Council  |
| Congress of American Women   | United Committee of South Slavic Americans   |
|  | United Harlem Tenants and Consumers' Organization  |
|  | Wisconsin Conference on Social Legislation   |
|  | Young Communist League   |

Under Part III, Section 3, of Executive Order 9835, the following organizations on April 21, 1949, were designated as:

- |  |  |
|--|--|
| Fascist:                                 | American Russian Institute of Southern California, Los Angeles |
| American Nationalist Party               | Citizens' Committee To Free Earl Browder                       |
| American National Labor Party            | Citizens' Committee for Harry Bridges                          |
| American National Socialist League       | Comite Coordinador Pro Republica Espanola                      |
| American National Socialist Party        | Committee for a Democratic Far Eastern Policy                  |
| Committee for Nationalist Action         | Commonwealth College, Mena, Ark.                               |
| National Blue Star Mothers of America    | Detroit Youth Assembly   |
| Nationalist Action League                | Hawaii Civil Liberties Committee                               |
| Communist:                               | Michigan School of Social Science                              |
| Abraham Lincoln Brigade                  | North American Committee To Aid Spanish Democracy              |
| Action Committee To Free Spain Now       | North American Spanish Aid Committee                           |
| American Committee for Spanish Freedom   |  |
| American Jewish Labor Council            |  |
| American Russian Institute, New York     |  |
| American Russian Institute, Philadelphia |  |

See Subversive Groups, page 102

## Emsee Shows, And Do Own Commercials

### Jim Moran Most Fabulous

CHICAGO, Aug. 28.—Chicago auto dealers—especially used car dealers—have gone television-happy. They have more programs on Chi video stations than in any other TV market in the country and, in addition, have introduced a new twist—some of them do the commercials themselves.

Most spectacular figure in the picture is a dealer named Jim Moran who in two years, has reportedly become the biggest Hudson dealer in the entire country. (He's not the same Moran as the screwball press agent of the same name.) A former gas station attendant, Moran has used only television—he is quoted as saying he won't even talk to salesmen for other media—and still limits his advertising to video. With shows on practically every TV station in Chi, Moran doubles both as emcee on a talent show and as his own commercial announcer. Moran started on WENR-TV right after the ABC outlet started service two years ago next month. He still emsees his *Courtesy Hour* (his firm name is *Courtesy Motors*), an hour-long vaude show on WENR-TV Friday nights. He also has been on WGN-TV for a year, airing feature films.

WENR-TV and WGN-TV head the local video stations with the number of auto sponsors they carry. WENR-TV, in addition to Moran, has *Premier Playhouse* (films) for Slavin Motors for Kaiser-Frazer, a five-time-a-week newsreel and sports show for Hauser-Nash Motors (and Bud Hauser, the owner, also makes his sales pitches himself), the *Willy Shore* show for the local Dodge dealer group, and still another program sponsored by Moran, Wednesday night wrestling.

WGN-TV has, in addition to Moran, Sabani Bros., who sponsor *Batting Practice*, a program preceding the pre-game shows on WGN-TV's major league baseball airings; Fine-Thomas, another car outfit, which splits *Batting Practice* with Sabani; Grand Central Motors, sponsor of Danny O'Neill, and the Greater Used Car Dealers, who bankroll *State's Attorney Speaks*.

WBKB has sold Ernie Simon to Cole-Finder, Mercury dealer; *Murder Before Midnight* to Allied Motors (Plymouth); Supreme, Hudson dealer, which sponsors a vaude show staged right in its own garage; a film show to the local Studebaker dealers, and another film show to Burk Motors.

WNBQ has two auto sponsors, one signing this week. This is the Chi Studebaker dealers' group—program was not known this week. The station also airs *Grand Marquee*, a film series sponsored by Hauser, on which he also does his own selling.

An indication of the fierce competition is shown in the fact that, on some nights, the auto companies completely dominate TV sponsorship. On Sunday nights, for example, there are three competitors airing on three different stations at the same time, 9:30 p.m. Occasionally, tho, a dealer may be a problem; one was recently invited off the air after squawks from viewers.

The commercials on the programs are slightly fabulous. They run to inordinate length, and they take the camera in and out of the car and (See Chi Auto Dealers on page 50)

# NEW "KAYE," "DORSEY" ORKS

## Victor Moves To Top Names Who Exited

### A Try a la Flanagan

(Continued from page 3)

The Bob Dewey band will be an all-out effort to out-Kaye Sammy Kaye, who recently vamped Victor for Columbia. The Buddy Morrow band will be a similar open throttle try to out-Dorsey Tommy Dorsey, who bowed off the Victor label to go with Decca.

Victor reasoning, obviously, is that if in six months to a year, they can build the Dewey and Morrow bands to the point where disks by these orks are outselling Kaye's and Dorsey's respectively, the diskery will be in a somewhat stronger bargaining position with other name talent, who in the future may make demands which the record company considers to be economically impractical.

Too, the building binge must eventually carry beyond the bounds of the disk business, just as did the Flanagan drive. As soon as the first several Flanagan releases caught on, personal managers and booking agencies ranging from Ned Nobody to Music Corporation of America (MCA) started a frantic drive to sign the band, which at that point, hadn't even actually been formed. With the other-than-disk successes of the Flanagan band (Chesterfield radio show, hefty one-nighter and theater grosses, Statler Hotel, etc.) pointing up the dollar potential to a smart manager and booking outfit, there is little question that the attempted Dewey, Morrow bands will get similar attention in management-booking circles.

The first four sides by the Dewey band have already been recorded. They are *Au Revoir*, *The Breeze*, *A Whistle and a Prayer* and *Take Me* (See New "Dorsey," "Kaye," page 42)

## N. Y. Opera Signs Foreign Artists

NEW YORK, Aug. 26.—Recent European signings by Director Laszlo Halasz have brought the roster of principals of the New York Opera Company close to the 50 mark for the coming season. Despite unprecedented signings abroad, young American artists remain in the majority. Halasz's five-week talent hunt included stopovers in England, Holland, Denmark, Norway, Sweden, Germany, Italy, Switzerland, France and Belgium. Among those engaged are Raimundo Torres, Spanish bari; Eduard Dedecker, Flemish bass-bari; Fernando Bandera, Italian lyric tenor, and American-born Bette Wermine, from Sweden.

American singers, returning from abroad for the season here, include Ann Ayars, Lawrence Winters and Robert Rounsevell. These artists recorded the music for the London film version of *Tales of Hoffman*, which was conducted by Sir Thomas Beecham.

The repertory of the company has been set, with *Turandot* as the opener September 21. Fifteen operas will be presented in the eight-week season. These will include revivals of *Faust* and *Aida*, and a new production of *Die Meistersinger*.

## The Commies and You

On Page 3 of this issue Ben Atlas, chief of *The Billboard's* Washington Bureau, outlines the Communist effort to infiltrate all American industry, including show business, and reviews thru interviews with top legislative and judicial personalities the adequacies and inadequacies of our present and proposed laws to combat the Commie menace. On the first page of the Radio Department in this issue there is a list of organizations declared subversive by the Department of Justice and the Attorney General, many of which are actively waging Communism's war against this country. We urge you to read these items.

## Vinyl Manufacturer Puts Further Slug on Diskeries

NEW YORK, Aug. 26.—On top of the complications in the vinyl picture in the disk industry caused by the chloride industry strike (*The Billboard*, August 26), record manufacturers, notably RCA Victor, were further slugged this week when the Bakelite Company cut back vinyl allotments to diskeries because of critical war needs. RCA Victor alone, for example, took a cut-back of 250,000 pounds on the material. The result is a distinct and imminent possibility that disks, particularly 45 r.p.m. platters, will have to be made with fillers and vinyl, instead of pure vinyl as formerly. There is also a strong possibility that RCA Victor will have to drop its color identification gimmick on the 45s. Probability is that all classifications of Victor 45s will be made black, rather than separate colors for each musical type. Only Red Seal platters would continue to be made in red. For the remainder, should Victor be forced to drop colored disks, it will try to maintain identification by using different colored labels.

RCA Victor execs admitted the dire position in which the company finds itself as a result of the vinyl shortage, but said that the high quality

of the 45 platters would be maintained even if fillers are used. In anticipation of the shortage, Victor engineers have been experimenting with filler and vinyl disks and claim (See *Vinyl Manufacturer*, page 101)

## Col Loses Pinza To RCA Longh'r

HOLLYWOOD, Aug. 26.—Ezio Pinza will switch to RCA Victor, thus becoming the fifth Columbia master-works artist to be snared to the Red Seal fold in five months. Negotiations were conducted by RCA's Manie Sacks, long-time friend of the Met-opera basso profundo-turned musical comedy star. Deal was concluded upon the arrival on the Coast of George Marek, head of Victor's Red Seal department. Five-year contract is currently being drafted and will be inked next week. Altho the contract will not contain a radio clause, an informal arrangement was concluded between Pinza and Sacks covering AM on behalf of NBC. Pinza's contract with Metro-Goldwyn-Mayer ties his tele rights to the studio.

Basso's Columbia paper expires in November. Initial Pinza Victor release will be an album based upon his soundtracked songs from MGM's *Mr. Imperium*, flicker co-starring Pinza and Lana Turner. Sacks told *The Billboard* Pinza will be used in the dual capacity of Red Seal and pop artists. Basso initially clicked on short-hair wax with his *South Pacific* Columbia album from which came one of the top-selling versions of *Some Enchanted Evening*. Among classical artists, Pinza's switch from Columbia to Victor was preceded by Helen Traubel, Fritz Reiner, Rise Stevens and Gregor Piatagorsky.

## Pemora Branch Opened in Mex

NEW YORK, Aug. 26.—With a view toward getting a foothold at the source, Pemora Music, the Xavier Cugat-Jose Morand pubbery, specializing in L-A material, has opened offices in Mexico City. The branch will be run by Enric Cugat, the orkster's brother.

Peer International, which has major tunesmiths tied up thruout Latin-America, has a strong grip in Mexico, and the Pemora plan is reportedly to cultivate the younger, unsigned clefper crop. The Mexico City offices will also be the key office for Cuban and South American deals. Meanwhile, Pemora is going on Cuban Mambo, a Cugat composition waxed by Perez Prado, RCA Victor's rising Mexican star,

## Col'bia Starts Big Pop DJ, Juke Promosh

### Appoints Specialists

NEW YORK, Aug. 26.—Columbia Records this week took steps to promote aggressively its pop record division via the disk jockey and juke box operator routes. The plan entails the appointment of specialists to do regional disk jockey exploitation in the East, Midwest and West Coast. Two of these three appointments have already been set. Danny Kessler, formerly with Columbia's Philadelphia distributor branch and now working out of New York, will handle Eastern deejay promotion. Natt Hale, formerly head of Zenith's Chicago record distributing organization, will operate in a similar capacity in Chicago. A third man, to operate out of the Coast, will be named shortly.

In addition, Robert Arkin, for 12 years with Decca Records, is setting up a new music operators' department within Columbia, to hypopop record promotion in the juke box field. Arkin will operate on a nationwide basis.

### Job Co-Ordination

Commenting upon the appointments, Paul Southard, Columbia vice-president in charge of merchandising, stated: "The appointment of the three men, with a fourth to be added, is part of an over-all co-ordinated program for extensive and aggressive promotion of pop records in the field." The promotion specialist (See *Col Starts Big Pop* on page 42)

## Spier and ABC Music Merge

NEW YORK, Aug. 26.—Larry Spier, who recently exited the Chappell Music interests, when he resigned his post as general professional manager of the combined catalogs, this week merged his Larry Spier Music Company with ABC Music, one of the two Saul Bourne music publishing enterprises.

Spier will run the combined Spier-ABC catalogs, while Bourne himself will continue to direct the Bourne operation. First plug of the combined firm will be *Watching the Trains Go By*, which RCA Victor is planning to record with Perry Como. Spier will continue, in the meantime, to work on *Just Say I Love Her*, which has gotten off to a fast start with hot Johnny Desmond (MGM) and Vic Damone (Mercury) diskings.

## Flanagan Switch

NEW YORK, Aug. 26.—Ralph Flanagan pulled an unlooked-for switcheroo by signing Friday (25) with the Associated Program Service.

The Flanagan ork, conceived and nurtured as an RCA Victor Records product, now airs for CBS and cuts transcriptions for Associated, despite trade expectations that he would naturally line up with NBC air and *The Saturday Evening*—both, of course, RCA affiliates.

# YULETIDE BELLS RING EARLY

## Diskers Get In Gear for Sleigh Ride

### Aim at Proper Stocking

NEW YORK, Aug. 26.—With the disk business rolling in its highest gear since the postwar record boom of 1948, most major manufacturers have made an early plunge in pursuit of the rich Christmas season wax plum. The diskers, who in the past couple of years first oversold dealers for Christmas and then, to avert overselling, turned around with October-November sales drives which resulted in last-minute production rushes which fell short of orders, have been designing full fall and Christmas campaigns with an eye toward preventing either overstocking or loss of sales.

Making initial bids in the Christmas merchandising drives are Decca, London and Capitol. Columbia currently is in process of formulating a seasonal merchandising plan, and Victor will have a good deal of its Christmas merchandising tied up in its giant 45-r.p.m. fall promotion, which has been labeled the RCA firm's most extensive drive to date on behalf of the doughnut disk.

### Decca in Field

Decca's sales force already is out in the field to kick off its merchandising scheme. The diskery's plan calls for taking post-dated orders, with shipments to be made at specified times in the next three months. In this way the diskery will be able to gauge its production problem for the Christmas rush. The idea behind the merchandising plan is to give the (See **DISKERS READY** on page 18)

## Castel's Bradshaw Pub Sets Pattern With Simon Set-Up

NEW YORK, Aug. 26.—Talent Manager Carlos Castel has set up Bradshaw Music, a Broadcast Music, Inc. (BMI), affiliate under an arrangement whereby George Simon's Simon House pubbery will act as selling agent. BMI will take care of performance payments to Bradshaw; Simon will handle mechanical and sheet music income.

The Bradshaw-Simon House set-up is reportedly a pattern. BMI is hoping will be the most expeditious one in its pubbing deals with talent—recording artists, personal managers, etc. Experience has shown that conventional operations for artists-who-would-be-publishers have not worked out well for BMI, with many of the deals folding after profitless, usually costly, months or years of operation. Under the new set-up, the artist, manager or what have you does not engage in any of the routine of commercial publishing; he drops the songs in, and the journeyman and professional publisher carries on the routine of publication. Under the Castel-Simon arrangement, Simon has the option of taking over tunes which step out and qualify as plug numbers. Since the artist member of the arrangement has no operating expenses at all in this set-up, BMI doesn't have to fork over big front money to him for working capital—comparatively small advances suffice.

### "Christmas Tree" First

Bradshaw's first tune is *Little Christmas Tree*, written by Mickey Rooney and waxed by Nat Cole for Capitol. In addition to Cole, Castel handles Peggy Lee, Mel Torme, Stan Kenton, Nellie Lutcher, June Euton and others. It is not expected that these artists will be the chief source of supply for Bradshaw, many of

them having pubber commitments of their own. Miss Lee is an ASCAP writer, Torme and Cole have an agreement with Burke-Van Heusen, and Kenton has his own firm. Castel himself has an ASCAP subid, Crestview Music, with the Buddy Morris firms. However, the prospect of 100 per cent performance payment makes the BMI deal attractive, not only to Castel but to "name" publishers, old ASCAP hands who see nothing amiss in having two separate sources of publishing revenue.

The Castel-BMI arrangement has a highly successful ASCAP parallel in the Moc Gale-Warner Bros. partnership in Advance Music. Gale, by virtue of his talent connections, got in on a 50-50 basis; one of the firm's first tunes was *A-Tisket, a-Tasket* and it has built ever since.

## L. Klayman Named To New Decca Post

NEW YORK, Aug. 26.—Louis Klayman this week was appointed branch manager of Decca Records' New York branch as replacement for Jim McDonald, who last week took over the management of the diskery's Southeastern branch, which headquarters in Atlanta. Klayman is the former branch manager of the diskery's Buffalo branch. He has been in the Decca org for 15 years.

Edward Hurley will replace Klayman in the Buffalo branch management. Hurley has been elevated from a salesman's post with the Decca branch in Providence.

## Pubs Caroling 'Rudolph' and 'Frosty' Tunes

### Other Pushes On

NEW YORK, Aug. 26.—Two hefty competitive pubber campaigns for ascendancy in the Christmas song mart are already well under way, and while every pubber on the street has a yule tune for the coming holiday season, the two aforementioned pushes outweigh the rest by a heavy margin in terms of moola, energy and time investments.

The drives are on something old—St. Nicholas Music's *Rudolph*, the Red-Nosed Reindeer—and something new—Hill & Range's (H&R) *Frosty*, the Snow Man.

Sleigh-master Johnny Marks, penner and pubber of *Rudolph*, has been working thruout the year to groom *Rudolph*, last Christmas's runaway winner, for a repeat. He has augmented his staff, adding Lou Comito here, and Tommy Sherman in Chicago; Wally Schuster has been on the New York staff several months. Marks has printed 26 different copies of the song, from piano, choral and special kiddie thru several different kinds of band and solo instrument arrangements. Where last year the Gene Autry (Columbia) dinking had no competitors, some 15 new platters and eight e.t.'s are being readied, including a Bing Crosby, Spike Jones, Harry Babbitt, Eddy Howard (the latter cut last year but not released by Mercury until the shouting was over), with a Red Foley and Guy Lombardo reportedly in the works.

### Store Tie-Ins

Marks has tied up several of the largest chain and syndicate stores so that *Rudolph* will be the big theme in all their stores across the country. Packaged window displays featuring figures and cut-outs of *Rudolph*, loudspeaker plays of the tune, streamers, etc., will dominate the Christmas music efforts in these outlets. Columbia has a No. 1 push under way on the Autry disk. The diskery, encouraged by the success of the *Rudolph* display-promotion at Gertz's department store in Jamaica, N. Y., is going after the chains on a large scale. A department store display specialist has been commissioned to turn out a standard kit, which will (See **Music Publishers** on page 16)

## Rights to 'Irene' Stirs Pub Fuss

NEW YORK, Aug. 26.—Ben Edwards, who has been publishing his own edition of *Goodnight, Irene*, presumably on the thesis that the tune is in the public domain, was served notice this week by Howie Richmond that unless the copies are withdrawn, an action for injunction and damages will be undertaken. Richmond, who acquired the Huddie Ledbetter-John Lomax copyright from World Music and is publishing it thru his Spencer Music subsidiary, has also put the trade on notice that his is the only authorized edition of *Irene*.

Edwards, when queried as to why he was publishing his own edition of the tune, had no comment to make, "on the advice of my counsel." Miller & Miller represent Richmond in the matter; Edwards declined to say who his attorney is.

# Best Summer in Years for Disks

## July Soars To 896G in Excise Tally

### 2½ Times '49 Score

WASHINGTON, Aug. 26.—The record business is experiencing its healthiest summer in years. This is borne out by federal excise tax figures and by a check-up of major diskeries.

Excise tax figures for the month of July soared to \$896,556, which is the highest monthly mark in two years. The sum, representing last month's collections from the 10 per cent manufacturers' excise, was about two and a half times the \$373,743 collected the previous July. Sharply reversing the downward trend in the disk tax take, the yield from the levy last month spiraled to a mark topped only by the \$957,105 for April, 1948, and the \$987,257 collected in January, 1947. The size of the July tax total is all the more conspicuous when compared with the monthly yields during the last year. These ranged as low as \$295,589 and reached a ceiling of \$628,671, striking a monthly average yield of about \$450,000.

## Selvin Feted

HOLLYWOOD, Aug. 26.—Hollywood song pluggers, 50 strong, turned out to honor Ben Selvin, who is leaving Columbia's Coast a. and r. chieftain berth. Tune touters tossed Selvin a luncheon Wednesday (23), and presented the veteran music man with a watch.

As one plugger put it, "This is different. We're doing this for a man who is leaving his job as a recording exec and not because we think he can help us. Music men can get together when we want to for a right guy." Affair was organized by pluggers Al Kavalin, Sammy Friedman, Eddie McHarg and Dave Kent.

Selvin accepted the feed and gift graciously.

Except for a little spurt in April this year, the monthly yield since the turn of the year had been steadily on the decline until July.

### Tempered Report

The foregoing optimistic report is somewhat tempered by the fact that a measure of the good business can be attributed to the various three-for-one exchange deals, such as were inaugurated by Victor, London and Mercury. It is not to be forgotten, (See **BEST SUMMER** on page 18)

## Dunn Appointed Mdse. Manager By Cap Records

HOLLYWOOD, Aug. 26.—Lloyd Dunn, of the Abbott Kimball Advertising Agency, will fill Capitol's newly created post of merchandise manager. In this capacity he will co-ordinate the activities of the label's repertoire and sales departments. Dunn will report to prexy Glenn E. Wallichs. His appointment represents an expansion in Cap's exec ranks and will not affect existing ad and sales promotion staffs.

Dunn's affiliation with Capitol dates back to 1946, when he and Dave Fenwick formed Dunn-Fenwick Ad Agency, with Dunn bringing the Cap account with him and Fenwick the Packard-Bell account. In 1948, both Dunn and Fenwick brought their respective accounts to the Abbott Kimball agency, Dunn becoming executive vicepee of the latter firm and Fenwick serving as vicepee in one of the agency's subsid firms. Both Dunn and Fenwick simultaneously resigned from Abbott Kimball last week. Fenwick reportedly will take an exec position with a national ad firm. According to reports, the Capitol ad account leaves the Abbott Kimball firm. New agency was not disclosed.

# Band Booking Boom in Midwest

## Ops Seeking Names and Semi-Names

### Want One-Nighters

(Continued from page 4)

Its first single-night sweep thru the territory, starting November 5 for four weeks. Ork is getting \$1,250 minimum with a guarantee, which sets a high for a first-time jump thru this area. Sammy Kaye, teeing off October 4, is being set for five weeks, getting a standard \$1,750 with p.c. for Monday thru Thursday bookings and \$2,000 over the week-end. Other GAC properties set for one-day stints thru the hinterlands include Jan Garber (four weeks after November 1), Jimmy Dorsey (four weeks, October-November), Ray Anthony (three weeks, September; two weeks, November), Art Kassel (10 days in September and again in October), and Clyde McCoy (three weeks, September, October).

Henry Durst, Music Corporation of America's (MCA) one-night chief, is swinging Harry James's new 18-piecer thru the territory for about 16 dates during September-October, with Tommy Dorsey set for about a month during the same period. Lawrence Welk will do about three weeks in September, and more later, depending on location bookings. Eddy Howard has scrapped his previously announced intention to junk his ork and enter video, and is currently setting up location dates around which will be built one-nighters. Wayne King will dabble in his first one-nighters since the war, working week-ends with his band during September and October. Other MCA orks working the territory will be Blue Barron (five weeks), Frank Yankovic (five weeks, September, October), and Benny Strong. Both MCA and GAC will have other semi-names routing during the period.

Associated Booking Corporation's Paul Bannister has Tiny Hill for two months of one-nighters, starting September 1, and Henry Busse, who'll work the ballroom circuit from September 16 thru October 15. Arnie Prager, McConkey Artists Corporation one-night skedder, has already filled out 18 days on Leo Pieper from September 15 to October 11, and has a solid chain from September 19 to October 17 on Ray Pearl.

Ork bookers find the optimistic outlook of band buyers especially notable when it's reflected the past summer has been the worst in years as far as band grosses go in the outdoor spots. Weather has been the prime factor in ruining stands at the alfresco locations. Thruout the territory, from Indiana to Denver, the boundaries of the Midwest band skedding, location ops reported a record amount of rain and cloudy weather which dampened dancing enthusiasm. Many of the ops, now booking one-nighters for their indoor sites, also operated outdoor spots.

### Loesser on Wax

NEW YORK, Aug. 26. — The croaking, cube-shaped tones of Frank Loesser will be heard on the Mitch Miller Columbia waxing of Loesser's tune, *In My Arms*, on release next week. The clef's appearance was strictly impromptu—he was suggesting how certain interpolated lines might be handled on the waxing when Mitch, on the spur of the moment, said, "Go ahead, Frank, you sing it yourself."

## Jocks Jiggled on Red Menace; Flanagan Tune Sizzles at WLW

(Continued from page 3)

tune follows the current Communist party line for "peace." The *Old Man Atom* issue is still beclouded by some confusion as to the tune's origination, alleged usage of it by Communist front organizations, etc. RCA Victor has a disk of the tune by the Sons of the Pioneers, while Columbia bought the master to the original cutting of *Atom* by Sam Hinton.

On the other side of the Commiefence this week, a blow-up occurred in Cincinnati where Ralph Flanagan and his orchestra are completing a date in Moonlite Gardens, Coney Island. Flanagan is currently pushing his RCA Victor anti-Commiefence disk of the tune, *The Red We Want Is the Red We've Got* (in the *Old Red, White and Blue*) (The Billboard, August 26). Herb Hender, manager of the Flanagan band (with Bernie Woods), hustled around Cincy, when the band came in, lining up disk jockey plays and other promotion for the ork. All went well until he made a pitch to have the platter played on WLW, Cincinnati, 50-kw. NBC outlet.

Despite the fact that WLW-T, the station's tele wing, played the disk during a video interview session with Flanagan, the AM outlet refused to

play the disk. Hender talked originally to a female employee in the music clearance department of the station, and when told by her that the station couldn't permit performance of the tune, took the case to Chet Herman, assistant program director. Herman also refused to permit the disk to be played on the station, according to Hender.

Higher WLW brass said that any notion that the station wouldn't permit the record to be played because of its theme was "absurd," and said that it was more likely that the disk was turned down simply because WLW has "virtually no disk jockey program excepting a brief period early in the morning."

RCA Victor, in the meantime, has made two other platters of *Red*, one by Hugo Winterhalter and the other by Elton Britt. Capitol has an etching of it by Joe (Fingers) Carr. MGM is also reported to be prepping two disks of the tune, one by Hank Williams, either under his own, or his Luke the Drifter alias, and another by Art Mooney. Rainbow Records, in the meantime, has taken over the original disk of the tune from Reel Records.

## Lionel Newman, Caribbean Bow Out of ASCAP for BMI

NEW YORK, Aug. 26.—The American Society of Composers, Authors and Publishers (ASCAP) has received notices of withdrawal from a writer, Lionel Newman, and a publishing firm, Joe Davis's Caribbean Music—the first resignations under the new consent decree. Both withdrawals are apparently motivated by the prospect of better deals at Broadcast Music, Inc. (BMI).

While neither Newman nor Caribbean has contributed heavily to the ASCAP repertoire, their withdrawals are "provoking considerable trade interest as 'firsts' under the decree. Newman, well known as a clef of background music for films, has a tentative deal with BMI to sign as a writer. Reportedly in a low ASCAP bracket, he will doubtless receive considerable more from BMI in yearly "advances against performances" than he has been getting from ASCAP, and will also be paid on a 100 per cent performance basis, as provided for in the recently evolved BMI writer plan. His membership in ASCAP will terminate December 31 of this year. If his pact with BMI comes off, performing rights will be exclusively BMI for all tunes he writes subsequent to his withdrawal from ASCAP and during the pendency of his contract with BMI.

As to the songs he wrote while an ASCAP member, ASCAP spokesmen say that performing rights remain in the Society until existing contracts with music users run out. (His one stand-out tune is *Again*.) Radio rights, for example, remain in the Society until 1950, when the current ASCAP-radio contract expires. After that, Newman may assign his performing rights in the songs to BMI; however, any co-writers or publishers of Newman's tunes may keep their shares of the performing rights in ASCAP. Such tunes will doubtless be licensed non-exclusively, according to the current interpretation of the consent decree.

ASCAP says it has not yet acted on the Newman withdrawal, but recognizes that it has no alternative

but to accept, since Newman's letter meets the consent decree requirement of having been filed at least three months before the end of ASCAP's fiscal year, which is December 31.

The Caribbean catalog's withdrawal also becomes effective December 31, proper notice having been given, but BMI has shown no signs of snapping it up. Davis has one BMI catalog, Beacon Music, and another ASCAP firm, Joe Davis Music. According to Davis, there are about 150 published tunes and several times that number of unpublished songs in Caribbean, all L-A material. Catalog, he says, is represented on records, with 400 waxings by majors and such Latin Indies as Verne and Seeco.

A very small fraction of the tunes are exclusively ASCAP, most of them having been clefled by unaffiliated writers in the Latin countries. Davis, himself an ASCAP writer member, has written English lyrics to a good chunk of them; these, he says, can be licensed by BMI non-exclusively, or new lyrics can be added by non-ASCAP writers.

Davis's reasons for withdrawing the catalog are the same as Newman's—strictly pecuniary. Davis avers that, while Caribbean has no pop hits or high availability tunes, it earns plenty of performances for which he gets no revenue. Performances are largely via waxing on L-A programs, mostly over small indie stations. These, Davis says, and he has plenty of company among other publishers of "specialty" tunes—rhythm and blues, polka, country, etc.—just don't count in ASCAP's pay-off because they aren't properly logged.

ASCAP's stand on record performances on indie outlets is that they are picked up via "sample" loggings, and paid for accordingly. Pay-off, ASCAP says, is admittedly small, because the contribution of the little indie watteries to ASCAP's revenue is minor. The specialty publishers insist, however, that they are not getting their due on disk plays, that ASCAP does get a fair chunk from all the indies combined.

## Shaw Completes Waller Deal

NEW YORK, Aug. 26.—Billy Shaw, topper of the Shaw Artists Corporation (SAC), this week completed a deal with West Coast booker Ben Waller, which will elevate his comparatively young agency into a prominent booking org for Negro talent. Shaw's deal calls for SAC to take over Waller's entire stable for bookings in all of the country but six States, New Mexico, Arizona, Washington, Nevada, Oregon and California.

Waller's artists include the Lynn Hope Quintet, a Detroit unit currently hot via a disk of *Tenderly* on the Premium label; Ray Charles, Lowell Fulson, Lillian Greenwood, Camille Howard, Roy Milton's ork, Joe Liggins and His Honeydrippers, Jimmy Witherspoon, and Little Willie Littlefield. In addition to the Waller stable, Shaw already has on his talent roster such leading exponents in the rhythm and blues field as the George Shearing Quintet, the Orioles, Charles Brown Trio, Flip Phillips, Oscar Peterson, the Charlotiers, Hal Singer, Amos Milburn, Johnny Moore's Three Blazers and others.

Shaw this week added Sid Fields to his office staff to supervise the agency's video, radio and records operation.

## 'Charm' Xmas Album Taken Over by Victor In New Spitalny Deal

NEW YORK, Aug. 26.—Phil Spitalny and RCA Victor signed papers recently to finalize the deal whereby the diskery gets the rights for the next five years to produce and sell the Christmas album which Spitalny recorded a number of years ago and which the maestro has been marketing himself. While terms of the deal were not revealed, it is believed that the *Hour of Charm* batoneer is getting a 10 per cent royalty on the package. Up to the end of Christmas, 1949, the album had sold better than a quarter-million copies, due largely to heavy promotional and advertising activity, including such items as a four-color, two-page spread in *Life* magazine.

The Spitalny deal with RCA Victor also calls for the *Hour of Charm* group to make the equivalent of two albums (probably six disks) within the next year and a half. Whether the new cuttings are albums or single disks will be determined by mutual agreement between the maestro and the waxery.

## Garber To Tour Every Nook of US

NEW YORK, Aug. 26. — Orkster Jan Garber, urged by Capitol Records, will tour until he has hit "every nook and corner of the United States." Garber, giving up his comfortable five-year tenure on the West Coast, which recently included 27 months at the Los Angeles Biltmore and three months at Catalina Island, played 55 consecutive days en route to his current local engagement at the Hotel Statler. All were one-nighters with the exception of a six-day date at Peony Park, Omaha.

The orkster closes at the Statler, September 9, and is already 80 per cent booked up to December 5. While in town he's cutting three Capitol disk dates and also several transcription dates for the same firm. On October 10, the band returns to the Trianon Ballroom, Chicago for four weeks, making its third appearance there in less than a year.



back to school sales...  
with **RUSS MORGAN** and His Orchestra



Vocal Choruses by The Morganaires

# COLLEGE MARCHING SONGS



Selections Include: Stein Song (Maine)—Notre Dame Victory March—Anchors Aweigh—On, Brave Old Army Team—Rambling Wreck from Georgia Tech—Washington and Lee Swing—The Eyes of Texas Are Upon You—On Wisconsin!

Record DL 5278 • 10-inch Long Play Microgroove Unbreakable  
Price \$2.85 (Incl. Fed. Tax)

Album A-783 • Four 10-inch 78 RPM Records • Price \$3.75

Album 9-64 • Four 45 RPM Unbreakable Records • Price \$3.35

## SPECIALS

- Nola** **GUY LOMBARDO**  
Let's Do It Again ~~X~~ Decca 27178 - 9-27178\*  
**I Don't Care If The Sun Don't Shine** **JERRY GRAY**  
Vagabond Shoes ~~X~~ Decca 27179 - 9-27179\*

\*Indicates 45 RPM

## ALBUMS NOW ON 45 RPM

### STARDUST • BING CROSBY

Selections include: Star Dust—Deep Purple—I Cried For You—My Melancholy Baby—A Blues Serenade—S'posin'  
DECCA ALBUM 9-25 • Three 45 RPM Unbreakable Records • Price \$2.60  
ALSO AVAILABLE IN:  
DL 5126 • 10-in. Long Play Microgroove Unbreakable Record • Price \$2.85  
DECCA ALBUM A-678 • Four 10-inch 78 RPM Records • Price \$3.75

### SILVER JUBILEE • GUY LOMBARDO and His Royal Canadians

Selections include: St. Louis Blues—You're Driving Me Crazy—Boo-Hoo—A Sailboat in the Moonlight—Swingin' in a Hammock—(There Ought To Be A) Moonlight Saving Time—Little Dutch Mill—Interpolation: Nola—When the Organ Played at Twilight  
DECCA ALBUM 9-28 • Four 45 RPM Unbreakable Records • Price \$3.35  
ALSO AVAILABLE IN:  
DL 5235 • 10-in. Long Play Microgroove Unbreakable Record • Price \$2.85  
DECCA ALBUM A-762 • Four 10-inch 78 RPM Records • Price \$3.75

### COLE PORTER SONGS •

#### FRED WARING and His Pennsylvanians

Selections include: Night and Day—A Little Rumba Numba—What Is This Thing Called Love?—Ev'ry Time We Say Goodbye—I've Got You Under My Skin—Ev'rything I Love—You'd Be So Nice To Come Home To—I Love You  
DECCA ALBUM 9-30 • Four 45 RPM Unbreakable Records • Price \$3.35  
ALSO AVAILABLE IN:  
DL 5005 • 10-in. Long Play Microgroove Unbreakable Record • Price \$2.85  
DECCA ALBUM A-499 • Four 10-inch 78 RPM Records • Price \$3.75

### DANCING IN THE DARK • CARMEN CAVALLARO

Selections include: Cocktails for Two—The Very Thought of You—Dancing in the Dark—Lover—Alone Together—You're Mine, You!  
DECCA ALBUM 9-26 • Three 45 RPM Unbreakable Records • Price \$2.60  
ALSO AVAILABLE IN:  
DL 5007 • 10-in. Long Play Microgroove Unbreakable Record • Price \$2.85  
DECCA ALBUM A-602 • Four 10-inch 78 RPM Records • Price \$3.75

### GEORGE GERSHWIN MUSIC

#### PAUL WHITEMAN and His Concert Orchestra

Selections include: Rhapsody in Blue (two parts)—Second Rhapsody (two parts)—Cuban Overture (three parts)—An American in Paris (three parts)  
DECCA ALBUM 9-20 • Five 45 RPM Unbreakable Records • Price \$5.10  
ALSO AVAILABLE IN:  
DL 8024 • 12-in. Long Play Microgroove Unbreakable Record • Price \$4.85  
DAU-728 • Five 10-inch 78 RPM Unbreakable Records • Price \$5.75

### POLKAS • LAWRENCE WELK

Selections include: Beer Barrel Polka (Roll Out The Barrel)—Pennsylvania Polka—Clarinet Polka—Pound Your Table Polka (One More Chorus)—Barbara Polka—Friendly Tavern Polka  
DECCA ALBUM 9-24 • Three 45 RPM Unbreakable Records • Price \$2.60  
ALSO AVAILABLE IN:  
DL 5139 • 10-in. Long Play Microgroove Unbreakable Record • Price \$2.85  
DECCA ALBUM A-526 • Four 10-inch 78 RPM Records • Price \$3.75

## NEW RELEASES

- |  |              |   |
|--|--------------|---|
| Rudolph, The Red-Nosed Reindeer                                    | <del>X</del> | BING CROSBY   |
| The Teddy Bear's Picnic  |              | with Jud Conlon's Rhythmaires<br>Decca 27159 and 9-27159* |
| Stein Song (University of Maine)                                   | <del>X</del> | RUSS MORGAN and His Orchestra                             |
| Notre Dame Victory March (Notre Dame University)                   |              | Decca 27138 and 9-27138*                                  |
| Anchors Aweigh   | <del>X</del> | RUSS MORGAN and His Orchestra                             |
| (United States Naval Academy)                                      |              | Decca 27139 and 9-27139*                                  |
| On, Brave Old Army Team (United States Military Academy)           | <del>X</del> |   |
| Rambling Wreck from Georgia Tech (Georgia Institute of Technology) |              | RUSS MORGAN and His Orchestra<br>Decca 27140 and 9-27140* |
| Washington and Lee Swing (Washington and Lee University)           | <del>X</del> |   |
| The Eyes of Texas Are Upon You (University of Texas)               | <del>X</del> | RUSS MORGAN and His Orchestra<br>Decca 27141 and 9-27141* |
| On Wisconsin (University of Wisconsin)                             |              |   |
| Them There Eyes  |              | BILLIE HOLIDAY  |
| Keeps On Rainin'   | <del>X</del> | Decca 27145 and 9-27145*                                  |
| Lover  | <del>X</del> | PERRY BOTKIN  |
| Ukey-Ukulele   |              | Decca 27162 and 9-27162*                                  |
| Longing  | <del>X</del> | LEE MORSE and Her Blue Grass Boys                         |
| Don't Even Change a Picture on the Wall                            |              | Decca 27163 and 9-27163*                                  |
| The Old Country Polka  | <del>X</del> | VAGABOND POLKA ORCHESTRA                                  |
| June Waltz   |              | Decca 45111 and 9-45111*                                  |
| I Think I'm Gonna Cry Again  | <del>X</del> | MERVIN SHINER with Jordanaires                            |
| Ace in the Hole  |              | Decca 46260 and 9-46260*                                  |
| Una Mirada   | <del>X</del> | TRIO HERMANOS RIGUAL                                      |
| La Polka   |              | Decca 21314   |
| Una Cualquiera   | <del>X</del> | NORO MORALES y Su Conjunto                                |
| Guarare  |              | Decca 21315   |

\*Indicates 45 rpm Number

## NEW CHILDREN'S SETS

78-45 RPM

- |   |  |
|---|--|
| RUDOLPH THE RED-NOSED REINDEER<br>and<br>THE TEDDY BEAR'S PICNIC<br>Sung by<br>BING CROSBY<br>CHILDREN'S SET K-15 • 10-inch 78<br>RPM Decalite** Record • Price \$1.09<br>CHILDREN'S SET 1-123<br>45 RPM Record • Price 95¢ | THE LORD'S PRAYER<br>and<br>NOW I LAY ME DOWN TO SLEEP<br>Sung and Read by<br>DICK HAYMES<br>CHILDREN'S SET K-16 • 10-inch 78<br>RPM Decalite** Record • Price \$1.00<br>CHILDREN'S SET 1-124<br>45 RPM Record • Price 95¢ |
|---|--|

\*\*Unbreakable under normal use.

Single records 75¢ each

45 rpm and 78 rpm prices do not include Federal, State and Local Taxes. Long Play prices include Federal Tax, but not State or Local Taxes.



This One



# Instrument, Disk Tariff Cuts On Internat'l Confab Agenda

WASHINGTON, Aug. 26.—Reciprocal tariff cuts on disks and musical instruments will be up for consideration at the general tariff conference scheduled to begin September 28 at Torquay, England, State Department officials told *The Billboard* this week. A boom in U. S. exports of musical items can be expected if concessions can be obtained from the other nations, since present foreign duties run as high as 100 per cent of the wholesale price.

Represented at the conference will be nations comprising some four-fifths of the world's international trade. Included will be all the members of the British Empire, as well as France, Western Germany, Brazil, Norway, Peru, Belgium and the Netherlands.

Under authority of the Reciprocal Trade Agreements Act, U. S. delegates to the conference can offer to cut the present 15 per cent U. S. duty on imported records and musical

instruments in half in exchange for concessions from the other countries. No congressional approval of duty cuts is necessary.

The U. S. is not prepared to negotiate tariff concessions on all musical instruments, but the following will be considered for cuts: violins, violas, violoncellos, carillons, double basses and pipe organs. All types of disks are on the agenda regardless of whether they are made of shellac or plastics.

State Department officials said the conference will probably run four to six months. The nations will first meet bi-laterally on tariff concessions. Those agreed upon between pairs of countries will be offered for approval by all countries and, if accepted, integrated into a general trade agreement.

Besides musical items, the agenda of the Torquay conference includes hundreds of chemicals and manufactured products. A similar conference held in Geneva in 1947 produced tariff cuts on numerous raw materials.

## 2 Pubs Claim "Better Dead"

NEW YORK, Aug. 26.—Johnstone Monte, the Broadcast Music, Inc. (BMI), affiliate publisher, has been exchanging lawyer's letters with the Chappell publishing group over the ownership of the tune *Better Dead Than Wed*, to which both lay claim.

According to Jack Johnstone, the BMI firm had acquired the tune when Jack Rivers, at the time in the employ of Johnstone-Monte, picked up the song in Detroit on a verbal agreement with the composer, Bunny Paul. A contract was sent out to Paul, Johnstone says, who signed it and mailed it back. Then, thru clerical oversight, the contract was returned unopened to Paul.

The writer assumed that Johnstone-Monte had lost interest, and drew a contract for the tune with Chappell. Meanwhile, according to Johnstone, he had contacted Paul, explaining the oversight, and asked him to mail in the signed contract. He also told Paul that two recordings had been obtained thru the efforts of Johnstone-Monte.

As it stands, Johnstone claims a valid and a prior contract on the tune. Chappell claims that it has the contract on the song, and recognizes no prior pact. Chappell also states that Paul has not asked for a release from his contract with them.

## Double Trouble

HOLLYWOOD, Aug. 26. — Freddy Martin's TV-built "band of tomorrow" is having its troubles today. Chief difficulty arises from the California State Board of Equalization (liquor control agency), which forbids minors to work in establishments serving intoxicants.

Band built from Martin's tele show talent contest has four under-age members, including the fem vocalist, who will have to be replaced. Furthermore, Martin staged a name contest which delivered the "Southlanders" as the band's tag. After the winner received her TV set as prize, Martin was informed of another group operating here using that name. Rather than have to award another tele set, band will retain its original "band of tomorrow" name.

Ork open at the Palladium here September 5 as relief band with Frankie Carle.

## For Disk Dealers It's "BB" 5 to 1, RCA Survey Shows

NEW YORK, Aug. 26.—The *Billboard*, in the words of a recently completed RCA Victor survey aimed at ascertaining the record dealers' most helpful buying guides and advice, is "nearly five times as popular as all other trade magazines combined."

The 5,934 dealers polled fall into six categories—department, radio and appliance, music, furniture, general, and record stores. Fifteen per cent, or 873, returned questionnaires.

The trade magazine was listed as the most valuable aid to buying by 30 per cent of the respondents; *The Billboard* was singled out as the most helpful trade magazine by 76 per cent. "For every 20 dealers who read other trade magazines, 120 read *The Billboard*," the survey notes.

The superiority of the trade magazine over five other buying aids, according to the dealers' replies, is pointed up by the fact that more than 30 per cent named the trade magazine as the top buying aid, as contrasted with, say, diskery or distributor release sheets and direct mail, which only 16 per cent of the dealers selected as the most useful buying guide. Radio programs (disk jockeys, presumably, are what is meant here) got 19 per cent of the votes; salesmen, 16 per cent; juke boxes, 12 per cent.

The remainder of the survey is concerned with the relative value of the respective diskeries in furnishing the dealer with buying aids. RCA is keeping this portion of the survey confidential.

## House Group Votes To Double 'Truth Campaign' Music Budget

(Continued from page 4)  
okays the House committee's recommendation, the State Department will start increasing its purchases of disks and record-players for distribution to the department's numerous music libraries in the chief foreign cities.

The State Department's musical activities abroad are presently operating on a budget of nearly \$2,000,000 annually. The expanded supplemental funds voted by the committee would bring the total up to approximately \$4,000,000. The

## Music Publishers Caroling "Rudolph" and "Frosty" Tunes

(Continued from page 13)

be featured in about 75 key stores in all key areas.

In addition to the above, Marks has licensed a raft of Rudolph products, feeling that the song's the thing, and that the licenses are a kind of commercialized (albeit highly lucrative) by-product of the success of the song. He did, however, reveal that there are 12 musical Rudolph toys on the market, for which five Swiss firms have contracted to manufacture music boxes which repeat 16 bars of the tune for some three minutes.

Returns show over 2,000,000 diskings of the tune sold to date, and 300,000 copies of the music in various forms. The tune will be a Chappell plug in England and on the Continent. Trutone has the song for Africa and All-America for Latin-America.

### "Frosty" Push

The Frosty tune is getting under way on a unique basis—heavy-weight exploitative tie-ups have been obtained before the tune has been proved.

Exploitation of the tune, clefted by Steve Nelson and Jack Rollins, was planned for 1951, but during discussions between Ed Burton, of Hill & Range (H&R), and Macy execs Jack Griffin, head toy buyer, and his assistant, Allen Storch, on H & R's Easter tune, *Peter Cottontail*, the department store suggested that Frosty be unveiled for the forthcoming yule. Macey's has the exclusive display and promotional rights to the tune for the metropolitan area, and is going to make it the Christmas theme in toy departments of the main store and suburban branches.

A Frosty float will be featured in Macy's Thanksgiving Day parade, and decorations formerly centered on Santa Claus will now co-feature Frosty and Santa. The annual kiddie show in Macy's toy department will also feature a Frosty character. Window displays will do the same, and pre-Christmas advertising may carry the Frosty symbol. A mounting number of Frosty products are being licensed by Burton, ranging from toys thru soap and clothing. Manufacturers may sell only to Macy's within the restricted met area, and products must have a Macy okay before Burton will accept them.

### "Frosty" Chain

Burton has also set up chain and department store tie-ins with several leading retail outlets thruout the country, outside the New York area: Hecht, Washington; Strawbridge & Clothier, Philadelphia; Hutzler Bros., Baltimore; Maison Blanche, New Orleans; Burdines, Miami Beach, and Thalheimer, Richmond. Columbia Records is putting on a display drive with department stores for a Gene Autry disk similar to the push on Autry's Rudolph.

An odd switch is that the Autry Frosty is backed by a new Johnny Marks Christmas tune, *When Santa Claus Gets Your Letter*, written for

Autry on his request following the amazing Rudolph success. While Marks' big job will be Rudolph, he is giving Santa subsidiary attention in the hope that it, too, might latch on. If the big Christmas battle this year does turn out to be Rudolph vs. Frosty, Marks has a nice hedge in Santa's being on the back of the H & R ditty.

## DeSantis To Test Remote Potency Via 2 Hook-Ups

CHICAGO, Aug. 26. — The frequently discussed question of whether dance band remotes still carry a promotional wallop may be tested here within the next six weeks by Tony DeSantis, op of the Martinique, indoor bistro, and the Martinique Gardens, adjoining outdoor summer dancery. DeSantis told *The Billboard* that, starting around the end of September, he intends to work out a deal whereby his spot will carry two different web wires nightly. If DeSantis can get another wire in addition to his present American Broadcasting (ABC) hookup, it would be the first time in a decade that a local spot has had a two-web connection.

DeSantis feels that Midwest dancery bosses have become too stereotyped in their promotional methods. He is currently running a series of ads, on the vital statistics column style, which punch across a house ad message rather than just a quick sales message.

The Evergreen Park terperly will feature Art Kassel's ork when the attempt to put in the second wire is made. DeSantis rates Kassel as his top draw among the semi-name orks he uses. If he notes a hypoped biz from the second wire affiliation, he intends to shop the agency field for a powerful name to follow Kassel. DeSantis feels that, while ABC's remote wire covers a certain portion of the Midwest, the addition of another remote link will blanket still another territory. DeSantis believes that by offering an ork two different web mikes, he can get a better price on a band, because of the benefit the band could get on a subsequent one-nighter tour in the territory.

## Tannen Adds Choral Sales

NEW YORK, Aug. 26. — Tannen Music, which has heretofore specialized in country and Western material, is branching into a new field as selling agent for choral arrangements. The pubbery, headed by Nat Tannen, is making deals with other publishers for exclusive handling of their standards in choral scorings only.

The biggest plum landed to date by Tannen in this line is selling rights to *Goodnight, Irene*, obtained from Howie Richmond's Spencer Music firm. Tannen already has prepped three different choral versions of the hit. In addition, he has a first-option deal with M. M. Cole, standard publisher of Chicago, for anything in its extensive catalog. A number of other deals have been made with other publishers for choral rights to individual tunes.

# Gordon Artie JENKINS AND SHAW

with The Jenkins Orchestra and Chorus

THIS  
**DECCA**  
RECORD  
Available on 45 RPM - 78 RPM

# I'm Forever Blowing Bubbles

COUPLED WITH

## YOU'RE MINE, YOU!

**DECCA**  
27186  
(78 r.p.m.)  
**DECCA**  
9-27186  
(45 r.p.m.)

**DECCA**  
RECORDS

AMERICA'S FASTEST  
SELLING RECORDS

# Diskers Ready for Sleigh Ride; Aiming at Proper Stocking

(Continued from page 13)

dealer the opportunity to be fully stocked for his anticipated Christmas demand.

The diskery is placing emphasis on long-play platters, which now include virtually its entire album line, with the firm's only recently innovated 45-r.p.m. line serving as second-line merchandise because of the limited amount of titles which will be available on the doughnut platters for the Christmas season. The diskery has a number of new Christmas items due for leader pushes, but the main emphasis still will lie with its standard catalog. One of the new items is a Bing Crosby coupling of Rudolph, the Red-Nosed Reindeer and the Teddy Bear's Picnic, which is being made available both as a kidisk and as a pop item. The diskery's longhair line, which will debut next week, will include about 50 items by December, each of which will figure in the Christmas drive. The bulk of the drive, however, will be geared to push such standard items as the Crosby

by Christmas albums in the new speeds.

London has alerted its distributors to drive for Christmas business with the issuance of a listing of a complete seasonal line, which includes a number of new and many previously improperly merchandised old items. The diskery has prepared special order blanks for distrib outlets, designed exclusively for Christmas selling. The seasonal catalog will be supplemented with the diskery's forthcoming line of kid wax, which is due to be kicked off in a couple of weeks.

The diskery's seasonal campaign is focused on a list of 22 single platters and eight albums, which cover most of the standard Christmas pops and carols. The diskery is featuring a couple of unique albums, one containing a group of familiar carols recorded by the choir of the Westminster Abbey, in the historic church, and another group of carols sung by the Bach Choir. Also featured will be an album of seasonal songs done by Bobby Brceen, former kid flick star, his first wax since his records for Decca here many years ago.

Capitol's fall merchandising drive (The Billboard, August 26) lays heavy emphasis on its kidisk line. The drive is designed to snowball into the Christmas season, with separate efforts due to be made on its seasonal material and with its longhair catalog.

## Synthetic Enters Disk Job Field

NEW YORK, Aug. 26.—Synthetic Plastics, parent outfit of the Peter Pan kidiskery, has opened a new service department for other kidisk manufacturers, and also plans to go after regular pressing contracts after January 1. The diskery, headed by Henry Lapidus, will handle the pressing, printing, art work and even the recording for rival labels. The latter phase of the operation will be handled by Herb Plattner and Hugo Perette, who recently leased their own Mayfair line to Caravan Records. The outfit's plant is equipped to handle seven and 10-inch vinyl platters.

For its regular dealers and distributors, Peter Pan is offering a three-month split payment plan for stock orders booked this month. Payment may be made in even amounts over the next three months. The diskery offers a perennial 100 per cent exchange privilege.

A big part of the diskery's fall push will be on its six 45 r.p.m. packages, to be released September 15. These are set to retail at 59 cents, including an eight-page picture book in full color. Outfit has also prepped a Treasure Island recording to catch some of the market created by the forthcoming Disney flick. This includes story and songs, and will be issued on 25-cent seven and 45-cent 10-inch disks. The minidisk is a 78 r.p.m. microgroove edition with virtually as much playing time as the 10-inch platter.

# Best Summer In Years for Disks

(Continued from page 13)

however, that last summer had its 50 per cent off inventory clearance sales, and those built up sales, the excise figures for that summer by no means hit this year's July figure.

RCA Victor, despite a serious dip in pop sales, this July and August doubled its total billings as compared with the same months in 1949. Deducing the merchandise taken back via the exchange plan, the total billings would drop considerably, but would still be way ahead of the comparable period in 1949, according to company execs.

Decca Records went into the black in July (for the first time in two years), and during this month, August, enjoyed its biggest month since the postwar boom of 1946. All volume, according to Prexy Milton Rackmil, has been in legitimate sales—that is, no three-in-one plans involved.

### Exchange Moola

Ted Wallerstein, Columbia prexy, stated that last month's business has been fair. He pointed out that part of upsurge, as mirrored by the July excise tax figures, could be attributed to exchange plans of various companies. Columbia is currently engaged in a talent and promotion drive aimed at revitalizing the diskery's pop division.

Capitol's business, according to Floyd Bittaker, veepee in charge of sales, is booming, with August sales showing 100 per cent increase over the same month last year. The diskery's Seranton and Los Angeles plants are operating on a daily two-shift basis with projected increase in sales, forecasting additional production to keep abreast of demand. Cap, says Bittaker, has had to expedite production of its album and cover printing. The sales upswing started in late spring, and by July surpassed business for that month of both 1949 and 1948.

## MGM To Issue New Classic Wax for Fall

NEW YORK, Aug. 26.—Frank Walker, newly renewed topper of the MGM Record's operation, told The Billboard that the label's longhair branch, which is due to swing into moderate action sometime in the early fall season, will produce all new recordings for its catalog. Aside from those classical masters which the diskery obtained in its Muscraft deal, MGM's longhair plans call for new recordings to be made both domestically and abroad exclusively by and for MGM Record's outlets. MGM's foreign disk dealings are with Electrical Musical Industries (EMI), which a couple of years ago created a foreign market MGM label on which only MGM recorded products can be made available.

The MGM policy is somewhat of a departure for the current mode of the longhair mart which is loaded with outfits, new and old, which are making wide usage of old and new foreign made masters and tapes to build repertoire and catalog (The Billboard, July 29).

# Savoy Contest Plugs "Esther"

NEW YORK, Aug. 26.—Savoy Records is participating in a unique air contest originally designed to promote the latest Little Esther release in Atlanta. Diskery topper Herman Lubinsky started it by shipping 100,000 copies of the disk to deejay Zenas Sears of WGST. Sears, who is sponsored by the Red Top Brewery, Cincinnati, started a Guess the Record contest, with listeners asked to mail, wire or phone their guesses as to the exact title of each side. Merchants of the city started contributing prizes and the jackpot has been mounting daily. Meanwhile, 500 white-label copies have been sold to juke ops in the area, slugged simply as the Little Esther Mystery Record. Southland Distributing Company is handling this end of the push.

# Victor Signs 3 New "Cousins"

NEW YORK, Aug. 26.—Steve Sholes, country and Western a. and r. topper for RCA Victor, has inked three new folk warblers to term parts—Hank Penny, formerly with King Records, and the team of Jack Holden and Frances Kay, featured over WEAS, Decatur, Ga.

This makes a total of five new country cousins at Victor during the past year, the other two being Dolph Hewitt and Eddie Marshall. During the same period, Sholes pared a dozen performers from the country roster, in line with Victor's current policy of concentration of artist talent.

Sholes leaves today for a four-day recording trip to Nashville where he will record all the RCA country talent in the music city vicinity.

For Christmas  
**"C-H-R-I-S-T-M-A-S"**  
 and  
**"THE MERRY CHRISTMAS POLKA"**  
 For the winter season  
**"FROSTY THE SNOW MAN"**

THE LITTLE GENERAL  
 says...  
**"THE BASEBALL POLKA"**  
**JOHNNY VADNAL**  
 and his orchestra  
 Victor 25-1167  
 A Home Run in Any League  
**GENERAL MUSIC**  
 400 Madison Ave., N. Y. C., PL 3-7342

**"DREAM A LITTLE DREAM OF ME"**  
 RECORDED BY  
 CATHY MASTICE ..... Admiral  
 DINAH SHORE ..... Columbia  
 G. GIBBS-B. CROSBY ..... Coral  
 JACK OWENS ..... Decca  
 FRANKIE LAINE ..... Mercury  
**Words & Music, Inc.**  
 119 Broadway N. Y. C.

**GREAT STANDARDS TODAY!**  
 SEEMS LIKE OLD TIMES  
 COQUETTE  
 SNUGGLED ON YOUR SHOULDERS  
**LEO FEIST, INC.**

VICTOR YOUNG & MED Washington's  
 LATEST BALLAD  
**"YOUR NOT IN MY ARMS TONIGHT"**  
**SANTLY-JOY, INC.**  
 1619 Broadway New York, N. Y.

**MUSIC BOURNE TO LIVE**  
**"ALL DRESSED UP TO SMILE"**  
**EVELYN KNIGHT**  
 DECCA 27103  
**BOURNE, Inc.** 109th St. N.Y.C.

**"BONAPARTE'S RETREAT"**  
 by  
**KAY STARR**  
 Capitol 1-936

**Another BMI Pin-Up Hit!**  
**PETITE WALTZ**  
 Published by DUCHESS  
 Recorded by  
 Larry Green ..... (Vic)  
 Owan Bradley ..... (Coral)  
 Jack Pleis ..... (Lon)  
 Nat Brandwynne ..... (Colt)  
 Guy Lombardo ..... (Dee)  
 Licensed exclusively by  
**BROADCAST MUSIC, INC.**

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

# The Countin's Mountin' . . . with

# SPADE GOOLEY

## The King of Western Swing

Current Release of . . .

### Mountain Boys Have Fun With Mountain Girls

Lyric by  
**LEON POBER**

Music by  
**RONNIE BUCK**

Musical notation for the first line of the song, including a piano introduction.

CHORUS

Musical notation for the chorus line 1: MOUN-TAIN BOYS HAVE FUN WITH MOUN-TAIN GIRLS and vi-co ver-sa. Moun-tain gals have

Musical notation for the chorus line 2: fun with moun-tain boys. The gals are cur-vy, yes in-deed, and ev-'ry curve is

Musical notation for the chorus line 3: guar-en-teed, 'Cuz see-in' is be-liev-in' in them hills. Moun-tain gals have

Musical notation for the chorus line 4: fun with moun-tain-boys and ver-sa vi-co. MOUN-TAIN BOYS HAVE FUN WITH MOUN-TAIN

## ON RCA VICTOR

78 R.P.M.  
No. 20-3894

45 R.P.M.  
No. 47-3894

Published by

### BANTAM MUSIC

8746 Sunset Blvd., Hollywood 46, Calif.

Her Second Record  
Her Second Hit!

Roberta  
Quintan



...Radio and Television star and  
Mercury's newest addition to  
an ever-greater talent roster!

"PUNKY  
PUNKIN"

MERCURY 5480



Only  
Mercury  
has the hits on  
NON BREAKABLE RECORDS

MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA, TORONTO, CANADA

## Music—As Written

### Mary Mayo, Making Good, Signed by Capitol for 5 Years

Capitol Records last week signed 19-year old thrush Mary Mayo to a five-year recording contract. The hitherto obscure young miss was a studio choral group singer who was picked up to do an experimental date of four sides by Walter Rivers, Cap's Eastern artist and repertoire chief.

### London Picks Up "It May Be on Sunday" Master

London Records last week obtained the rights to the original Congress master of "It May Be on Sunday," a ballad which has stirred up some noise in the St. Louis area. London got the disk on a lease-royalty basis thru Julian Miller, who penned the song and who owned the master. Tune last week was landed for publication by Bregman-Vocco-Conn.

### Mercury's Palmer Passes Out 45 Disk Converters

As a sales promotional gimmick, Mercury's Southern California sales manager, Lee Palmer, is distributing free of charge 45 r.p.m. disk converters to standard spindle size. Converters normally retail for 5 cents. Palmer hit on the idea of saving cutouts left over from production of 45 r.p.m. platters. These, bearing Mercury's name, are then Scotch taped back into place for those using the doughnut disks on three-way changers. Palmer expects Mercury to adopt the gimmick on a national scale.

### Anderson Sets Bushkin, Hackett for Columbia Albums

P. M. Ernie Anderson has set 88'er Joe Bushkin and cornetist Bobby Hackett for album waxings with Columbia Records. Plans have Bushkin cutting with a string ork; Hackett with a small jazz combo.

### Shaw, Brokenshire Ready Dance Step Sheet

Arnold Shaw, Duchess Music topper, and Norman Brokenshire, deejay on WNBC, are preparing a set of instructions on dance steps to "The Petite Waltz." Instructions will go to deejays for giveaways to listeners. Shaw has already worked up a number of promotions for the tune, including a tie-up with Arthur Murray dance studios. Latest to cut the tune is Guy Lombardo, who waxed it for Decca last week.

### McNamara Preps New "ASCAP Biographical Dictionary"

Dan McNamara, public relations director of the American Society of Composers, Authors and Publishers (ASCAP), is collating material for the revised edition of the "ASCAP Biographical Dictionary." Several editions have already been sold out. The new edition will carry revisions and additional works written since October 1, 1947. The data on approximately 250 new ASCAP members (since 1947) will be carried in addition to the 1,900 members now in the book.

### Spade Cooley Parts Company With Harmon

Spade Cooley and his manager, Jack Harmon, have parted after an affiliation that started the first of this year. Cooley is currently reorganizing his enterprises, which include his Santa Monica ballroom, motion picture production, video and records. A successor to Harmon has not as yet been selected.

### Conn. Symph Pulls 11,000 for Final Pops Concert

The final summer concert of the season given by the Connecticut Symphony Orchestra at Fairfield University Field, Bridgeport, Friday (18), dedicated to an exclusive Rodgers and Hammerstein program, drew 11,000 persons, the largest crowd since its inception three years ago. Featured artists were Gustave Haenschen, Conrad Thibault, Kay Armen, Rosemary Dickey and the Green and White Cities Service Quartet. Richard Rodgers, who is a Connecticut resident, was present and made a short speech. Rodgers donated his royalties for the concert and Haenschen also donated his services, with the other artists accepting only a third of their usual fee.

### Ralph Flanagan To Open Bridgeport Ritz Name Policy

The Ritz Ballroom, Bridgeport, Conn., owned and operated by Joseph (Joe) Barry and Mrs. George McCormack, will open for the season September 10, with Ralph Flanagan as opening attraction. Policy will be name bands Sundays and holidays, and territorial bands during the week.

### Musart's Harron Studies England's Bomb Shelter Music

Paul Harron, vice-president of Musart, wired music company, planned to England last week to inspect wired music installations in plants and bomb shelters there—the type used during the last war. Musart is anticipating making similar installations here should eventualities warrant. Harron, who will be overseas for several weeks, is also president of WIBG, Philadelphia.

### New York:

Decca Prexy Milton Rackmil slated to leave August 29 for a one-week vacation in Miami. . . . Rackmil's daughter, Marlene, last week became engaged to Martin P. Salkin, a nonpro. . . . Tommy Dorsey finalized his Decca waxing pact, which is for three years, and recorded his first sides for the firm August 25. . . . Decca also created a pair of new talent blendings by pairing Artie Shaw with Gordon Jenkins and by putting together a couple of guys named Louis—Jordan and Armstrong, of course.

Mercury execs Irv Green and Art Talmadge in town last week working on the negotiation of the Vic Damone contract. Damone has been reported heading for another major diskery, but initial indications are strong that the young warbler will remain with Mercury for a considerable monetary hike. . . . Frank Sinatra will make a Labor Day week-end stand at the Steel Pier, Atlantic City, September 1 thru 4. The crooner will follow that with three days at the Minneapolis Style Show and close his whirl with a one-day stand September 10 at the Pennsylvania State Fair, Reading, Pa.

Rainbow Records obtained the rights to a Saturn label dinking of the "H-Bomb Boogie" by Charlie Singleton and his ork on a lease-royalty

basis. Same label is readying a dozen long-play disks, including an Eddie (Gin) Miller tap dance-ragtime package for September merchandising. . . . Elliot Lawrence's deal to go with Joe Glaser's Associated Booking Corporation, after four years with General Artists Corporation, has been completed, confirming The Billboard's original report of a couple of weeks ago.

Dick Brown, "Stop the Music" warbler, has signed with Jubilee Records. . . . London Records is releasing Lorry Raine's "Harbor Lights" and "Music, Maestro, Please," acquired from Universal Records. . . . Abbey Records has added two distributeries, Mid-West in St. Louis, and Malverne-New England in Hartford, Conn. . . . Clark McClellan, arranger for Toni Arden and Alan Dale, is building a band around trumpeter Jimmy Roma. Instrumentation will be eight brass, one reed and rhythm.

Marjorie Jane Olman, daughter of Abe Olman, general manager for the MGM pubberies (Robbins-Feist-Miller), was skedded to marry Barry Sturmer Sunday (27) at the Waldorf-Astoria. . . . Howard Miller, son of Music Publishers' Contact Employees Prexy Bob Miller, to marry Joan Heller at the McAlpin Hotel Sunday (3).

Paul Weston, new West Coast a. and r. director for Columbia Records, has waxed an instrumental album for the label's dance parade series. . . . Dave Dreyer acquired pubbing rights to the Johnny Parker-Nat Freyer ditty, "Can't Seem To Laugh Any More," with Parker's current Capitol etching of the tune on release last week. . . . Thrush Irene Knight opens at the Club Charles in Baltimore for a week beginning Friday (8). . . . Herb Kadison, of the Mannie Greenfield fackery, a lieutenant in the naval reserve, has been called to active duty.

RCA Victor has re-signed Metopera thrush Patrice Munsel. . . . Friedrich Schorr, who retired from the Met in 1943, has joined the New York City Opera Company as special advisor to the German wing. Appointment marks the first step in a long-range plan to develop the company's German repertory. . . . Rose Bampton, also formerly with the Met, has joined the New York City Opera Company to sing in "Der Rosenkavalier" this fall. . . . RCA Victor is canvassing the disk reviewers for repertoire suggestions for expanding the RCA LP and 45 r.p.m. library.

### Chicago:

Louis Jordan, recovered from his recent illness, returns to work September 1 with a string of Midwest and Southeastern one-nighters set thru mid-November. . . . Al Morgan returns as free act at Coney Island, Cincinnati, September 9-10. The London recorder goes into the Meadowbrook, Cedar Grove, N. J., September 22 for one week. . . . The Aragon Ballroom, which has bred a number of promising names by giving bands consistent location dates, has set another new ork, Tommy Reed, who opens October 29 for four weeks. . . . Tommy Carlyn, who closes at Oh Henry Ballroom, Willow Springs, Ill., in mid-September, will follow with his first sweep thru the territory, with a date at Casa Loma Ballroom, St. Louis, October 6. . . . Wayne King goes into the Edgewater Beach October 27-November 21. . . . Bill King, p. m. for Judy Canova, is in the Midwest, working with Phil Simon, Grand Rapids, Mich., promoter. King is booking "Iceandia," a 55-person icer, which carries its own 65 by 45-foot rink and freezing equipment. King no longer is handling Tennessee Ernie Ford. . . . Monroe Passis has moved his Chord Distributors to 1400 East 55th Street. Varsity Records will remain at his old quarters at 2318 South Michigan. . . . Gene Lowery, manager of the Dixie Four Quartet at WIBC, Indianapolis, is forming a new h. b. diskery, Hoosier. He now operates Gospel Records, which has masters by the Dixie Four, Wally Fowler and the Drifting Pioneers. He has inked Chickie Hopkins, WIBC, as his first country singer. He goes south soon for talent.

### Hollywood:

Capitol Prexy Glenn E. Wallichs hops to San Francisco to attend the opening of firm's new Bay City branch. Office recently moved to larger quarters. . . . RCA Victor is currently recording its Red Seal "big three" in trio performances, blending the talents of Violinist Jascha Heifetz, recently signed 'cellist Gregor Piatagorsky and pianist Artur Schnabel. . . . Modernaires have been added to the California State Fair show bill, appearing in Sacramento at the State-wide event September 7. . . . Jerry Gray and his ork cuts first of 14 Department of Defense air shows with Tommy Traynor and Patti Clayton on vocals. . . . Navy Recruiting Service also turns to wax names for its 12 quarter-hour transcribed segs, with Dick Haymes, Frankie Laine, Gordon MacRae, Jo Stafford, Mel Torme and Jimmy Wakely participating. . . . Capitol's Alan Livingston inked a five-year pact with Jerry Marlowe for kidisk use. Initial Marlowe release, a Christmas item, will be in September. . . . Lynn Murray, for the past two seasons handling music on the CBS "Hallmark Playhouse," resumes the music director's post September 7 when the show returns. . . . Decca's Simon Rady in from Gotham to wax a Danny Kaye kidisk album. . . . Palladium's general manager, Earl Vollmer, is trying to sell Phil Harris and Bob Crosby on forming bands to play his dancery. So far, no response. . . . "Peace of Mind" is the tag of a Capitol album featuring Dr. Samuel Hoffman on a theremin trio (via triple cutting and dubbing) with Billy May's ork and arrangements. Music is by Harry Revel. Theremin-Revel combination is similar to Cap's "Music Out of the Moon," a solid seller since its release three years ago.

### On the Sound Track:

There'll be plenty of opera in Mario Lanza's "The Great Caruso" (MGM). Lanza will be heard in arias including Verdi's "E' il Sol Dell Anima," "La Donna e Mobile," and the "Quartet" from "Rigoletto"; "Celeste Aida," "Trio Finale," from "Aida"; "Miserere," from "Il Traviatore"; Puccini's "Che Gelida Manina," from "La Boheme"; the torture scene aria and "E Lucevan le Stelle," from "La Tosca"; Donizetti's "Una Fortiva Lagrima," from "L'Elisir d'Amore"; the "Sextet" from "Lucia"; Ponchielli's "Cielo e Mar," from "La Gioconda," and Flotow's "M'Appari," from "Martha." Dorothy Kirsten and Jarmila Novotna share the sound track with Lanza. . . . Franz Waxman batons the Amsterdam Symphony Orchestra as guest conductor during its regular summer series. . . . Warner Bros. estimates there are over 160 diskings covering yesteryear tunes from its "Tea for Two" film. Doris Day's dancng in the flick wins her the lead in WB's "Lullaby of Broadway." Part originally was skedded for June Haver, who had to forego the role due to illness. . . . RCA Victor is pressing 7,500 interview disks for Warners to be used in air exploitation of its "West Point Story." Doris Day, Gordon MacRae and Virginia Mayo participate in cuttings. . . . William Lava is scoring "Break Through" (WB). . . . Lucille Norman, radio-musical comedy songstress, inked to a term pact by Warners. . . . Lynn Murray has completed scoring Irving Allen's "Return of Gilbert and Sullivan." . . . Andre Previn, RCA Victor artist and Metro musical director, reports to active duty with the 40th Division of the California National Guard, donning uniform September 1.



**Jazz**  
**August**  
...with full orchestra  
and vocal group

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

**MERCURY 5478**



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

# NOLA

*(the all time favorite!)*

*Riding High*

with these GREAT NEW records...

LES  
PAUL'S



Capitol 1014  
45rpm-1014

*Then*

FRANKIE  
CARLE'S



RCA Victor  
78rpm-20-3743  
45rpm-47-3743

*and NOW!*

GUY  
LOMBARDO'S



Decca 27178  
45rpm-9-27178

**SAM FOX PUBLISHING COMPANY**  
Radio City New York, N. Y.  
RCA Bldg.

## The Billboard MUSIC POPULARITY CHARTS

PART  
I

### The Nation's Top Tunes

Based on reports received last three days of Week Ending August 25

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

## HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week

Last Week

1. **GOODNIGHT, IRENE** 1  
By Huddle Ledbetter and John Lomax  
Published by Spencer (BMI)  
Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shock-D. Dillard-D. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col17818892, (33)10718; D. Day-C. Dant, V178120-3870; L. Dee, Dec 46250; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Austry, Col178120738, (33)2-767; E. Grant, Cap4781158, (45)F-1158; Harmony Bells Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Royal 3282.  
Electrical transcription libraries: Ray Anthony, Lang-Worth.
2. **MONA LISA** 2  
By Jay Livingston and Ray Evans  
Published by Famous (ASCAP)  
From the Paramount film, "Captain Carey, U. S. A."  
Records available: Dennis Day-H. Rene Ork, V 20-3753; M. James Ork, Col178138768, (33)1-888; M. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3808; "T" Texas Tyler, 4 Star 1514.  
Electrical transcription libraries: Norman Cloutier's Ork, Thebanus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.
3. **PLAY A SIMPLE MELODY** 3  
By Irving Berlin  
Published by Irving Berlin (ASCAP)  
Records available: G & B Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Schart Ork, V(45)47-3781; D. Shore-M. Zimmerman Ork, Col178138837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039.  
Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.
4. **SAM'S SONG** 4  
By Jack Elliot and Lew Quaid  
Published by Sam Weiss (ASCAP)  
Records available: J. "Fingers" Carr, Cap 962; G & B Crosby-M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Dixieland Band-Four Hits and a Miss, Col178138876, (33)1-685; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; F. Martin Ork, V(45)47-3798; Melodians, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.  
Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.
5. **TZENA, TZENA, TZENA** 5  
(\*Copyright in dispute)  
Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Gator 5. Malinsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Selak Ork, Columbia 12473; G. Cates Ork, Coral 60261; R. Flanagan Ork, V178120-3847, (45)47-3847; Frank Wojnarowski, Dana 702.  
Electrical transcription libraries: Dean Hudson, Lang-Worth; Allen Roth Ork, Thebanus.
6. **COUNT EVERY STAR** 7  
By Bruno Coquatrix and Sammy Gallop  
Published by Paxton (ASCAP)  
Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Blenders, Dec 46158; D. Haymes-A. Shaw, Dec 27042; M. Jeffries, Col178138732, (33)1-555; M. Winterhalter Ork, V178120-3697, (45)222; Ravens, National 9111; S. Sitt, Prestige 718.  
Electrical transcription libraries: Bob Crosby, Standard; Mindy Carson, Associated.
7. **I WANNA BE LOVED** 6  
By John W. Green, Billy Rose and Edward Heyman  
Published by Supreme (ASCAP)  
Records available: I. Bennett-M. Manning, Col178138825, (33)1-646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38493; B. Eckstine, MGM 10718; Fontaine Sisters-H. Winterhalter Ork, V178120-3772, (45)47-3772; D. O'Brien, J. Garber Ork, Cap 7813044, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V178120-3436, (45)47-4902; D. Washington, Mer 6181; D. Bradley, Coral 60241; C. Williams Ork, Variety 268; G. Ammons, Prestige 717.  
Electrical transcription libraries: Fran Warren, Thebanus; Eugenie Baird, Lang-Worth; Skinny Ennis, Standard.
8. **THIRD MAN THEME, THE** 9  
By Anton Karas  
Published by Chappell (ASCAP)  
From the Carol Reed film, "The Third Man"  
Records available: D. Apollon, National 9103; Gate Vienna Quartet, Col(33)1-444; I. Fields Trio, V178120-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V178120-3709, (45)47-3242; A. Rey, Cap1781810, (45)F-820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 373; H. Winterhalter, Col 38706; B. Pollack Ork, Modern 203; F. Martin, V 20-3797; V. Young Ork, Dec 27048; N. Stuart Ork, Intra 6001; Franz Goettschall, Tempo 470.  
Electrical transcription libraries: Music of Manhattan, Thebanus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World.
9. **BONAPARTE'S RETREAT** 10  
By Pee Wee King  
Published by Acuff-Rose (BMI)  
Records available: G. Krupa, V178120-3766, (45)47-3766; L. McAuflife, Col178120706, (33)2-664; P. Napoleon, Col 38891; K. Starr, Cap1781936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V178121-0111, (45)48-0114; E. Grant, Cap1261158, (45)1158.  
Electrical transcription libraries: Jack Rivers, Standard.
10. **BEWITCHED** 8  
By Richard Rodgers and Lorenz Hart  
Published by Chappell (ASCAP)  
Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honey-dreamers, V178120 3726, (45)47-3726; G. Jenkins Ork, Dec 24903; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torne-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231; E. Goodman, Col(33)2-642; J. McKee, Variety 266.  
Electrical transcription libraries: Dave Rose Ork, Standard; Kay Arman, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarneri Quintet, Thebanus; Russ Morgan, Lang-Worth.

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

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

Release 50-25

Ships Coast to Coast, Week of September 3

## POPULAR

- PERRY COMO**  
Patricia  
Watchin' the Trains Go By  
20-3905—(47-3905)\*
- GENE KRUPA**  
Cincinnati Dancing Pig  
Swingin' Doors 20-3906—(47-3906)\*

## Here come the DANCE BANDS again!

- VAUGHN MONROE**  
This Is My Country  
The Great American Dream  
20-3907—(47-3907)\*
- RETTY HUTTON**  
Orange Colored Sky  
Can't Stop Talking  
20-3908—(47-3908)\*

## POP-SPECIALTY

- SIX FAT DUTCHMEN**  
Geneva Polka  
Dutch Boy—Waltz  
25-1172—(51-1172)\*

## COUNTRY

- ELTON BRITT**  
I'll Find You  
(Remember Me) I'm the One Who  
Loves You 21-0378—(48-0378)\*
- PEE WEE KING**  
Cincinnati Dancing Pig  
We're Gonna Go Fishin'  
21-0379—(48-0379)\*
- ELTON BRITT**  
The Red We Want Is the Red We've  
Got  
There's a Star-Spangled Banner Wav-  
ing Somewhere 21-0381—(48-0381)\*

## SACRED

- HARMONEERS QUARTET**  
Roll On, Jordan  
Song of Delight  
21-0380—(48-0380)\*

## NEW ALBUM

"Musical  
Smart Sets"

- VAUGHN MONROE**  
Vaughn Monroe Sings a Medley of  
College Songs P-299—(WP-299)\*

## CHILDREN'S ALBUMS

- PAUL WING**  
Little Black Sambo's Jungle Band  
Y-392—(WY-392)\*
- ROY ROGERS**  
Roy Rogers Rodeo Y-413—(WY-413)\*
- BOB SMITH**  
Howdy Doody's Laughing Circus  
Y-414—(WY-414)\*
- PAUL WING**  
Uncle Wiggly Y-415—(WY-415)\*
- BOBBY DRISCOLL**  
Treasure Island Y-416—(WY-416)\*

\*15 R.P.M. No.

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



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

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of August 26). Obviously, these things!

- Bonaparte's Retreat**  
Gene Krupa . . . . . 20-3766—(47-3766)\* 7
- Count Every Star**  
Hugo Winterhalter . . . . . 20-3697—(47-3221)\* 7
- Cuddle Buggin' Baby**
- Enclosed One Broken Heart**  
Eddy Arnold . . . . . 21-0342—(48-0342)\* 7
- Good Night, Irene**  
Dennis Day . . . . . 20-3870—(47-3870)\* 7
- I Cross My Fingers**  
Perry Como . . . . . 20-3846—(47-3846)\* 7
- I'm Movin' On**  
Hank Snow . . . . . 21-0328—(48-0328)\* 7
- La Vie En Rose**  
Tony Martin . . . . . 20-3819—(47-3819)\*  
Ralph Flanagan . . . . . 20-3889—(47-3889)\*  
Melachrino Strings . . . . . 20-3739—(47-3739)\* 7
- Mona Lisa**  
Dennis Day . . . . . 20-3753—(47-3753)\*  
Ralph Flanagan . . . . . 20-3888—(47-3888)\*
- Take a Letter, Miss Smith**  
Tony Martin and Fran Warren . . . . . 20-3874—(47-3874)\*
- Tzena, Tzena, Tzena**  
Ralph Flanagan . . . . . 20-3847—(47-3847)\*



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

### Music, Maestro, Please

- Tony Martin 20-3883—(47-3883)\*  
No. 8 Disc Jockey's Pick, Billboard, August 26th.

**The Red We Want Is the Red We've Got (In the Old Red, White and Blue)**

Ralph Flanagan 20-3904—(47-3904)\*  
The Billboard Picks, August 26th. Flanagan throws everything but the kitchen sink into this rousing rendering of a cornball piece of contemporary patriotism, a bit of flag waving that should pay off for Flanagan and Victor.

## TIPS

**BETTY HUTTON—ORANGE COLORED SKY**  
**CAN'T STOP TALKING 20-3908 (47-3908)**

Betty's first record since her return to the RCA Victor label

The stars who make the hits  
are on

# RCA VICTOR Records

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

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

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NEW SINGING DISCOVERY**

**JOHNNY PARKER**



**Singing Two Great Sides**

**"CAN'T SEEM TO  
LAUGH ANYMORE"**

and

**"NEVER AGAIN"**



#1162

**SIX FEET TALL!**

**HE'S S-H-A-R-P**

**SINGS "LIKE CRAZY"!**

**BLACK HAIR!**

**LOVES WOMEN!**

Personal Management

Exclusive Booking

**NAT FREYER**

**MCA**

**The Billboard**  
**MUSIC POPULARITY CHARTS**

**PART II**

**Sheet Music**

Based on reports received last three days of Week Ending August 25

**BEST-SELLING SHEET MUSIC**

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

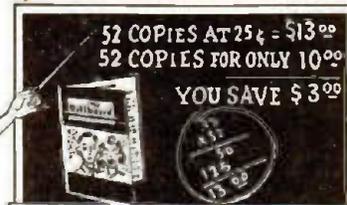
POSITION		This Week		Songs	Publishers
Weeks to date	Last Week	1	2		
12	1	1	1	MONA LISA (F) (R)	Famous
7	3	2	2	GOODNIGHT, IRENE (R)	Spencer
9	2	3	3	PLAY A SIMPLE MELODY (R)	Berlin
8	5	4	4	SAM'S SONG (R)	Sam Weiss
14	7	5	5	COUNT EVERY STAR (R)	Paxton
23	6	6	6	THIRO MAN THEME, THE (F) (R)	Chappell
5	8	7	7	TZENA, TZENA, TZENA (R)	Copyright in disputa
19	4	8	8	BEWITCHED (R)	Chappell
15	8	9	9	I WANNA BE LOVED (R)	Supreme
2	15	10	10	NO OTHER (R)	Walt Disney
5	—	11	11	SOMETIME (R)	Witmark
20	10	12	12	OLD PIANO ROLL BLUES, THE (R)	Leeds
5	12	12	12	LA VIE EN ROSE (R)	Harms
2	14	14	14	BONAPARTE'S RETREAT (R)	Acuff-Rose
3	—	15	15	I CROSS MY FINGERS (R)	United
5	—	15	15	I DIDN'T SLIP, I WASN'T PUSHED, I FELL (R)	Remick

**ENGLAND'S TOP TWENTY**

POSITION		This Week		Songs	English	American
Weeks to date	Last Week	1	2			
11	1	1	1	BEWITCHED	Chappell	Chappell
5	2	2	2	SILVER DOLLAR	Pic Music, Ltd.	Hampshire Publishing Corp.
15	4	3	3	DEARIE	Campbell-Connolly	Laurel
20	3	4	4	MY FOOLISH HEART	Sun	Santaly-Joy
12	5	5	5	DADDY'S LITTLE GIRL	Yale	Beacon
16	8	6	6	LET'S DO IT AGAIN	Lennox	Robbins Music
12	6	7	7	I REMEMBER THE CORNFIELDS	Arcadia	Leeds
3	10	8	8	SENTIMENTAL ME	Cinephonic	Krickerbocker
2	13	9	9	IF I WERE A BLACK BIRD	Box & Cox	—
17	9	10	10	THAT OLD PIANO ROLL BLUES	Leeds	Leeds
7	14	11	11	IF I LOVED YOU	Williamson	—
16	7	12	12	OH, YOU SWEET ONE	Southern	General Music
7	11	13	13	YOUR HEART AND MY HEART	Lawrence Wright	—
3	17	14	14	HAVE I TOLD YOU LATELY THAT I LOVE YOU?	Leeds	Duehess
16	12	15	15	QUICKSILVER	W. H. Morris	W. H. Morris
5	16	16	16	CANDY AND CAKE	Irwin Dash	Oxford Music
1	—	16	16	SAM'S SONG	Sterling	Sam Weiss
15	15	18	18	ME AND MY SHADOW	Francis Day	Bourne
2	19	19	19	ONCE IN A WHILE	Magna	—
32	18	20	20	JEALOUS HEART	New World	Acuff-Rose

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

**INTERESTING FIGURES**



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# THE TOP TUNES OF THE DAY

are on



	78 RPM	45 RPM
<b>TOP POPS!</b>		
"MONA LISA" Nat "King" Cole.....	1010	F1010
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936
"AIN'T NOBODY'S BUSINESS BUT MY OWN," "I'LL NEVER BE FREE" Starr-Ernie.....	1124	F1124
"NOLA," "JEALOUS" Les Paul.....	1014	F1014
"SOMETIME," "NO OTHER LOVE" Jo Stafford.....	1053	F1053
"GOODNIGHT IRENE," "OUR VERY OWN" Jo Stafford.....	1142	F1142
"HOME" Nat "King" Cole.....	1133	F1133
"SAM'S SONG," "IVORY RAG" Joe "Fingers" Carr.....	962	F962
"I LOVE YOU BECAUSE" Jan Garber.....	983	F983
"BABY, DBEY ME," "I'LL ALWAYS LOVE YOU" Dean Martin.....	1028	F1028

	78 RPM	45 RPM
<b>TOP WESTERNS!</b>		
TENNESSEE ERNIE & THE STARLIGHTERS "Cincinnati Dancing Pig".....	1174	F1174
TENNESSEE ERNIE "What This Country Needs".....	1159	F1159
JIMMY WAKELY "Mona Lisa".....	1151	F1151
RAMBLIN' JIMMIE DOLAN "Wham! Bam! Thank You Mam!".....	1150	F1150
JESS WILLARD "Trouble Then Satisfaction".....	1137	F1137
JOE ALLISON "Goodnight Irene".....	1122	F1122
JESS WILLARD "New Panhandle Rag".....	1101	F1101
BILLY WALKER "Alcohol Love".....	1097	F1097
JIMMY WAKELY "Sugar Plum Kisses".....	1066	F1066
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone".....	952	F952

Two New Children's Singles by  
**SMILEY BURNETTE**  
in full-color picture sleeves  
"RUDOLPH, THE RED-NOSED REINDEER"  
coupled with "THE SWISS BOY"  
"THE DONKEY ENGINE"  
coupled with  
"I WISH THAT I'D SAID THAT"



Nat "King" Cole's **"MONA LISA"**  
SENSATIONAL SELLER  
MOVING UP FAST!  
NAT'S "HOME"  
NEWEST  
coupled with  
**"TUNNEL OF LOVE"**  
78 rpm No. 1133 45 rpm No. F1133

Margaret Whiting with  
Joe "Fingers" Carr  
**"LET'S DO IT AGAIN"**  
coupled with  
**"FRIENDLY STAR"**  
78 rpm No. 1132 45 rpm No. F1132

ALL 3 ON  
**"Cincinnati Dancing Pig"**  
VOCAL and Western Band **TENNESSEE ERNIE**  
78 rpm No. 1174 45 rpm No. F1174  
PIANO and Chorus **JOE "FINGERS" CARR**  
78 rpm No. 1182 45 rpm No. F1182  
ORGAN **EDDIE GRANT** on the Hammond  
78 rpm No. 1183 45 rpm No. F1183

Peggy Lee  
**"SHOW ME THE WAY TO GET OUT OF THIS WORLD"**  
('cause that's where everything is!)  
coupled with  
**"HAPPY MUSIC"**  
78 rpm No. 1105 45 rpm No. F1105

Tex Williams and His Western Caravan  
**"WILD CARD"**  
coupled with  
**"TAMBURITZA BOOGIE"**  
78 rpm No. 1166 45 rpm No. F1166

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending August 25

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns: Rank, Title, Artist, Station, and other details. Includes records like 'GOODNIGHT, IRENE', 'MONA LISA', 'SIMPLE MELODY', etc.

Vox Jox

GAB BAG . . . Jim O'Neill, CJSH, Hamilton, Ont., writes, 'I'd like to second the motion of Robert Martin, WPOR, Portland, Me., with regard to jazz record companies servicing jazz jocks. Here in Canada, the majority of good jazz pressed on the smaller labels is absolutely unobtainable. So, I'd appreciate hearing from some of the spinners who may have knowledge of the location of disks by such great men as King Oliver; Jelly Roll (circa 1924) and Bix.' . . . In a plaintive mood Sandy Taylor, WPTR, Albany, N. Y., pens, 'Thanks for putting the article about 'Baby Sitters' in Vox Jox, but it's caused me a lot of grief, so to speak. To date, I've received four songs with the title of 'Baby' in the lyrics, and they all want me to have them recorded by some small company like RCA or Columbia. Billboard must really get around, but please make it clear that I can't have a song recorded by any company!' . . . Douglas Ford, WHIS, Bluefield, W. Va., has a sponsored Saturday night session featuring Hungarian dance, folk and polka music. He'd like to hear from d. j.'s with a similar type show. Ford also thinks it would be fine if 'the top-flight artists recorded special birthday greetings to be used on programs like my 'Happy Birthday' session.' . . . Ted Jones, KLEE, Houston, pens: 'Perhaps some of the d. j.'s haven't learned to fully appreciate Vox Jox. I'd like to go on record by saying that, to me, Vox Jox is the very basis for the 'punch stuff' I try to keep my show loaded with gimmix, etc. After reading the invaluable points the fellows were passing on to others I realized that they, too, have the same goal. We are all in the game for one thing. To please our listeners.'

TREND TALK . . . Jeff Evans, WKDY, Ladysmith, Wis., writes 'Recently added Signature's 'Espanharlem' to our library and it only took a few spins to make the phones ring. We think it's right up there on the list of all time greats. Try it once.' . . . Pbil Keener, KGAF, Gainsville, Tex., says the Andrew Sisters' dishing of 'Wedding of Lill Marlene' is getting quite a request play on 'Party Time.' . . . 'Many jockeys find it hard to believe,' pens Vince Paul, KOSA, Odessa, Tex., 'but Vaughn Monroe was chosen favorite singer, six to one, in a recent poll on my show.' . . . Dan Burgess, WMSA, Massena, N. Y., writes 'By accident we just discovered Ray McKinley's two-year old recording of 'I Wanna Be Loved' in our library. Since its reincarnation, it's received considerable backing here.'

PREEMS . . . Joe E. Grayson has replaced announcer Bob Mahoney at WTWA, Thomson, Ga. . . Sam Lombardi, same station, is moving over to WKNK, Muskegon, Mich. . . Charlie Trussell, WNOW, York, Pa., tees off a series of remote breakfast shows from the Yorktown Hotel next month (16). . . Bill Garr, KWKW, Pasadena, Calif., appointed program director, in addition to regular d. j. chore. . . Jay Thomson is new d. j. at WLRP, New Albany, Ind. . . Gil Brooks, WKNA, Charleston, W. Va., has taken over the station's telephone quiz show 'West Virginia, U.S.A.' . . . Don Western, a spring grad of Ohio State, has snagged a daily hour d. j. spot on WHKK, Akron. Features 15 minutes of music by his 'namesake' Paul Weston. . . Frank Harmon, formerly with WKLY, Hartwell, Ga., has joined WRFC, Athens, Ga. . . Ron Barkley, KRES, St. Joseph, Mo., will have two new disk shows when the station's 5,000 watt operation goes into effect shortly. . . Harry Curran appointed chief announcer of WXGI, Richmond, Va. . . Arlene Clair, speech professor at Temple University, has replaced Lois Williamson at WHAT, Philadelphia, becoming one of the town's two gal d. j.'s. Lois has been called to active duty in the marines. . . Bob Mills has taken over Ron Miller's show on WSAZ, Huntington, W. Va. . . Perry Gilliam has switched from WJIM, Lewisburg, Tenn., to WSIX, Nashville. Gil Greene is a new d. j. at former station. . . Pete Devito and Charley Zaines are subbing for 'Beaming Billy' Swanwick at WALL, Middletown, N. Y., while the

SONGS WITH GREATEST RADIO AUDIENCES (AC)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Patman's Audience Coverage Index. The index is projected upon radio logs made available to Patman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of 1949) tunes alphabetically. This music checked is preponderantly (over 50 per cent) alive.

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

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Table listing songs with greatest radio audiences, including 'All My Love', 'Bewitched', 'Can't We Talk It Over?', etc.

SONGS WITH MOST TV PERFORMANCES (RH TELE-LOG)

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

Table listing songs with most TV performances, including 'I Wanna Be Loved', 'Count Every Star', 'Bewitched', etc.

d. j. vacations for two weeks. . . Don Thurston has succeeded Dave Mohr as music librarian at WTWN, St. Johnsbury, Vt. . . Mohr is now spinning 'em at WKNB, New Britain, Conn. . . Ronnie McCoy and pianist Phil Galusha will pinch hit for Ray Perkins on KFEL, Denver, while the latter takes his two weeks with pay this month. . . Eddie Newman, WJMJ, Philadelphia, will pilot a d. j. session for WMIE, Miami Beach, Fla., beginning November 5. The session will probably originate from Copa City. . . Don McLeod takes over for Bob Murphy, WJKB, Detroit, this month, while latter takes vacation. . . Minnie Jo Curtiss, teed off a platter session for WWJ, Detroit, this month tagged 'Mood Magic.' . . Bob Horn has left WIP, Philadelphia, to join WFIL, same city. . . Bob Schultz, ex-WMSA, Meriden, N. Y., is new staffer at WMMW, Meriden, Conn. . . Syd Byrnes, WCCC, Hartford, is broadcasting a new early ayeem show via a remote from his own home.

THE FOUR TOP BEST SELLING RECORDS ON ALL CHARTS!

**BIG!**  
**Frankie**  
**Laine**



**"MUSIC MAESTRO, PLEASE"**

*Flip Side*

**"DREAM A LITTLE DREAM"**

MERCURY 5458

45 RPM•5458X45

**BIG!**  
**Vic**  
**Damone**



**"CINCINNATI DANCING PIG"**

**"FORBIDDEN LOVE"**

MERCURY 5477 45 RPM•5477X45

★  
**"JUST SAY I LOVE HER"**

**"CAN ANYONE EXPLAIN"**

MERCURY 5474 45 RPM•5474X45

**'TZENA, TZENA, TZENA'**  
**'I LOVE THAT GIRL'**

MERCURY 5454 45 RPM • 5454X45

**'VAGABOND SHOES'**  
**'I HADN'T ANYONE TILL YOU'**

MERCURY 5429 45 RPM • 5429X45

**BIG!**  
**KITTY**  
**KALLEN**  
**AND**  
**RICHARD**  
**HAYES**



**"OUR LADY OF FATIMA"**

*Flip Side*

**"HONESTLY I LOVE YOU"**

MERCURY 5466

45 RPM•5466X45

**BIG!**  
**Patti**  
**Page**



**"ALL MY LOVE"**

*Flip Side*

**"ROSES REMIND ME OF YOU"**

MERCURY 5455

45 RPM•5455X45

ONLY



HAS THE HITS ON NON-BREAKABLE RECORDS



The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending August 25



BEST-SELLING POP SINGLES

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

POSITION	Weeks (Last   This to date)   (Week   Week)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
9	1	1	GOODNIGHT, IRENE	G. Jenkins-Wewers	Dec(7)27077																											
			Zena, Trena, Trena																													
13	2	2	MONA LISA	Nat "King" Cole	Cap(7)1010																											
			Greatest Inventor of Them All, The																													
6	4	3	SAM'S SONG	Gary-Bing Crosby	Dec(7)27112																											
			Simple Melody																													
6	3	4	SIMPLE MELODY	Gary-Bing Crosby	Dec(7)27112																											
			Sam's Song																													
10	5	5	TZENA, TZENA, TZENA	G. Jenkins-Wewers	Dec(7)27077																											
			Goodnight, Irene																													
12	6	6	BONAPARTE'S RETREAT	K. Starr	Cap(7)936																											
			Someday, Sweetheart																													
17	7	7	I WANNA BE LOVED	Andrews Sisters-G. Jenkins	Dec(7)27007																											
			I've Just Got to Get Out of the Habit																													
6	8	8	TZENA, TZENA, TZENA	V. Damone-G. Oster	Mercury(7)5454																											
			I Love That Girl																													
4	10	9	CAN ANYONE EXPLAIN?	Ames Brothers	Coral(7)60253																											
			Sittin' 'n' Stavin' 'n' Rockin'																													
10	12	10	NOLA	L. Paul	Cap(7)1014																											
			Jenious																													
9	18	11	MONA LISA	V. Young	Dec(7)27048																											
			Third Man Theme, The																													
5	13	12	GOODNIGHT, IRENE	F. Sinatra	Cap(7)38892																											
			My Blue Heaven																													
17	13	13	COUNT EVERY STAR	H. Winterhalter	V(7)820-3697																											
			Flying Dutchman, The																													
8	11	14	TZENA, TZENA, TZENA	M. Miller	Col(7)38888																											
			Sleigh																													
12	22	15	I WANNA BE LOVED	B. Eckstine	MGM 10716																											
			Stardust																													
2	15	16	NO OTHER LOVE	J. Stafford	Cap(7)1053																											
			Sometime																													
2	—	16	BONAPARTE'S RETREAT	G. Krupa	V(7)820-3766																											
			My Scandinavian Baby																													
5	16	16	SOMETIME	Mariners-A. Bleyer	Cap(7)38781																											
			Stars Are the Windows																													
5	20	19	COUNT EVERY STAR	R. Anthony	Cap(7)859																											
			Dark Town Strutters' Ball																													
10	19	20	VAGABOND SHOES	V. Damone-G. Oster	Mercury(7)5454																											
			I Hadn't Anyone Till You																													
26	19	20	THIRD MAN THEME, THE	A. Karas	London(7)536																											
			Cafe Mozart Waltz																													
25	21	22	THIRD MAN THEME, THE	G. Lombardo	Dec(7)24839																											
			Cafe Mozart Waltz																													
1	—	23	ALL MY LOVE	P. Page	Mercury(7)5455																											
			Roses Remind Me of You																													
1	—	24	CINCINNATI DANCING	Red Foley	Dec(7)14621																											
			PIC																													
			Somebody's Cryin'																													
1	—	25	OUR LADY OF FATIMA	Red Foley	Dec(7)14526																											
			Rosary, The																													
1	—	25	MONA LISA	A. Lamond	MGM 10689																											
			When My Stage Coach Reaches Heaven																													
1	—	27	SOMETIME	J. Stafford	Cap(7)1053																											
			No Other Love																													
1	—	27	SOMETIME	Thk Spots	Dec(7)27102																											
			I Was Dancing With Someone																													
2	23	29	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(7)1124																											
			But My Own Business																													
2	26	30	MUSIC, MAESTRO, PLEASE	F. LaRue	Mercury(7)5458																											
			Dream a Little Dream of Me																													
1	—	30	I'LL ALWAYS LOVE YOU	D. Martin																												

**MR. B AT HIS GREATEST!**



# BILLY ECKSTINE

*sings*

78 RPM — M-G-M 10778      45 RPM — M-G-M K10778

**THE SHOW MUST GO ON**  
 And  
**YOU'VE GOT ME CRYING AGAIN**

Sales are strong, plays are plentiful as BILLY sings...

**MY DESTINY and ROSES**

M-G-M Non-Breakable 10684



**M-G-M RECORDS**  
 THE GREATEST NAME  IN ENTERTAINMENT  
 701 SEVENTH AVE., NEW YORK 19, N.Y.

**M-G-M RECORDS ARE BETTER THAN EVER!**

# RCA Victor Custom Record Sales sets new price policy!

... New ordering and reordering policy in effect now!  
... New low prices on original orders and reorders of pressings.

SHELLAC-TYPE OR PLASTIC

**45** rpm \*  
**78** rpm  
**33 1/3** rpm

... Prompt Delivery.

\* A complete service in recording, re-recording, processing and pressing 45's from your protection parts.

NO ORDER TOO LARGE OR SMALL!

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## The Billboard MUSIC POPULARITY CHARTS

### Juke Box Record Plays

Based on reports received last three days of Week Ending August 25

PART V

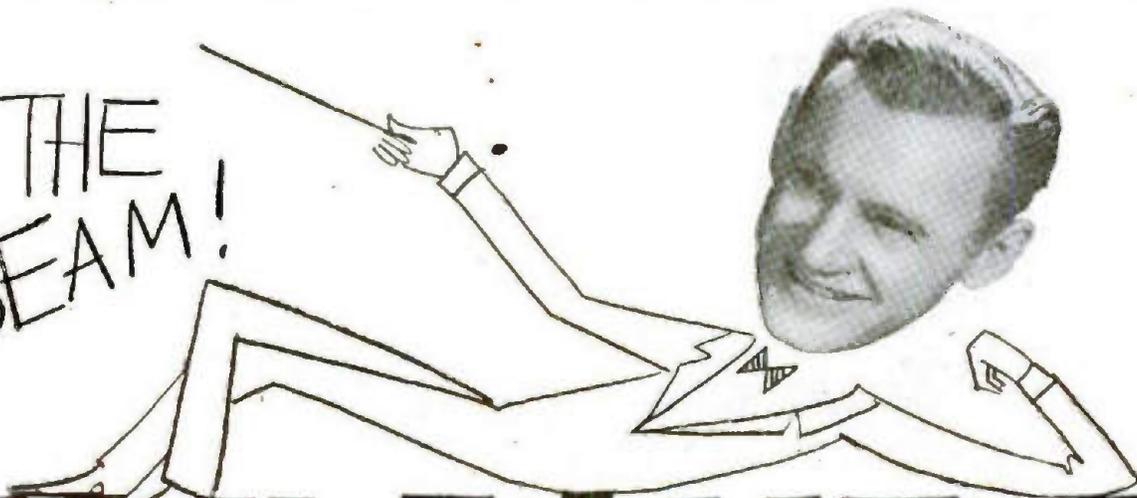
#### MOST-PLAYED JUKE BOX RECORDS

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 Last   This to date   Weeks   Week	Record	Label
8	1	1. GOODNIGHT, IRENE	G. Jenkins-Weavers
			Dec(78)27077; (45)9-27077—BMI
12	2	2. MONA LISA	Nat. "King" Cole
			Cap(78)1010; (45)F-1010—ASCAP
6	3	3. SIMPLE MELODY	Gary-Bing Crosby
			Dec(78)27112; (45)9-27112—ASCAP
6	4	4. SAM'S SONG	Gary-Bing Crosby
			Dec(78)27112; (45)9-27112—ASCAP
17	6	5. I WANNA BE LOVED	Andrews Sisters-G. Jenkins
			Dec(78)27007; (45)9-27007—ASCAP
10	5	6. TZENA, TZENA, TZENA	G. Jenkins-Weavers
			Dec(78)27077; (45)9-27077—ASCAP
14	9	7. BONAPARTE'S RETREAT	K. Starr
			Cap(78)936; (45)F-936—BMI
10	7	8. SAM'S SONG	J. (Fingers) Carr
			Cap(78)962; (45)F-962—ASCAP
8	29	9. BONAPARTE'S RETREAT	G. Krupa
			V(78)20-3766; (45)47-3766—BMI
4	8	10. CAN ANYONE EXPLAIN?	Ames Brothers
			Coral(78)60253; (45)9-60253 (R. Anthony Ork, Cap 1131; D. Shore-H. Zimmerman, Col(78)38912, (33)1-759; A. Morgan, London 766; V. Demone, Mer 3474; D. Haymes, Dec 2716; Soft Notes, Mer 5464)
4	10	10. GOODNIGHT, IRENE	R. Foley and E. Tubb
			Dec(78)46255; (45)9-46255—BMI
1	—	10. CINCINNATI DANCING PIG	R. Foley
			Dec(78)46261; (45)9-46261 (T. Brewer, London 766)
6	11	13. MONA LISA	V. Young
			Dec(78)27048; (45)9-27048—ASCAP
8	13	13. NOLA	L. Paul
			Cap(78)1014; (45)F-1014—ASCAP (G. Lombardo, Dec 27178)
4	18	15. GOODNIGHT, IRENE	F. Sinatra
			Col(78)38892; (33)1-710—BMI
26	14	15. THIRO MAN THEME, THE	G. Lombardo
			Dec(78)24839; (45)9-24839—ASCAP
9	—	17. COUNT EVERY STAR	H. Winterhalter
			V(78)20-3697; (45)97-3221—ASCAP
4	—	17. STARS ARE THE WINDOWS OF HEAVEN	Ames Brothers
			Coral 60209—ASCAP (Andrews Sisters-G. Lombardo Ork, Dec 24965; F. Allison J. Fascinato Ork. V 20-3727; J. Desmond, MGM 10736; H. Brandon, London 606)
18	12	19. BEWITCHED	G. Jenkins
			Dec(78)24983; (45)9-24983—ASCAP
2	17	19. ALL MY LOVE	P. Page
			Mercury(78)5455; (45)5455X45—ASCAP (B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; H. Babbitt, Coral 60290; Xavier Cugat Ork, Col 38913; P. Faith, Col 38918; D. Day-C. Cant, V(78)20-3870, (45)47-3870; G. Lombardo, Dec 27118)
7	18	19. COUNT EVERY STAR	D. Haymes-A. Shaw
			Dec(78)27042; (45)9-27042—ASCAP
2	24	19. OUR LITTLE RANCH HOUSE	G. Lombardo
			Dec(78)27092; (45)9-27092 (J. Parker, Cap 1108)
3	—	19. VAGABOND SHOES	V. Demone-G. Osser
			Mercury(78)5429; (45)5429X45—ASCAP (H. Babbitt, Coral 60290; P. Belley, Col(78)38928, (33)1-760)
3	—	19. SIMPLE MELODY	J. Stafford-Startlighters
			Cap(78)1039; (45)F-1039—ASCAP
3	14	19. TZENA, TZENA, TZENA	V. Demone-G. Osser
			Mercury(78)5454; (45)5454X45—ASCAP
6	21	19. COUNT EVERY STAR	R. Anthony
			Cap(78)979; (45)F-979; Cap(78)859; (45)F-859—ASCAP
2	—	19. I'LL NEVER BE FREE	K. Starr-Tennessee Ernie
			Cap(78)1124; (45)F-1124—ASCAP (J. Indig-J. Pleis Ork, London 654; P. Gayten Ork, Regal 3258; L. Hampton Ork, Dec 24911; D. Bradley, Coral 60293)
1	—	19. MUSIC, MAESTRO, PLEASE	F. Laine
			Mercury(78)5458; (45)5458X45—ASCAP (T. Martin-H. Rene, V(78)20-3883, (45)47-3883; L. Raine, Universal U-194)
2	16	19. MONA LISA	A. Lund
			MGM 10689—ASCAP
4	—	19. MONA LISA	H. James
			Col(78)38768; (33)1-508—ASCAP

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

ON THE BEAM!



# SAMMY KAYE

**NOW** exclusively on COLUMBIA RECORDS  
plays

# HARBOR LIGHTS



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

and

His First Great Columbia Release  
Stock Up Today!

**"SUGAR SWEET"**



# COLUMBIA RECORDS

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

**SAFE**



**LABEL OWNERS and RECORD PRESSERS**  
 Have learned to rely on records made with  
**NEF-O-LAC Break-Resistant COMPOUNDS**

Anyone of our several break-resistant compounds combines the desirable features of higher costing compounds with low unit production costs. Take our \$1105. No compound on the market wears longer. Records from this compound may be molded on average tonnage presses and multiple edged. Let us prove our claims by a demonstration in your plant.

A request on your letter-head will bring you sample biscuits.

**NOTE:**

We do not process records commercially, nor are we "Label Owners." We manufacture compounds only.



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Exclusive Sales Agents for U. S., Canada, Central and South America

**The Billboard MUSIC POPULARITY CHARTS**

PART VI

**Classical Records**

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

**Best Selling LP Classical Titles**

Last Week	This Week	Title	Label
5	1	Tchaikovsky: Swan Lake Ballet Music, A. Kostelantz Ork.	Col(53)ML-4308
—	2	Bernstein: Peter Pan, J. Arthur-B., Karloff-M., Henderson-P., Hillias-J., Marks	Col (53)ML-4312
—	2	Borodin: Polovtsian Dances, L. Stokowski, director, Symphony Ork.	V(53)ML-1054
—	4	Rachmaninoff: Concerto for Piano and Ork., No. 2 in C Minor, A. Rubinstein, NBC Ork; V. Golschmann	V(53)ML-1006
4	5	Bach: Well-Tempered Clavichord, W. Landowska	V(53)ML-1017
1	5	Beethoven: Concerto No. 3 in C Minor for Piano and Ork., C. Arrau, Philadelphia Ork; E. Ormandy, conductor.	Col(53)ML-4302

**Best Selling 45 RPM Classical Titles**

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

**Advance Classical Record Releases**  
 (Includes Semi-Classica)

- Augustana Choir Album—M. Veld, Cond. (1-12") Key (33) 14
- Bizet: L'Arlésienne Album—Berlin Philharmonic Ork-C. Schuricht and M. Schmidt-Isserstedt, Cond. Cap (33) L-8098
- Paul Bowles: Concerto for Two Pianos, Winds and Percussion Album—A. Gold-R. Fildale (Milhaud: Carnival a La Nouvelle-Orleans) (1-10") Col (33) ML 2128
- Corelli: Sonata in D Minor Album—J. Starker-M. Meyer (Vivaldi: Concerto in) Paradox PL 10003
- Love Songs From Foreign Lands Album—N. Eddy (1-10") Col (33) ML 2130
- D. Milhaud: Carnival a La Nouvelle-Orleans and Les Songs Album—A. Gold-R. Fildale (P. Bowles: Concerto for) Col (33) ML 2128
- Erna Sack Encores Album—(1-10") Cap (33) L-8101
- Schumann: Symphony No. 1 in B-Flat Major Album—Cleveland Ork-E. Leinsdorf (1-10") Col (33) ML 2131
- Smetana: The Bartered Bride (Parts 1 & 2)—Royalton Kisch, Cond. London Symphony Ork London 40126
- Richard Strauss: Death and Transfiguration and Till Eulenspiegel's Merry Pranks Album—Vienna Philharmonic Ork-C. Krauss, Cond. (1-12") Cap (33) P-8100
- Symphony In Brief Album—Columbia Symphony Ork-C. O'Connell, Cond. (1-10") Col (33) ML 2127
- Tchaikovsky: Concerto/No. 1 in B. Flat Minor Album—C. Hansen-Berlin Philharmonic Ork-Mengelsberg, Cond. (1-12") Cap (33) P-8097
- Twilight Concert Album—A. Rozinski, Cond.—Columbia Symphony Ork (1-12") Col (33) ML 4311
- Vivaldi: Concerto in D Major Album—J. Starker-M. Meyer (Corelli: Sonata in) Paradox (33) PL 10003

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**PREMIUM**

**Classical Record Reviews**

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

**R. STRAUSS: DER ROSEN VALIER— 73**

Elizabeth Schwarzkopf-Impard Seefried; Ludwig Weber; Dagmar Hermann-Vienna Philharmonic Ork-O. Ackermann, Cond. (1-10") Columbia (33) ML-2126  
 Strauss' delightful comic opera has rarely been treated quite so kindly on wax as is the case with this pair of excerpts from the second act. Particularly effective is the etching of the presentation of the Silver Rose sequence, which is heightened by the brilliance of Elizabeth Schwarzkopf's soprano as well as the brilliant technical recording which has managed a perfect balance between voice and orchestra. The second excerpt is the Finale of Act II and likewise is a top grade technical effort, with Ludwig Weber turning in a delightful job as Baron Och. Otto Ackermann guides the Vienna Philharmonic knowingly.

**SYMPHONY IN BRIEF—Columbia Sym- 75**

phony Ork-Charles O'Connell, Dir. (1-10") Columbia (53) M-2127  
 Mozart: Allegro molto; Beethoven: Scherzo; Mendelssohn: Vivace no troppo; Brahms: Un poco allegretto e grazioso; Rimsky-Korsakov: The Young Prince and the Young Princess; Sibelius: Finale; Franck: Allegro non troppo; Tchaikovsky: Finale. Consisting of eight brief excerpts, each in turn familiar to the average longhair buyer, from the leading symphonic literature, this disk should serve a fine educational purpose in the Columbia catalog. That is, these excerpts can serve as sales leaders from the procurement of complete recordings of the works quoted from. Certainly schools, particularly in grades from the late elementary level thru to high school music

classes, should find a disk of this sort invaluable as an aid in teaching music appreciation. The selections all are of the rigorous, sweeping variety and make for the best type of advertising in the search for converts to longhair. The excerpts are from Mozart's 40th, Beethoven's "Eroica," Mendelssohn's "Scottish," Brahms' First, Rimsky-Korsakov's "Scheherazade," Sibelius' Second, Franck's D Minor and Tchaikovsky's Fourth. Performance is generally lively while the recordings are technically top grade. In addition to the educational function, this diskling could have appeal with oops customers and pseudo-longhairs.

**BARTOK: Quartet No. 1 in A Minor and 76**

Quartet No. 2 in A Minor; Quartet No. 3 (1927) and Quartet No. 4 (1928); Quartet No. 5 (1934) and Quartet No. 6 (1939). The Juilliard String Quartet. Columbia (33) ML-4278, ML-4279, ML-4280  
 In undertaking this complete recording of the Bartok string quartets, Columbia has contributed a monumental gift to the recorded literature. For Bartok's quartets are considered in many quarters to be the finest written in this idiom since the Beethoven quartets. Indeed, Bartok's stature as a modern has become such that he has already been tabbed in many circles as the musical genius of our century. The complete recording of the quartets thus makes virtually every Bartok work of consequence available on record in high grade interpretation. All of the quartets have been recorded before, but both individually and as a group the earlier efforts fall far short of the recording and interpretation handed these magnificent renditions.

# The Billboard

## MUSIC POPULARITY CHARTS

### Folk (Country & Western) Record Section

PART VII

Based on reports received last three days of Week Ending August 25

### MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
4	1	1.	GOODNIGHT, IRENE	R. Foley and E. Tubb	Dec(78)46255; (45)9-46255—BMI
14	2	2.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
7	4	3.	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
22	3	4.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
8	5	5.	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
10	7	6.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
7	6	7.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI
2	9	8.	MONA LISA	Moon Mullican	King 886—ASCAP
13	8	9.	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241—BMI
1	—	10.	HILLBILLY FEVER NO. 2	Red Foley and E. Tubb	Dec(78)46255; (45)9-46255

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

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

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
4	1	1.	GOODNIGHT, IRENE	E. Tubb and R. Foley	Dec(78)46255; (45)9-46255—BMI
9	2	2.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
14	3	3.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
10	5	4.	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
25	4	5.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
11	6	6.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
14	7	7.	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241—BMI
6	8	8.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI
1	—	9.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692
2	9	10.	MONA LISA	Moon Mullican	King 886—ASCAP

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

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

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
10	2	1.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
15	1	2.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
3	3	3.	GOODNIGHT, IRENE	R. Foley and E. Tubb	Dec(78)46255; (45)9-46255—BMI
5	8	4.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692
10	6	5.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
25	5	6.	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI
10	10	7.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI
2	7	8.	AIN'T NOBODY'S BUSINESS BUT MY OWN	Tennessee Ernie-K. Starr	Cap(78)1124; (45)1-1124
8	4	9.	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
6	9	10.	LOSE YOUR BLUES	Red Kirk	Mercury 6257—BMI
1	—	10.	GOODNIGHT, IRENE	Moon Mullican	King 886—BMI

### FOLK TALENT AND TUNES

By Johnny Sippel

#### ARTISTS' ACTIVITIES

Jimmy Wakely (Capitol) makes his bow as a disk jockey September 11 over 300 stations of the American Broadcasting Company. Wakely will spin disks and do interviews. Show originates at KECA, Hollywood, and will be aired Monday thru Friday from 5:30 to 6 p.m. (PST). Initial guest is Bob Hope, with stars Ken Murray, Jon Hall, and Roy Rogers following. Show is written by Cottonseed Clark and was set by Charley Wick. Wakely's p.m. . . . Boudelaux Bryant, the Tannen Music plugger, reports Reagan's Park, Macon, Ga., is using Uncle Ned's band from WMAZ, on a weekly dance date. . . . Tennessee and Smitty, the Smith Brothers, from WAGA, Atlanta, have inked with Bullet. . . . Aitchee Burns, the bassman, is now at WROL, Knoxville, writing continuity and playing for Archie (Grandpappy) Campbell. He's the brother of Ken Burns, of Homer and Jehro. Bryant is moving to Nashville in two weeks to set up permanent headquarters for Nat Tannen's music firm.

George Morgan (Columbia) started with WSM, Nashville, last week-end. . . . Carl Smith (Columbia), new at WSM, previously worked at WROL, Knoxville, WGAC, Augusta, Ga., and WWNC, Asheville, N. C. . . . Bobby Gregory, of Hillbilly label, has inked Ruth Denning to a waxing pact. . . . Steve Sholes, of Victor, has cut his first sides, with Jack Holden and Frances Kay of WEAS, Decatur, Ga. Holden is a singing d. j. Hank Penny, formerly with King, has also inked with Victor, as was rumored. . . . Andy Anderson (Columbia) has formed his own band, the Peaceful Valley Boys, consisting of Frog Collins, steel; Gene Elby, bass; Jimmie Rich, accordion, and the leader's rhythm. . . . Terry Preston (4 Star) booked by Americana Corporation to head a celebration at Cave Junction, Ore., September 2-4. . . . Tennessee Ernie Ford is taking a week's vacation in Mexico City September 23. . . . Les Anderson (Decca), the ex-Cooley warbler, is working the Hometown Jamboree with Cliffie Stone. . . . Bob Elverman, writer at WAVE, Louisville, will write material for Johnny Lyons, the sawdust comedian. . . . The Melody Ramblers are the new group at WKOP, Binghamton, N. Y.

Jack Swanson is now being managed by Sid Prosen, the pubber. Swanson is at WNDR, Syracuse. . . . Mary June and Shorty Mayes, WBPZ, Lock Haven, Pa., are operating Radio Ranch Park, outside Lock Haven. The park has seating capacity for 3,000, with food and game concessions thruout the area. . . . The Stanley Brothers (Columbia) are working at WSAZ and WSAZ-TV, Huntington, W. Va. The boys are booked by Jim Stanton, of Rich-R-Tone records, Johnson City, Tenn. Group has Carter Stanley, guitar; Ralph Stanley, banjo; Pee Wee Lambert, mandolin, and Lester Woodie, bass. . . . The Blue Sky Boys, Earl and Bill Bolick with Leslie Keith, are now at WNAO, Raleigh, N. C. They moved from KWKH, Shreveport, La. They're on Victor. . . . Lowell Blanchard, program chief at WNOX, Knoxville, reports Smilin' Eddie Hill did two weeks at his station the latter part of August, while James and Martha Carson (Capitol) and Bill Carlisle (King) went on vacation. Ray Meyers, armless musician, and the Johnson Brothers bolstered their act by adding Willie Brewster, who plays three-string instruments and Johnny Wisman, banjo. Jimmy Murphy, guitar soloist, is also new at the station.

Charlie Adams, Vanguard Music, reports PeeWee King's Golden West Cowboys opened big at Marly Landau's Riverside Rancho, Los Angeles. King played host opening night to a group of big names in the country music field. King is doing two flickers with Smiley Burnette during his six-week coastal sojourn. Hank Thompson and his Brazos Valley Boys follow King in for four to six weeks. . . . American Broadcasting Company starts a new country music webber September 23 (8:30 to 9:30 p.m., PCT), with Eddie Dean, emcee; Andy Parker and the Plainsmen, Abagail and Buddy, Gloria Grey, Allen Massey and Billy Idelson. . . . Tex Williams starts a series of eight pictures for Universal September 1. . . . Marilyn Tuttle, frau of Wesley (Coral), played leading lady to her hubby's hero roles in a series of short telecriptions made for Snader Tele-Scriptions Company, Hollywood. They used Speedy West, steel; Hank Caldwell, bass; Alabama Jimmy Widener, guitar; Billy Leibert, accordion, and Johnny Paul, fiddle. . . . Smokey Rogers (Coral) has started a new daily video show in San Diego. He is also playing the Bostonia Ballroom there Saturday nights. . . . Dallas Williams, wife of Tex, is recovering from a virus attack. Her hubby was a polio victim as a child. . . . Cliffie Stone is vacationing with his family in Balboa, Calif.

Earl and Bill Bolick, the Blue Sky Boys (Victor) are leaving KWKH, Shreveport, La. . . . Alex Campbell, WASA, Havre de Grace, Md., reports Rainbow Park, near Conowingo, Md., did 7,000 at 75

(Continued on page 101)

**"STREET WALKIN' DADDY"**  
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 GRIFFIN BROS. Orchestra  
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**Aladdin RECORDS**

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

Based on reports received last three days of Week Ending August 25

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

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

POSITION	Weeks (Last   This to date) Week/Week	Record	Label
11	1	1. HARD LUCK BLUES	Roy Brown and His Mighty, Mighty Men... De Luxe 3304—BMI
18	4	2. PINK CHAMPAGNE	Joe Liggins... Specialty 355—BMI
4	3	3. BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan Ork... Dec(78)27114; (45)9-27114
13	2	4. CUPID'S BOOGIE	Little Esther... Savoy 750
9	6	5. MONA LISA	"King" Cole Trio... Cap(78)1010; (45)F-1010—ASCAP
19	8	6. I NEEED YOU SO	Ivory Joe Hunter... MGM 10663
5	7	7. I LOVE MY BABY	L. Darnell... Regal 3274—BMI
12	—	8. EVERYDAY I HAVE THE BLUES	L. Fulson... Swingtime 196
14	5	9. WELL, OH WELL	Tiny Bradshaw... King 4357—BMI
2	10	10. BLUE SHADOWS	L. Fulson... Swingtime 226

**MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS**

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

POSITION	Weeks (Last   This to date) Week/Week	Record	Label
9	2	1. MONA LISA	"King" Cole Trio... Cap(78)1010; (45)F-1010—ASCAP
17	1	2. PINK CHAMPAGNE	Joe Liggins... Specialty 355—BMI
2	5	3. BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan Ork... Dec(78)27114; (45)9-27114
14	3	4. EVERYDAY I HAVE THE BLUES	L. Fulson... Swingtime 196
14	3	5. WELL, OH WELL	Tiny Bradshaw... King 4357—BMI
4	—	6. BLUE SHADOWS	L. Fulson... Swingtime 226
3	9	7. I'LL NEVER BE FREE	P. Gayten and Annie Laurie... Regal 3258—ASCAP
1	—	8. GOODNIGHT, IRENE	P. Gayten and Ork... Regal 3261—BMI
5	6	9. GOOD MORNING, JUDGE	Wynonie Harris... King 4378—BMI
2	9	10. MY FOOLISH HEART	G. Ammons... Chess 1425—ASCAP

**ADVANCE RHYTHM & BLUES RECORD RELEASES**

Blue Shadows—J. Thomas (Raw Meat) King 4385  
 Blues At First Sight—E. Harris (Spare Time) De-Luxe 3305  
 Can't Seem to Forget—S. Froos (Forgive and) Jubilee 4006  
 Can't Seem to Laugh Anymore—S. Froos (Forgive and) Jubilee 4006  
 Come On Baby—W. Davis (My Life) Bullet 328  
 Don't Trust Your Best Friend—J. Mill Louis (Joe's Jump) Col 30221  
 Fast Freight Blues—Mr. G. Bones-B. Lantz (Smile With) Mer 5472  
 Forgive and Forget—S. Froos (Can't Seem) Jubilee 4006  
 Goodnight, Irene—Mad Man Maxwell (I Feel) Discovery 524  
 I Feel Like Shouting—Mad Man Maxwell (Goodnight, Irene) Discovery 524  
 I'm Sweet On You—E. Waterford (Time to) King 4393  
 I'm the Caring "Ind"—The Drifters (Wine-Head) Coral 65097  
 Joe's Jump—J. Mill Lou' (Don't Trust) Col 30221  
 Little Lou—C. Bore (Parts 1 & 2) Aladdin 3065  
 Lonely Blues—M. Walker-J. Otis Ork (Strange Woman) Regent 1022  
 My Life Depends On You—W. Davis (Come On) Bullet 328  
 New Sound for the Blues—H. Schaefer (What A) Sunstone 101  
 Raw Meat—J. Thomas (Blue Shadows) King 436  
 Remember—A. Milburn (Sax Shack) Aladdin 3064  
 Sax Shack Boogie—A. Milburn (Remember) Aladdin 3064  
 Smile Will Go a Long Long Way, A—Mr. G. Bones-B. Lantz (Fast Freight) Mer 5472  
 Spare Time Papa—E. Harris (Blues A2) DeLuxe 3305  
 Strange Woman—M. Walker-J. Otis Ork (Lonely Blues) Regent 1022  
 Time to Blow—C. Waterford (I'm Sweet) King 4393  
 We're Gonna Rock—G. Lee Carr (Yesterday) Dec 48170  
 What A Difference An "A" Makes—H. Schaefer (New Sound) Sunstone 101  
 Wine-Head Woman—The Drifters (I'm the) Coral 65097  
 Ag in the Hole—M. Shiner (I Think) Dec 46260  
 Answer to Blue Eyes—J. Snow (Tears in) 4 Star 1472  
 Blue Light Boogie—L. (Carrot-Top) Anderson (Trouble) 4 Star 1485  
 Come Share the Sunshine With Me—M. Locklin (Place) 4 Star 1506  
 Dig Dig Digen—P. Welborn (I Want) Time 120  
 Engagement Ring—K. Loyd (My Western) Time 116  
 Get That Chip Off Your Shoulder—K. Loyd (Your Hand) Time 117  
 Grandpa's Getting Married Again—Grandpa Jones (I Don't) King 890  
 I Don't Know Gee From Haw—Grandpa Jones (Grandpa's) King 890  
 I Love You a Thousand Ways—L. Fritzell (If You've) Col 20739  
 I Want to Leave My Dreams With You—P. Welborn (Dig) Time 120  
 I Want to Live With Mommy There—W. Roney (Story of) King 887  
 I Think I'm Gonna Cry Again—M. Shiner (Ace in) Dec 46260  
 If You've Got the Money I've Got the Time—L. Fritzell (I Love You) Col 20739  
 Long John—S. Hinton (Old Man) Col 38929  
 Mona Lisa—T. Texas Tyler (Trouble) 4 Star 1514  
 My Western Union Baby—K. Loyd (Engagement) Time 116  
 Old Man Atom—S. Hinton (Long John) Col 38929  
 Place and the Time, The—M. Locklin (Come Share) 4 Star 1506  
 Proud Little Heart—D. Walker (Silver River) Col 38924  
 Sea of Heartaches—C. Ham (You're Always) 4 Star 1485  
 Silver River—D. Walker (Proud Little) Col 38924  
 Spoonin' Moon—M. Travis-J. Hayden (Too Much) Cap 1146  
 Steppin' Out—J. Bond (Cream of) Col 20739  
 Story of the Drifhan—W. Roney (I Want) King 887  
 Tears in a Broken Heart—J. Snow (Answer to) 4 Star 1472  
 Too Much Sugar for a Dime—M. Travis-J. Hayden (Spoonin') Cap 1146  
 Triffin' Mama—J. Perkins (Weary) 4 Star 1393  
 Trouble Then Satisfaction—"T" Texas Tyler (Mona Lisa) 4 Star 1514  
 Trouble Then Satisfaction—L. (Carrot-Top) Anderson (Blue Light) Dec 46259  
 Weary Blues—J. Perkins (Triffin') 4 Star 1393  
 Your Hand in Mine—K. Loyd (Get That) Time 117  
 You're Always Breaking My Heart—C. Ham (Sea of) 4 Star 1485

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**That Man**  
**Will Soon**  
**Blow His**  
**Top**



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The **Billboard** **MUSIC POPULARITY CHARTS**  
**Rhythm & Blues Records**  
 PART VIII  
 Based on reports received last three days of Week Ending August 25

**R. & B. BLUE NOTES**

The Pittsburgh courier, a long-standing leader in the Negro newspaper field, has undergone a format change and has redubbed itself Courier. The paper has added a special magazine and comics section. Name change was made to help focus attention on the sheet's national scope via its 17 territorial editions. Format and name changes were announced to a luncheon gathering of leading commercial and publishing trade magazine and newspaper representatives August 16 at the Hotel Ambassador, New York. . . . Apollo Records is the latest firm to have added a 45-r.p.m. line.

Budd Johnson, veteran tenorist and arranger, has been appointed musical director for the Atlantic label. He will supervise a house ork and vocal background work. He formerly was an NBC staffer as well as arranger for such bands as Billy Eckstine, Benny Goodman and Count Basie. Johnson is setting up a clearing house for arrangers and arrangements in the Atlantic offices in New York. . . . A spiritual group, the Daniels, has been inked to an Apollo disking pact. . . . Jerry Blaine's Jubilee label signed warbler Harry Belafonte, whose Capitol recording paper ran out. . . . The Coleman Brothers, a new vocal group, has been inked to a regal recording paper and etched their first sides as background singers for the Paul Gayten slicing of "Goodnight, Irene."

Billy Eckstine will return to New York during Labor Day week to play his first engagement at the Apollo Theater in several years. The show will also feature Dizzy Gillespie and an all-star big band, which is being put together primarily for the theater date and an engagement at the Birdland nitery in New York. Gillespie has been working as a single for the past couple of months. . . . The Orioles kicked off a three-week theater tour of the South and Midwest with a one-day stand at the Star Theater, Akron, August 22. . . . Pianist-vocalist Billy Valentine left Johnny Moore's Three Blazers unit to try it on his own after the boys agreed to disagree.

**RHYTHM & BLUES RECORD REVIEWS**

- |  |  |                |
|--|--|----------------|
| <b>GENE AMMONS ORK</b><br>Mercury 8185               | <b>When You're Gone</b><br>Pretty tenor sax solo by Ammons built around an original ballad melody. May have some meaning in the ballad conscious r. and b. sectors.  | 73--75--70--73 |
| <b>VIVIANE GREENE</b><br>Decca 48168                 | <b>Little Slam</b><br>Pop-favored original by Jimmy Mundy is swung out crisply by this group, with rhythm section annoyingly overbalanced in the recording. The Basie-Goodman feel is present throat.  | 65--70--60--65 |
| <b>MEL WALKER-JOHNNY OTIS ORK</b><br>Regent 1022     | <b>Get To Gettin'</b><br>Medium shuffle blues is sparked by neat cleffing and tasty orking, but material is strictly on the weak side. Thrush tries to overcome material but doesn't quite make it.  | 68--70--65--68 |
| <b>JOE THOMAS ORK</b><br>King 4385                   | <b>Honey, Honey, Honey</b><br>Remake of an item done by the thrush on the Trylon label a couple of years ago. Her insinuating vocal is better recorded here and could pick up new and stable coin with the stronger distribution of the Decca org.                         | 80--80--80--80 |
| <b>JULIA LEE</b><br>Capitol 1149                     | <b>Strange Woman</b><br>Fair-to-middling blues job here; Walker has a smooth, funky-throated way, while combo lays down a walking figure in back. Material is nothing to write home about.   | 66--64--66--68 |
| <b>STEVE GIBSON AND THE RED CAPS</b><br>Mercury 8186 | <b>Lonely Blues</b><br>Slower, moodier blues, plus better lyric, makes a stronger entry. Walker's projection and vocal definition are much better, ork lays down a fine bottom.  | 76--76--74--78 |
| <b>LONNIE JOHNSON</b><br>King 4388                   | <b>Raw Meat</b><br>Fine combo knocks out a jumpy instrumental with a catchy delayed beat effect. Much spirit and precision instrumental work in this riff.   | 83--83--83--84 |
| <b>GRANT "MR. BLUES" JONES</b><br>Decca 48163        | <b>Blue Shadows</b><br>Unrelievedly dull instrumental rendition of a slow ballad.  | 50--50--50--50 |
|  | <b>Pagan Love Song</b><br>Diddle done as rhythm item is a weak effort for the fine thrush-88'er.   | 53--53--51--55 |
|  | <b>I'm Forever Blowing Bubbles</b><br>Same story—Miss Lee and combo take diddle as rhythm tune, and fail to infuse any warmth.   | 52--52--50--54 |
|  | <b>Dirt Dishin' Daisy</b><br>Novelty ditty, with talking-instrument gimmick, has its moments, but is more pulled to a nitery floor than wks.   | 59--59--55--53 |
|  | <b>Steve's Blues</b><br>Group gets nowhere with a slow, dragging blues.  | 46--46--44--48 |
|  | <b>Jelly Roll Baker</b><br>The warbler-guitarist does handsomely with a strong blues bit.  | 80--80--80--80 |
|  | <b>Drunk Again</b><br>Another okay wedding of material and the nostalgic Johnson blues styling.  | 75--75--75--75 |
|  | <b>Hospitality Blues, Parts I &amp; II</b><br>"Mr. Blues" shows he rates the name on his relaxed projection of an engaging nonsense blues. But the making of the side is superior ork work, featuring a hypnotic bass figure. Fine lyric idea rounds out a sturdy etching. | 81--81--81--81 |



**best sellers**

**POPULAR**

- ★ **JOHNNY LONG**  
15060 THE B-EE-I-EE  
JUST FRIENDS
- ★ **FREDDY MILLER**  
15054 HOOK ON WOOD  
HOW LONG WILL IT LAST!
- ★ **FRIELING SISTERS**  
15057 OUR LADY OF FATIMA  
THE STORY OF OUR LADY OF FATIMA  
(Narration by Nelson King)

**FOLK • WESTERN**

- ★ **MOON MULLICAN**  
830 I'LL SAIL MY SHIP ALONE  
MOON'S TUNE
- 868 YOU DON'T HAVE TO BE A BABY TO CRY  
SOUTHERN HOSPITALITY
- 886 MONA LISA  
GOODNIGHT, IRENE
- ★ **HANK PENNY**  
869 WHAM! BAM! THANK YOU MA'AM  
JERSEY BOUNCE
- ★ **ZEB TURNER**  
883 HARD HEARTED YOU AND CHICKEN  
HEARTED ME  
I'M TYING UP THE BLUES (WITH A BIG BLUE RIBBON)
- ★ **COWBOY COPAS**  
885 STEPPIN' OUT  
MY TRUE CONFESSION
- ★ **JIMMY OSBORNE**  
893 GOD, PLEASE PROTECT AMERICA  
THE MOON IS SWEEPING OVER YOU
- ★ **AL DEXTER**  
884 HI DE HO BOOGEY  
WALKING WITH THE BLUES

**SOPIA • BLUES**

- ★ **TINY BRADSHAW**  
4357 WELL, OH WELL  
I HATE YOU
- 4376 BOODIE GREEN  
AFTER YOU'RE GONE
- ★ **WYNONIE HARRIS**  
4378 GOOD MORNING, JUDGE  
STORMY NIGHT BLUES
- ★ **IVORY JOE HUNTER**  
4382 CHANGING BLUES  
I HAVE NO REASON TO COMPLAIN
- ★ **LUCKY MILLINDER**  
4379 LET IT ROLL AGAIN  
MY LITTLE BABY
- ★ **LONNIE JOHNSON**  
4388 JELLY ROLL BAKER  
DRUNK AGAIN
- ★ **EARL BOSTIC**  
4369 SERENADE  
WRAP YOUR TROUBLES IN DREAMS

**ROY BROWN**  
 at his best  
 De Luxe 3304 HARD LUCK BLUES  
 NEW REBECCA  
 De Luxe 3306 DREAMING BLUES  
 LOVE DON'T LOVE NOBODY



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART IX

**Record Reviews**

**RATINGS**  
 (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
 40-69 SATISFACTORY • 0-39 POOR

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

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
<b>POPULAR</b>		
<b>SARAH VAUGHAN</b> MGM 10762	<b>What a Difference a Day Made</b> Reissue from a Musicraft master of one of Sarah's top recorded vocal efforts. For her followers mainly.	72--75--72--70
	<b>I Can't Get Started</b> This classic ballad, set in a modern albeit somewhat heavy orking, is sung richly by the thrush. Another Musicraft reissue. Again, for Vaughan collectors in the main.	72--75--72--70
<b>TOMMY TUCKER ORK</b> MGM 10767	<b>I'm Praying to Saint Christopher</b> Don Brown, choir and chimes team for an effective treatment of a new, schmaltz ballad. Exploitation could make this a contender.	80--80--80--80
	<b>Cherry Stones</b> Cute bouncy English import is done as a boy-girl duet in a business man's bounce orking. Pleasant diskling of the ditty.	71--74--70--70
<b>BLUE BARRON ORK</b> MGM 10766	<b>Bubbles</b> Infectious slow beat ditty done with a hushed vocal group and bit of G. Jenkins' style piano could make a big one for Blue.	85--85--85--85
	<b>Beyond the Reef</b> Hawaiian guitarling creates a deep mood for a pleasing Bobby Beers and chorus rendition of a pretty new ballad. A neat Barron dance diskling.	80--82--80--78
<b>FRANKIE LAINE</b> Mercury 5355	<b>God Bless the Child</b> Laine does a sympathetic job with this poignant Billie Holiday ballad. Should serve as a standard item for the Laine roster.	82--85--82--80
	<b>Don't Cry, Little Children, Don't Cry</b> Minor mood bit of ballad estroica is delivered with rich feeling by Laine, whose followers will want this virtuosic performance.	81--82--80--80
<b>KAY ARMEN</b> London 764	<b>Just Say I Love Him</b> Miss Armen sings this Italian-derived ballad in her rich style. This is only femme version of the song and could pick up coin if song scores. Earl Sheldon's orking is superb.	73--73--70--68
	<b>Don't Play With Fire</b> The "Stop the Music" thrush tackles a rich oldie and does it full justice in this treatment. Nice job but doesn't figure to break down doors.	68--71--68--65
<b>TONY MARTIN</b> Victor 20-3883	<b>Music, Maestro, Please</b> Martin pours on his satiny schmaltz in this warm, straight reading of this lovely standard. Strong stuff for the Martin fans.	82--84--81--80
	<b>Big Dipper, The</b> Martin draws an ork-choral production here for a rich ballad which appears to be a bit weighty for the average buyer. It's a fine effort tho.	78--82--78--75
<b>PERCY FAITH-TONI ARDEN</b> Columbia 38930	<b>Can't We Talk It Over</b> Toni adds another fine thrushing job to her growing list with this excellent effort or this lovely revival. Faith supports neatly.	76--77--74--77
	<b>Only a Moment Ago</b> A simple, pleasant new ballad by Billy Rose and Milton Ager is delivered warmly by Toni with an effective Faith orking to enhance.	76--77--74--77
<b>DANNY SCHOLL</b> National 9119	<b>My Dream World</b> A pop translation of a noted classic is handed an uneven effort by Scholl.	62--63--62--62
	<b>I'm Gonna Live Till I Die</b> A swashbuckling go by the tenor on a not terribly expressive albeit spirited song.	66--69--65--65
<b>FRANK DEVOL</b> Capitol 1143	<b>Dream Awhile</b> DeVol makes an auspicious debut with a studio dance orking. Rich mood orking of this lovely oldie in the Thornhill vein is enhanced greatly by excellently conceived large group vocal. Spinners should help this one. Could develop into a "stepper."	86--88--85--85
	<b>Powder and Paint</b> Amusing rhythm novelty with a cute lyrical twist is done tastefully with a beat by the D-Vol crew and vocal aggregation.	79--80--78--80
<b>SKITCH HENDERSON</b> Capitol 1144	<b>Sweet Jennie Lee</b> Pleasant but unexciting rundown of a sturdy oldie with Skitch joining the pianola stylists at the keyboard and the Three Cockneys supplying lyrics.	69--70--66--70
	<b>Swan Lake</b> Reissue of a pretty etching spotting Skitch's keyboarding of the rich Tschalkovsky theme.	68--69--67--67

**Record Reviews**

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

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
<b>POPULAR</b>		
<b>DOTTIE O'BRIEN</b> Capitol 1148	<b>Painting the Clouds With Sunshine</b> In the two beat Charleston revival groove is this effort to revive an old "Gold Diggers" ditty.	66--66--66--66
	<b>Lonesome Mama Blues</b> Miss O'Brien belts out this oldie in real Red Hot Mama style. Could attract some action with the roaring '20s revivalists.	71--73--70--69
<b>RALPH MARTIERE</b> Mercury 8473	<b>Say It Isn't So</b> High-pitched trumpet leads in a string and woodwind-rich orking of the Berlin fave to a slow, light, dance beat.	73--73--73--73
	<b>My Silent Love</b> Beat is more in evidence here, and trumpet lead has an attractive Harry James flavor. Ork color is rich. Tune is showing some symptoms via the Bill Snyder etching.	82--82--82--82
<b>SAMMY KAYE</b> Columbia 38963	<b>Sugar Blues</b> Kaye's first for Columbia uses a delightful, pert little novelty, and the vocal and ork forces do handsomely with it.	84--84--84--84
	<b>Harbor Lights</b> Tony Alamo, chorus and ork weave a lovely, mood-hushed fabric around the fine oldie, stirring via the Ken Griffin etching. Could be a big side—for Kaye and the song.	88--88--88--88
<b>EDDY HOWARD-CLAUDE THORNHILL</b> Columbia 38933	<b>Do I Worry?</b> This unusual coupling is aimed at reviving the hit of yesteryear. Thornhill's is his Glen Island crew, highly danceable, subtle, musical with Dick Harding vocalizing amiably.	69--72--68--68
	<b>Do I Worry?</b> Howard, between his Jurgens' days and his own band, sounds rather thin in his reading with Lou Adrian orking. Pops and crackles in master betray the vintage.	65--65--65--65
<b>JACK TETER TRIO</b> London 770	<b>Take Your Girlie to the Movies</b> The "Johnson Rag" group tackles another oldie, this one a plug for the flicker guys. Could draw some tavern crowd coin.	70--67--70--73
	<b>Sweet Cider Time, When You Were Mine</b> Another ancient bit treated in old-fashioned style which could evoke memories for the elder generations and tavern nickel spenders.	70--67--70--73
<b>JERRY MURAD'S HARMONICATS</b> London 769	<b>Bye, Bye, Blues</b> Best treatment by the mouth organ specialists on a couple of year old masters from the Universal files. Previously unreleased.	70--72--68--70
	<b>Willow Weep for Me</b> Another from the Universal days shows the Cats off in far better light as they make an interesting mood instrumental of this evergreen, guitar walls and all. Never before released.	80--80--80--80
<b>BILLY ECKSTINE</b> MGM 10778	<b>The Show Must Go On</b> Eckstine belts out a new song in the "Ballerina" tradition with aid of powerful orking. Tune's one of the finest opening ditties written in many moons.	88--90--87--88
	<b>You've Got Me Crying Again</b> Mr. B. relaxes into his accepted groove as he gushes forth the lovely strains of this Isham Jones standard, due for fall revival plugging. Diskling gives song a push in the right direction. Should score in r. and b. quarters, too.	87--87--87--87
<b>VIC DAMONE</b> Mercury 3474	<b>Just Say I Love Her</b> This fling for another "You're Breaking My Heart" has been recorded. Side is beginning to show signs of hit action.	88--88--88--88
	<b>Can Anyone Explain?</b> Vic joins the growing list of fine diskings of this fast-stepping Benjamin-Weiss ballad. He does it with a slight beat and serves up a rendition which should catch a large share of the action on the song.	86--86--86--86
<b>MACHITO</b> Mercury 3467	<b>Donkey Serenade</b> The Friuli fave gets the authentic Latin treatment of the Machito crew. Rhythm section overshadows orking in a poor balance and detracts.	64--65--65--62
	<b>At Sundown</b> Same story here. Bad balance, tho it affords an inside listen to the workings of the magnificent Machito rhythm section, restricts this pairing to fans.	64--65--65--62
<b>BOBBY SHERWOOD ORK</b> Mercury 5468	<b>Cherry Bounce</b> Neat orking, some nice muted Sherwood trumpet and a tasty Ginny Gibson vocal of an unimpressive rhythm item.	62--65--60--60
	<b>Doodle-Do-Do</b> Sherwood and Miss Gibson team for a pleasing duet on this oldie with equally pleasant assists from his ork.	71--73--69--71
<b>JOE "FINGERS" CARR</b> Capitol 1162	<b>The Red We Want Is the Red We've Got</b> Corry flag-waver is delivered deftly for tavern customers and Midwestern corn buyers. If ditty clicks, this should do a sizable share.	83--85--80--83
	<b>Cincinnati Dancing Pig</b> Another neat reading of another corn item spotting Carr's choice keyboard kernels and group vocal, sound effects and all. Interpretation warrants that this should be in for a share of the winnings on the ditty.	80--80--80--80

(Continued on page 89)

QUESTION:



+ = ?

ANSWER:

A SENSATIONAL RECORD!

KAY ARMEN

(Singing Star of "Stop The Music")

AND

ANTON KARAS

(of "Third Man Theme" fame, and his Zither)

"I'M IN THE MIDDLE OF A RIDDLE"

Backed by "Where Do I Go From You"

No. 760 -- 78 RPM

75c plus tax

No. 30183 -- 45 RPM

75c plus tax

LONDON RECORDS



there's a new  
heart throb  
in ballads  
when

# STUART HAMBLEN

sings

**"GOOD MORNIN' YALL"**

and

**"I WHISPER YOUR NAME"**

Columbia 20733 or 7-inch LP 2-741

**"I'LL FIND YOU"**

and

**"REMEMBER ME"**

Columbia 20714 or 7-inch LP 2-692

**"It's No Secret"**

and

**"Blood On Your Hands"**

Columbia 20724 or 7-inch LP 2-713

**"Pony Express"**

and

**"Blue Bonnets In Her Golden Hair"**

Columbia 20650 or 7-inch LP 2-425

**"Sheepskin Corn and a Wrinkle on a Horn"**

and

**"Condemnation"**

Columbia 20674 or 7-inch LP 2-541

# COLUMBIA RECORDS

Originator of 33 $\frac{1}{3}$  LP records—one speed is all you need

The  
Billboard

MUSIC POPULARITY CHARTS

PART

X

## Record Possibilities

### THE BILLBOARD PICKS:

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

CAN'T WE TALK IT OVER?..... Andrews Sisters and Gordon Jenkins' Ork..... Decca 27113

Another tasty Jenkins arrangement sets a perfect backdrop for some Andrews harmonizing on a lovely old ballad. Perhaps hasn't the impact of an "I Wanna Be Loved," but nevertheless should prove to be a sturdy selling item.

DREAM AWHILE ..... Frank Devol Ork..... Capitol 1243

Here's a promising "sleeper" slicing. It's Devol's first crack as a diskery-developed terp maestro and he's done a superb job in creating a rich, mood dance job with a beautiful, retentive side. Prominent beat, full choral ensemble and a Thornhill-ish sound add to the over-all impression.

### THE DISK JOCKEYS PICK:

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

1. CINCINNATI DANCING PIG..... Vic Damone ..... Mercury 5477
2. JUST SAY I LOVE HER..... Vic Damone ..... Mercury 5474
3. CINCINNATI DANCING PIG..... Red Foley ..... Decca 46261
4. I NEED YOU SO..... Don Cornell ..... Victor 20-3884
5. MUSIC, MAESTRO, PLEASE..... Tony Martin ..... Victor 20-3883
6. THE RED WE WANT IS THE RED WE'VE GOT..... Ralph Flanagan Ork..... Victor 20-3904
7. ALL MY LOVE..... Bing Crosby..... Decca 27117
8. BELOVED BE FAITHFUL..... Russ Morgan Ork..... Decca 27006
9. CINCINNATI DANCING PIG..... Bill Darnel ..... Coral 60288
10. FRIENDLY STAR..... Margaret Whiting..... Capitol 1132

### THE RETAILERS PICK:

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

1. ALL MY LOVE..... Percy Faith Ork..... Columbia 36918
2. CINCINNATI DANCING PIG..... Vic Damone ..... Mercury 5477
3. OUR LADY OF FATIMA ..... Richard Hayes-Kitty Kallen..... Mercury 5466
4. HOME ..... King Cole ..... Capitol 1133
5. WHY FIGHT THE FEELING..... Vaughn Monroe ..... Victor 20-3880
6. ALL MY LOVE..... Bing Crosby..... Decca 27117
7. CAN'T WE TALK IT OVER?..... Andrews Sisters-Gordon Jenkins Ork..... Decca 27113
8. LET'S DO IT AGAIN..... Margaret Whiting..... Capitol 1132
9. CINCINNATI DANCING PIG..... Bill Darnel ..... Coral 60288
10. THE ROSARY ..... Perry Como..... Victor 20-3850

### THE OPERATORS PICK:

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

1. CAN'T WE TALK IT OVER?..... Andrews Sisters-Gordon Jenkins..... Decca 27113
2. JUST SAY I LOVE HER..... Johnny Desmond ..... MGM 10758
3. CAN ANYONE EXPLAIN?..... Ray Anthony Ork..... Capitol 1131
4. LA VIE EN ROSE..... Bing Crosby..... Decca 27111
5. HARBOR LIGHTS ..... Harmoncats-Jerry Byrd ..... Mercury 5461

### THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. CINCINNATI DANCING PIG..... Red Foley..... Decca 46261
2. WHY SHOULD WE TRY ANY MORE?..... Hank Williams..... MGM 10760
3. OLD MAN ATOM..... Sons of the Pioneers..... Coral 64058
4. GOD, PLEASE PROTECT AMERICA..... Jimmy Osborne ..... King 893
5. I HURT INSIDE ..... Dolph Hewitt ..... Victor 40-0369

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

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

**Advance Information**

**ADVANCE RECORD RELEASES**

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

**POPULAR**

- Anytime Anyplace Anywhere—D. Jo (Until the Discovery) 523
- At Sundown—Machito Ork (Donkey Serenade) Mer 5467
- Autograph Your Photograph—B. Burns Septet (Roses On) Time 1112
- Because—B. Bailey (Drink to Me) Mer 5471
- Blues My Naughty Sweetie Gives to Me—B. Darnel (Three Little) Coral 60295
- Bye, Bye, Blues—J. Murad's Harmonicas (Willow Weep) London 769
- Can Anyone Explain?—V. Damone (Just Say) Mer 5474
- Can Anyone Explain?—D. Raynes (It's) Dec 27161
- Can Anyone Explain?—Soft Notes (It All) Mer 5464
- Cherry Branch—B. Sherwood Ork (Doodle-Dee-Dee) Mer 54468
- Cincinnati Dancing Pig—J. "Fingers" Carr (Red We Want) Cap 1182
- Cincinnati Dancing Pig—B. Darnel (You Can't) Coral 60295
- Clair de Lune—J. August (Scheherazade) Mer 5470
- Daddy's Little Boy—E. Howard (They Put) Mer 5475
- Dirty Dishie! Daisy—S. Gibson (Stew's Blues) Mer 8186
- Do I Worry?—E. Howard (Do I) Col 38933
- Do I Worry?—C. Thornhill Ork (Do I) Col 38933
- Donkey Serenade—Machito Ork (At Sundown) Mer 5467
- Doodle-Dee-Dee—B. Sherwood Ork (Cherry Bounce) Mer 5468
- Dream Awake!—F. Devol (Power and) Cap 1143
- Drink to Me Only With Thine Eyes—B. Bailey (Because) Mer 5471
- Dublin Rose—L. Raine (Green Fields) Universal 8958
- Friendly Island—The G. Lombardo (Halloween) Dec 27144
- Go to Sleep—H. Babbitt (Rudolph the) Coral 60271
- Go To Sleep Our Baby Boy—C. Palmer (Our Wedding) Time 119
- Green Fields—L. Raine (Dublin Rose) Universal 8958
- Harbor Lights—S. Kaye (Sugar Sweet) Col 38963
- I Love the Gey—S. Vaughan (Thinking of) Col 38925
- I'll Never Be Free—O. Bradley (Is There) Coral 60293
- I'm Forever Blowing Bubbles—J. Lee (Pagan Love) Cap 1149
- I'll Never Be Free—O. Bradley (I'll Never) Coral 60293
- I'll Begin and Ends With You—Soft Notes (Can Anyone) Mer 5464
- Just Say I Love Her—V. Damone (Can Anyone) Mer 5474
- Keep Him Satisfied—L. Chappell (Streamlined Gal) Cap 1156
- Kinda Sorta Miss You—D. Noel (Mist) Col 30199
- Let's Do It Again—G. Lombardo (Mist) Dec 27178
- Little Stars—G. Ammons (When You're) Mer 8185
- Lonesome Mama Blues—D. O'Brinen (Painting the) Cap 1145
- Mama's Samba—L. Welk (Skatin' Waltz) Mer 5469
- Mist—D. Noel (Kinda Sorta) Col 30199
- My Silent Love—R. Martiere (Say It) Mer 5473
- Nevertheless—R. Flanagan Ork (Red We) V(78)20-3904; (45)47-3904
- Our Wedding Day—C. Palmer (Go To) Time 119
- Pagan Love Song—J. Lee (I'm Forever) Cap 1149
- Painting the Clouds With Sunshine—D. O'Brinen (Lonesome Mama) Cap 1145
- Powder and Paint—F. Devol (Dream Awake!) Cap 1143
- Red We Want Is the Red We've Got in the Old Red White and Blue, The—J. "Fingers" Carr (Cincinnati Dancing) Cap 1182
- Red We Want Is the Red We've Got, The—R. Flanagan Ork (Nevertheless) V(78)20-3904; (45)47-3904
- Red Lips—J. Staulcup Ork (Wooden Soldier) Oriole 103
- Rudolph the Red-Nosed Reindeer—B. Crosby (Frosty the) Coral 60293
- Rudolph the Red-Nosed Reindeer—B. Crosby (Teddy Bear) Dec 88050
- Roses On Parade—B. Burns Septet (Autograph Your) Time 1111
- Said GI Joe With a South Korean—Noel's The Troubadour-Blue Chips (Seaboard, The Southern) Co-ed 4849
- Say It Isn't So—R. Martiere (My Silent) Mer 5473
- Scheherazade—J. August-J. Murad's Harmonicas (Clair de) Mer 5470
- Seaboard, The Southern and the A. C. I.—Noel's The Troubadour-Blue Chips (Said GI) Co-ed 4849
- Show Must Go On—B. Eckstine (You've Got) MGM 10778
- Skatin' Waltz in Swing—L. Welk (Mama's Samba) Mer 5469
- Stew's Blues—S. Gibson (Dirty Dishie!) Mer 8186
- Sticks and Stones—A. Trace Ork (Whee) Col 38932

- Streamlined Gal—L. Chappell (Keep Him) Cap 1156
- Sugar Sweet—S. Kaye (Harbor Lights) Col 38963
- Swan Lake—S. Henderson (Sweet Jennie) Cap 1144
- Sweet Cider Time, When You Werr Mine—J. Teter Trio (Take Your) London 770
- Sweet Jennie Lee—S. Henderson (Swan Lake) Cap 1144
- Take Your Girl to the Movies—J. Teter Trio (Sweet Cider) London 770
- Teddy Bear—B. Crosby (Rudolph the) Dec 88050
- Three Little Words—B. Hoffman (Keeps On) Dec 27145
- They Put the Lights Out—E. Howard (Daddy's Little) Mer 5475
- Thinking of You—S. Vaughan (I Love) Col 38925
- This Could Be Forever—B. Crosby (J. Hogan (Helpless) Dec 27143
- Three Little Words—B. Hoffman (Blues My) Coral 60295
- Until the Real Thing Comes Along—O. Jo (Anytime Anyplace) Discovery 523
- When—A. Trace Ork (Sticks and) Col 38932
- When You're Gone—G. Ammons Ork (Little Star) Mer 8185
- Willow Weep for Me—J. Murad's Harmonicas (Bye, Bye) London 769
- Wooden Soldier and the China Doll, The—J. Staulcup Ork (Red Lips) Oriole 103
- You Can't Get to Heaven on Roller Skates—B. Darnel (Cincinnati Dancing) Coral 60295
- You've Got Me Crying Again—B. Eckstine (Show Must) MGM 10778

**RELIGIOUS**

- As for Me and My House We'll Serve the Lord—Harmonees Quartet (Road of) V (45)48-0190
- Bless This House—P. Como (Rosary, The) V 20-3850
- Calvary—Spirit of Memphis Quartet (Make More) King 4392
- End of My Journey—Soul Stirrers (Going On) Aladdin 2031
- Going On With the Spirit in Jesus' Name—Soul Stirrers (End of) Aladdin 2031
- I Got Faith—W. Fowler (You Must) Bullet 112
- I Have a Home—Harmonees Quartet (Living With) V (45)48-0191
- I Love the Lord—Pilgrim Travelers (My Road's) Specialty SP-371
- Jesus Is God's Atomic Bomb—Swan's Silvertone Singers (Long Ago) King 4391
- Let Me Travel Alone—S. Grayson Golden Valley Boys (Since His) King 892
- Living With Jesus—Harmonees Quartet (I Have) V (45)48-0191
- Long Ago—Swan's Silvertone Singers (Jesus Is) King 4391
- Make More Room for Jesus—Spirit of Memphis Quartet (Calvary) King 4392
- My Road's So Rough and Rocky—Pilgrim Travelers (I Love) Specialty SP 371
- Right to the Tree of Life—The Trumpeteers (There's a) Score N566
- Road of Life, The—Harmonees Quartet (As for) V (45)48-0190
- Rosary, The—P. Como (Bless This) V 20-3850
- Since His Sweet Love Has Rescued Me—S. Grayson Golden Valley Boys (Let Me) King 892
- There's a Man in Jerusalem—Trumpeteers (Right to) Score N566
- Through the Valley of the Shadows—R. Shepard (Words From) London 767
- Words From Heaven—R. Shepard (Through the) London 767
- You Must Have That Pure Religion—W. Fowler (I Got) Bullet 112

**HOT JAZZ**

- Cynthia's in Love—D. Byas Quartet (They Say) Savoy 625
- I Found a New Baby—D. Byas Quartet (Marie) Savoy 627
- Marie—D. Byas Quartet (I Found) Savoy 627
- New 52d Street Jazz Album—D. Gillespie Ork-C. Hawkins All Stars (3-7") V (45) WHJ-9—Allen's Alley, (45)47-3282; Anthropology, (45)47-3281; Fifty-Second Street Theme (45)47-3279; Low Flame, (45)47-3282; Night in Tunisia, (45)47-3279; O' Man Bebop, (45)47-3281; Say It Isn't So, (45)47-3280; Spolitta, (45)47-3280
- They Say It's Wonderful—D. Byas Quartet (Cynthia's) Savoy 625

**POP ALBUMS**

- Caucasian Moods Album—H. Yacoubian (1-10") Cap (33) H233—Armenian Dance; Ballad of the Black Sea; Byzantine Air; Erivan Reverie; Mood Oriental; Pastorate; Poeme
- Operetta Encores Album—L. Butler (1-10") Cap (33) H227
- Songs for Summer Evenings Album—J. Jones Ork-C. Massey (1-10") Cap (33) H230—I'll Never Have

(Continued on page 100)

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| Victor 25-1159—Believe Me, Beloved One<br>Jolly Peter                               | Victor 25-1094—Yes Yes Polka<br>Two Gossipers  |
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| Victor 20-3219—Windy City Polka<br>Red Raven Waltz              | Victor 20-3305—Pilgrim Waltz<br>Zephyr Polka        |
| Victor 25-1121—Cinderella Polka<br>In Paradise Waits            | Victor 25-1072—Red Raven Polka<br>Ravino Waltz      |
| Victor 25-1127—When I Come<br>Lovers Lane Landler               | Victor 25-1099—Swiss City<br>Potter Polka           |
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The  
Billboard

MUSIC POPULARITY CHARTS

PART  
XIIThe Honor Roll of  
Popular Songwriters

By Jack Burton

## No. 75—JIMMY VAN HEUSEN

If you still believe in the old maxim, "father knows best," consider for a moment the present plight of Jimmy Van Heusen and Johnny Burke, his lyricist.

Both are contractor's sons, and their irate sires predicted a sorry future for them if they kept monkeying around with sharps and flats instead of mastering the mechanism of dump trucks and cement mixers. —Wha' happened?

Today, they have the world's greatest song pluggers, Bing Crosby, working for them for free 365 days a year. They are working out a five-year contract with Paramount Pictures that yields them \$60,000 for each film in which Crosby sings their songs. And they have their own publishing company, an affiliate of the Paramount Music Corporation, where they pocket the publisher's take from all Crosby and other recordings in addition to songwriters' royalties.

A native of Syracuse, where he was born January 26, 1913, Jimmy Van Heusen started his musical career at the age of 16 as a pianist and singer in a local radio station.

It's father, who was not in sympathy with his son's musical ambitions, heard of Jimmy's extra-curricular activities and marched him off to Syracuse University to prepare himself to take over the general contracting business that was paying for his higher education and racoon-skin coat.

Jimmy spent a year and a half at Syracuse without becoming familiar with the thousands of books shelved in the college library. He devoted most of his time to the creation of college shows with Harold Arlen's younger brother, Jerry, as a collaborator. Harold Arlen took a fancy to the kid, and advised him to cut classes permanently instead of occasionally and launch a frontal attack on the gates of Tin Pan Alley.

Altho Jimmy Van Heusen acted without hesitation on that advice, Tin Pan Alley didn't capitulate to him after the initial bombardment. The first songs he wrote in 1933 for the Cotton Club revue 'dn't get rave notices, and Van Heusen, low in funds, got a job operating the freight elevator at the Park Central Hotel until the opening chapter in his Cin-

derella success story developed—the offer a position as a staff pianist with a music publishing house at \$50 a week.

Thus the stage was set for the entrance of the fairy godmother with her magic wand in the person of Jimmy Dorsey, who collaborated with Jimmy Van Heusen on *It's the Dreamer in Me*, one of the top songs of 1938 and winner of an ASCAP award. Once over the hump, Jimmy really went to town and fast, first with such popular song hits as *This Is Madness*, *Good for Nothing But Love*, *So Help Me*, *Heaven Can Wait*, *Oh You Crazy Moon*, *Blue Rain* and *Imagination* and then taking Hollywood by storm with the scores of the series of Road pictures in which Crosby, Bob Hope and Dorothy Lamour were co-starred.

During the past 10 years, Van Heusen has shared the Hollywood spotlight with these and other film headliners who have sung and popularized his songs, and in addition, he has become an aviation enthusiast, qualifying for a flier's license in 1940 and working as a Lockheed test pilot while we were avenging the attack on Pearl Harbor by bringing about the total eclipse of the Japanese sun.

When he went to Hollywood in 1940 to work with Jimmy Van

Heusen on the Paramount lot, Johnny Burke retracted his steps to the state of his birth, the stork dropping him off at Antioch, Calif., October 3, 1908. The family, however, moved later to Chicago, where Johnny attended public school and Crane College before enrolling at the University of Wisconsin. Here he played piano upon graduation for a staff position with a Chicago music publisher and later with Irving Berlin in New York.

Johnny Burke's first song hit, *Yours and Mine*, with music by Steve Nelson, entitled him to hang up his coat and hat at Lindy's without bothering to get a hat check, and the smash follow-ups he wrote with Harold Spins—*Annie Doesn't Live Here Anymore*, *The Beat of My Heart* and *La Cucharacha*—stamped him as a surefire Hollywood success when Bing Crosby brought the two contractors' sons together as collaborators.

With Burke and Van Heusen's songs making Bing Crosby's films and records top-sellers and Bing Crosby's coast-to-coast plugs on the radio and screen making Burke and Van Heusen's songs click, a mutual admiration society has blossomed into full bloom in Hollywood, where the soil is far better known for producing weeds of professional jealousy.

## PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

## JIMMY VAN HEUSEN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

## Popular Songs

1934—**THERE'S A HOUSE IN HARLEM FOR SALE**

With Jerry Arlen Santly-Joy, Inc.

1937—**IF YOU'RE EVER IN MY ARMS AGAIN**

Lyrics by Curley Mahr. Mills Music, Inc.

1938—**SO HELP ME (IF I DON'T LOVE YOU)**

Lyrics by Edgar DeLange. Remick Music Corporation. (Available on Decca record 24085 in A-1938, Bob Grant orchestra.)

**GOOD FOR NOTHING BUT LOVE**

Lyrics by Edgar DeLange. M. Witmark & Sons, Inc.

**DEEP IN A DREAM**

Lyrics by Edgar DeLange. Harms, Inc.

**THIS IS MADNESS.**

Lyrics by Edgar DeLange. Remick Music Corporation.

**IT'S THE DREAMER IN ME**

With Jimmy Dorsey. Leo Feist, Inc.

1939—**HEAVEN CAN WAIT**

Lyrics by Edgar DeLange. Remick Music Corporation.

**OH, YOU CRAZY MOON**

Lyrics by Johnny Burke. M. Witmark & Sons, Inc.

**ALL I REMEMBER IS YOU**

Lyrics by Edgar DeLange. Remick Music Corporation.

**BLUE RAIN**

Lyrics by Johnny Mercer. Edwin H. Morris & Company, Inc.

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HARRY M. WOODS  
ALLIE WRUBEL

**CAN I HELP IT?**

Lyrics by Edgar DeLange. Remick Music Corporation.

**SPEAKING OF HEAVEN**

Lyrics by Mack Gordon. Miller Music Corporation.

**SHAKE DOWN THE STARS**

Lyrics by Edgar DeLange. Bregman, Vocco & Conn, Inc.

**I THOUGHT ABOUT YOU**

Lyrics by Johnny Mercer. Edwin H. Morris & Company, Inc.

**IMAGINATION**

Lyrics by Johnny Burke. A. B. C. Music Corporation.

(Available on the following records: Decca 29219, Fred Waring Pennsylvanians; Capitol 20034, Andy Russell; Columbia 38698, Doris Day; Keynote 612, Coleman Hawkins; Decca 24696, Bing Crosby.)

**MAKE WITH THE KISSES**

Lyrics by Johnny Mercer. Edwin H. Morris & Co., Inc.

1940—**LET'S ALL MEET AT MY HOUSE**

Lyrics by Johnny Burke. Burke & Van Heusen, Inc.

**ALL THIS AND HEAVEN TOO**

Lyrics by Edgar DeLange. Remick Music Corporation.

1944—**A FRIEND OF YOURS**

Lyrics by Edward Heyman and Sam Coslow. Burke & Van Heusen, Inc.

This song was written for "The Great John L." the film produced by Bing Crosby.

(Available on the following records: Decca 18658, Bing Crosby; Decca 24696, Bing Crosby; Capitol 199, Jo Stafford; Victor 20-1657, Tommy Dorsey.)

1944—**NANCY (WITH THE LAUGHING FACE)**

Lyrics by Phil Silvers.

This song was inspired by Frank Sinatra's baby daughter for whom all royalties are held in trust.

(Available on the following records: Decca 24546, Joe Mooney Quartet; Columbia 36868, Frank Sinatra.)

**POLKA DOTS AND MOONBEAMS**

Lyrics by Johnny Burke. A. B. C. Music Corporation.

(Available on the following Bluebird records: 10657, Glenn Miller, and 10677, Dick Todd orchestra.)

1945—**YAH-YA-YA, YAH-YA-YA (TALK, TALK, TALK)**

Lyrics by Johnny Burke, Burke & Van Heusen, Inc. (Available on Decca record 23410 in A-631, Bing Crosby and Judy Garland.)

## Stage Musicals

1931—**SWINGIN' THE DREAM**

A musical version of "Midsummer Night's Dream" with book by Gilbert Seldes and Eric Charrrel, lyrics by Eddie DeLange, and starring Louis Armstrong as "Bottom" in a cast that included Benny Goodman's Sextet, the Deep River Boys and Maxine Sullivan. Bregman, Vocco & Conn, Inc.

**DARN THAT DREAM**

(Available on Discovery record 109, George Auld.)

**PEACE BROTHER**

**THERE'S GOTTA BE A WEDDING SWINGIN' A DREAM**

(Available on Vocalion record 5282, Will Bradley.)

**MOONLAND**

**LOVE'S A RIDDLE**

**ODDING THE SARDU**

**JUMPIN' AT THE WOODSIDE**

**PICK-A-RIB**

1946—**NELLIE BLY**

A musical comedy inspired by the round-the-world trip of Nellie Bly, the girl reporter on *The New York World*, who beat the 80-day record of the hero of the Jules Verne novel. Book by Joseph Quinlan, lyrics by Johnny Burke, and starring William Gaston and Victor Moore in a cast that included Joy Hodges and Benay Venuta. Burke & Van Heusen, Inc.

**JUST MY LUCK**

(Available on the following records: Decca 18860, Bing Crosby; Victor 20-1779, Vaughn Monroe and Norton Sisters.)

**YOU MAY NOT LOVE ME**

(Available on the following records: Decca 18860, Bing Crosby; Victor 20-1779, Vaughn Monroe and Norton Sisters.)

**THERE'S NOTHING LIKE TRAVEL**

**ALL AROUND THE WORLD**

**FOGARTY THE GREAT**

**THAT'S CLASS**

**NELLIE BLY**

**MAY THE BEST MAN WIN**

**HOW ABOUT A DATE?**

**YOU NEVER SAW THAT BEFORE**

**L'EXPOSITION UNIVERSELLE**

**SKY HIGH**

**NO NEWS TODAY**

**CHORAL RUSSE**

**ALADDIN'S DAUGHTER**

**START DANCING**

**HARMONY**

## Outdoor Musical

1940—**BILLY ROSE'S AQUACADE**

The New York World's Fair water carnival, starring Eleanor Holm and Johnny Web-

muller with Vincent Lopez and his orchestra and the Fred Waring Glee Club. Lyrics by Joseph McCarthy. Robbins Music Corp.

**YOU THINK OF EVERYTHING**

**THERE'S A NEW GANG ON THE WAY**

**ELEANOR, I ADORE YOU**

**WHEN THE SPIRIT MOVES ME**

**YOURS, FOR A SONG**

By Ted Fetter, Billy Rose and Dana Sussie.

**YOU'RE TOO GOOD TO BE TRUE**

By Billy Rose and Dana Sussie.

## Film Songs and Scores

1940—**LOVE THY NEIGHBOR**

A Paramount picture with Jack Benny, Fred Allen and Mary Martin. Lyrics by Johnny Burke. Famous Music Corporation.

**DO YOU KNOW WHY?**

**ISN'T THAT JUST LIKE LOVE!**

**DEAREST, DAREST I?**

1941—**PLAYMATES**

An RKO picture with Kay Kyser, Lupe Velez, John Barrymore, May Robson and Patsy Kelly. Lyrics by Johnny Burke. Southern Music.

**HURRY DUFFY HEART**

**ROWED SMITH AND JULIET JONES**

**HOW LONG DID I DREAM?**

**QUE CHICA**

**THANK YOUR LUCKY STARS AND STRIPES**

**THE ROAD TO ZARZIBAR**

A Paramount picture with Bing Crosby, Bob Hope and Dorothy Lamour. Lyrics by Johnny Burke. Santly-Joy, Inc.

**BIRDS OF A FEATHER**

**IT'S ALWAYS YOU**

**YOU'RE DANGEROUS**

**YOU LUCKY PEOPLE, YOU**

1942—**THE ROAD TO MOROCCO**

A Paramount picture with Bing Crosby, Bob Hope and Dorothy Lamour. Lyrics by Johnny Burke. Famous Music Corporation.

**ALADDIN'S DAUGHTER**

**CONSTANTLY**

(Available on Decca record 18513, Bing Crosby.)

**MOONLIGHT BECOMES YOU**

(Available on the following records: Decca 18513, Bing Crosby; Capitol 123, Kitty Kallen and Bobby Sherwood orchestra.)

**AIN'T GOT A DIME TO MY NAME**

(Available on Decca record 18514, Bing Crosby.)

**MY FAVORITE SPY**

An RKO picture with Kay Kyser, Ellen Drew, Jane Wymann and Robert Armstrong. Lyrics by Johnny Burke. Mayfair Music Corporation.

**JUST PLAIN LONESOME**

(Available on Decca record 18354, Bing Crosby.)



# Over 500G Spent by Lobbies Vs. Excise and Cabaret Taxes

(Continued from page 4)

Admiral Corporation gave \$500 each. Other contributions were from the major airlines, utilities, piano manufacturers and appliances manufacturers.

Wilson W. Wyatt, who held several big New Deal and Fair Deal posts, including federal housing expediter, now a practicing lawyer in D. C., was listed as representing CRWET and getting \$22,254 for the first six months. Battling independently for repeal of the 25 per cent excise on telegraph messages was former Federal Communications Commission (FCC) Chairman Paul A. Porter's law firm of Arnold, Fortas and Porter.

In the futile battle for repeal of cabaret taxes was Samuel P. Haines, who figured in testimony before the House committee investigating lobbying activities (*The Billboard*, May 27). Haines, representing the 20 Per Cent Cabaret Tax Committee, reported getting \$5,550 the first half of the year for this activity. Others listed as pressurists on this issue

included Richard McCann, prexy, Local 802, American Federation of Musicians; Paul J. Schwartz, prexy of the District of Columbia AFM local, and the 20 Per Cent Tax Committee with headquarters at 171 West Randolph Street, Chicago. Lobbying against repeal of cabaret excise taxes was Elizabeth Smart, of the Women's Christian Union.

In the battle over Social Security legislation were registered lobbyists representing the National Ballroom Operators' Association and the AFM. The AFM lobby lost a fight for changing the employee definition in the Social Security amendment (HR 6000); the ballroom ops were on the opposite side. Registered for the ballroom operators association was Jack A. Osherman, a D. C. lawyer, who reported receiving \$10,000 the first six months for the purpose. Listed as representing the AFM on this issue was the firm of Freidin & Littaur, of New York.

In the radio-TV field, the customary registrants were listed as in previous registration reports: Earl Gammons, CBS veepee; Francis M. Russell, NBC veepee; Ward L. Quaal, legislative representative of Clear Channel Broadcasting Service (CCBS); Don Petty and Raph Hardy, representing National Association of Broadcasters (NAB), and Bond Geddes for the Radio-Television Manufacturers' Association (RTMA). NAB Prexy Justin Miller's registration appeared on an earlier list.

## Secrets Succeeds

Geddes, who recently retired from his RTMA exec directorship job, has been supplanted by James Secrest. Also registered in behalf of RTMA this session was Joseph E. Casey, a D. C., attorney, who reported that he concentrated efforts on opposing the new 10 per cent excise tax on TV sets. Casey was also listed as a lobbyist for the Committee for Equalization of Tobacco Taxes, a group of cigarette makers formed to promote legislation changing the present flat tax on cigarettes to an ad-valorem or graduated tax.

Others on the latest roster of lobbyists included representatives of a wide range of interests from nut growers and sugar producers to hotel and restaurant associations. Representing the National Candy Wholesalers Association was William A. Quinlan, who reported activity in connection with the Social Security Act amendment (HR 6000), the Federal Fair Employment Practice Act, and others. Listed as lobbyist for the National Confectioners' Association was James E. Mack, manager of the D. C., office.

Under a section of the Legislative Reorganization Act of 1946, Capitol Hill lobbyists are required to register with the House clerk or Senate secretary, reporting not only their identity but also their aims, receipts, expenses, etc. Lobbying is a legal practice under the provisions of the law.

## COL STARTS BIG POP

(Continued from page 12)

ists, he added, will work closely with distributors.

Columbia's promotion hypo of its pop record division follows closely upon its acquisition of a flock of top-flight pop artists (*The Billboard*, August 26). The move is part of the over-all attempt to build up the diskery's pop sales, which had slumped when the diskery was con-

## Tone-E Finds Jock Promosh Expensive

CHICAGO, Aug. 26. — George Tasker, who operates Tone-E, small indie waxery here, received an order for 200 copies of a new release July 12 from a leading Midwest distributor, providing Tasker would include 100 free for d. j. pushing in the territory. Tasker sent the disks pronto. In a letter, dated August 8, received from the same distributor, Tasker was asked to take back 188 copies of the number.

Because the finished pressing cost Tasker about 24 cents each, he figures he gave the distributor \$24 worth of d. j. disks. The distributor sold a dozen disks for 37 cents each, giving Tasker a \$4.44 return. Tasker is \$19.56 out but is crediting it to d. j. promotion, plus the 188 returned disks.

## Ralph Flanagan Is Stricken Ill

LEXINGTON, Ky., Aug. 26.—Band leader Ralph Flanagan fell off the band stand at Joyland Park here last night when stricken ill while conducting his ork and is confined at Good Samaritan Hospital. A Dr. McClain, called by the park management to treat Flanagan, said that the ork leader is in need of a rest and will have to remain in the hospital at least a week and possibly two. Flanagan had been suffering with an allergy for some time and had been under a doctor's care.

The Flanagan combo, which will continue its bookings sans the leader, came here for a one-nighter Friday after a phenomenal week at Moonlite Garden at Coney Island, Cincinnati. The one-nighter here attracted 1,752 dancers, with some 200 turned away. Flanagan, in here for the night at a \$1,250 guarantee, with a 60 per cent, came away with \$297 over money, or \$1,547 for his share.

## Hawkins Quits RCA, Signs With Coral

NEW YORK, Aug. 26. — Erskine Hawkins, whose ork has been a staple of the Victor rhythm and blues department for more than a decade, this week left RCA to make a disking deal with Coral Records, the Decca subsidiary label. Hawkins, currently at the Savoy Ballroom here, was responsible for such hit wax on Victor as *Tippin' In*, *Tuzedo Junction*, *Don't Cry Baby*, *After Hours* and a number of others.

## SHOWBIZ FREEZE

(Continued from page 4)

high rate of private and public housing construction.

Amusement construction has been on the downgrade in 1950, according to the Bureau of Labor Statistics (BLS), with valuation so far this year down nearly 10 per cent from the 1949 level.

If the amusement building ban is imposed, it will contain exceptions for so-called "hardship" cases. A theater owner who has burned out, for example, would be allowed to rebuild.

centrating on merchandising its long-playing system.

Columbia's hyped promotion push, in addition to being motivated by the company, also reflects the wishes and demands of top pop artists—many of whom specify a certain amount of promotion in their contracts with diskeries.

## WANTED

Large quantity

## CLASSICAL-POPULAR ALBUMS

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## New "Dorsey," "Kaye" Bands

(Continued from page 12)

in Your Arms. Bergman did the arrangements and conducted the band on the dates and used Don Cornell, ex-Sammy Kaye vocalist now out as a single, on the vocals. Since Cornell has indicated he does not want to become a bandleader, preferring to continue to try to make it as a singing single, the probabilities are he will not be used on subsequent dates. Victor's immediate job here is to find a presentable, reliable guy to front the band as "Bob Dewey," when and if it's ready to do live dates. On future dates, rather than just male vocals, the band will feature a boy and girl singer and possibly a trio, following Kaye's own vocal corps structure.

With Morrow, the problem is somewhat simpler, since as has been pointed out the trombone man has already had wide experience as a side man with many top orks and as a fronter himself. Morrow has just been signed to a contract and his first sides will be made within the next couple of weeks. Here Victor is looking for the right arranger for the band.

RCA Victor's promotional guns, it goes without saying, will be fired heavily in connection with both attractions.

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## Emerson, Adm'l, 2 Philly Distribs, Face 450G Suit

PHILADELPHIA, Aug. 26.—Emerson Radio & Phonograph Corporation and the Admiral Corporation, along with the local distributors of the two television manufacturing companies, have been named defendants in a \$450,000 damage suit filed in U. S. District Court here Wednesday (23). The action, which included the local distributing firms of Emerson Radio of Pennsylvania, Inc., and Admiral's Pierce-Phelps, Inc., accuses the defendants of acting in restraint of trade and of forcing illegal agreements in violation of the Sherman and Clayton anti-trust acts during the past two years.

The plaintiffs, represented by Melvin Bank, are the Philadelphia Radio Servicemen's Association, the Television Contractors' Association of Philadelphia and the following local television service firms—Philadelphia Television Service Corporation, Whittingham Bros., Inc.; Albert M. Hass, Inter-State Television Service Company, and George F. Weber, who trades as Weber's Television.

The main complaint is that the defendant firms made television set purchasers also buy a one-year warranty to guarantee the set's parts. The Emerson firm also is accused of having offered purchasers of its sets a rebate of the warranty charge if the purchaser signed a service contract with an Emerson contractor.

These actions, the complaint states, caused the plaintiffs a "loss of customer good-will and a financial loss." Purchasers of sets from the defendant companies insisted that the warranties entitled them to free service, the suit declares. The action asks that this "illegal combination" be broken up and also seeks a temporary restraining order which would prohibit the "making and selling of these agreements" until a final decision in the case. No date was set on the hearing for the order.

## Zenith Spins 16 RPM Disk Gim

NEW YORK, Aug. 26.—The much hallyhoosed 16 r.p.m. record speed of the Zenith Radio Corporation is expected to spin its way off Zenith's own record players and reach the public in the form of an adapter unit that will convert any 33½ r.p.m. player at a cost of two or three dollars. While Zenith officials refuse to comment, it is understood that the company is working on an adapter which will fit on top of present record players and cut the revolutions per minute approximately in half.

Trade talk also has it that the purpose of the new speed is to handle "talking book" records which will play for an hour. Wagner-Nichols, New York, previously announced that it is working on 14 r.p.m. "talking books." This week traders were speculating that the "books" are actually the "any speed yet to come" which appears in Zenith ads. That Wagner-Nichols and Zenith may be linking is considered a likely possibility.

CHICAGO, Aug. 26.—More than 30 per cent of present TV set owners are considering buying a second set for their homes, a John Meek Industries survey of Chicago homes indicates. More than 3.5 per cent already have two sets.

Question on preferred tube size on the second set brought these replies: 10 inch, 1.23 per cent; 12½ inch, 12.27 per cent; 14 inch, 7.18 per cent; 18 inch, 46.10 per cent; 17 inch, 1.64 per cent; 19 inch, 16.3 per cent; 21 inch, 4.1 per cent; 20 inch, 1.34 per cent; projection, .5 per cent, and no decision, 9.36 per cent.

# Confusion Blurs TV Sales View

## People, Products and Prices

### Hoffman Radio Hassle Still Unsettled

Union relations at Hoffman Radio Corporation were left unchanged by National Labor Relations Board (NLRB) last week when the agency refused to approve a move by the furniture workers' union to make a separate bargaining unit of production and maintenance men now lumped in with TV testmen, inspectors and other skilled tradesmen. The firm and other unions had opposed the move.

### RTMA Sets Up Credit, Advertising Committees

Four industry officials were appointed by the Radio-Television Manufacturers' Association (RTMA) to supervise the RTMA credit committee. Named as chairman was H. N. Henry Saller, John E. Fast & Company; with Dan Reed, Raytheon Manufacturing Corporation, appointed as vice-chairman of the Eastern region. August Demier Jr., P. R. Mallory & Company, was appointed Western vice-chairman, with C. A. Shera, the Hallcrafters Company, as Western co-vice chairman. L. E. Peitit, General Electric Company, was named head of the RTMA advertising committee, succeeding Stanley H. Manson. Stromberg Carlson Corporation, who resigned. H. F. Guenin Jr., RCA Victor, was appointed vice-chairman.

### BBB Pamphlet Warns on TV Sales Practices

The program to eliminate "unethical" practices in the radio-TV industry is considered a success by officials of the Better Business Bureau (BBB) of New York. BBB execs report that co-operation from dealers, service companies and distributors has been excellent. Over 75,000 pamphlets which tell prospective buyers what to expect from their sets, dealers and servicemen have been distributed by the BBB via local retail stores or directly to the public.

### News Notes on Manufacturers and Distributors

Fred M. Comins has been named assistant sales manager of the RCA Victor home instrument department of Krich-Radisco, Newark, N. J. . . . Andrea acquired additional production space in the Long Island City Building in which the plant is now situated. . . . Allied Parts, Philadelphia distributor, has opened a branch office and showroom in the West Philadelphia area. . . . J. William Costello has joined Capehart-Farnsworth as sales promotion manager. . . . Sol Predeger has been appointed vice-president of Majestic. He is director of purchases for the Majestic and Garod lines. At the same time, Warren Frebel joined Majestic as purchasing agent. . . . Starrett named the Adolph Fruchter & Sons distribbersy to rep the line in the Philadelphia territory.

## Admiral, G-E Hike TV Prices

NEW YORK, Aug. 26.—The trend toward higher list prices on TV sets continued this week as Admiral and General Electric announced price hikes and department stores dealing with Bendix were told that prices on private label sets would be increased October 1. Admiral's prices were upped on an average of 7 to 8 per cent on the entire line, while General-Electric increased prices on only two models—a 18-inch console, up 2½ per cent.

RCA Victor, however, continued to hold the line on prices, altho traders are expecting an announcement from the company on new lists. It is understood that RCA execs are still wrangling a bit over the advisability of increasing set prices.

## Philly TV Trying To Oust Chiselers

PHILADELPHIA, Aug. 26.—Television contractors here are exchanging lists of dealers who owe large amounts of money for service and installation contracts. Many of the dealers, because of their refusal to pay promptly, have caused TV servicemen and contractors to hold back on service when the set owner calls for it.

As a result, set owner complaints to the Better Business Bureau and to the local set distributors have been increasing. Servicemen and contractors fire back that the situation is being created by the "dead beats" carried by the distributor, and that the "quicker the list of dead-beat dealers is made available to the entire service industry, the quicker many of the headaches will be eliminated."

## U. S. May Order 200,000 AM Sets

(Continued from page 4)

ever authorized to provide not only the Voice but ears as well.

As the committee was approving a total of nearly \$78,000,000 in supplemental funds for over-all information operations, conferees on another appropriations bill reached agreement to give State's information activities a regular appropriation of \$32,700,000 for the current fiscal year—pushing total available funds for overseas information work over the \$110,000,000 mark.

Radio gets by far the biggest share of the expanded appropriation, and about one-third of the regular funds. The House committee authorized \$41,288,000 to build up broadcasting facilities and authorized State to negotiate with every friendly nation in the world for installing transmitters to beam the U. S. side of the international scene. Another \$7,602,000 was authorized for expanding programing facilities. With the two-plus million for radio sets and \$13,000,000 for current Voice operations, State will have available more than \$60,000,000 for radio alone. Remainder of the combined regular-extra funds is to go for newspaper, magazine and movie work, as well as for exchange of students, and maintenance of libraries abroad.

State officials figure it will take at least two or three years to complete the building of new transmitters. Meanwhile, the agency plans to expand the operating hours of existing transmitters.

The 200,000 cheap sets State plans to distribute to key foreign listeners abroad is likely to be only the first step in an attempt to expand foreign listening to the Voice. The agency expects to work with the radio in-

## Scare Buying Puts Picture Out of Focus

Volume Higher Than '49

NEW YORK, Aug. 26.—Altho the frantic consumer scare buying of television sets has fallen off as much as 50 per cent in the last 10 days, sales at retail level are still two or three times higher than for the same period last year. That's the story being told this week by chain and department store buyers. The sudden drop in sales, however, appears to be confusing some buyers in their thinking about the future sales picture as one group continues to order all the merchandise it can get while another group is starting to take a "more realistic view" on purchases.

The more optimistic buyers — or those more willing to gamble — are convinced that there will be little TV merchandise available in November and December. They point to the current shortage of component parts and to the fact that large government war contracts have not even been written. One department store chain in this group has already written orders for close to 30,000 private label sets and believes it can absorb about 10,000 more. Over \$1,000,000 worth of TV, at cost, has been shipped during the month of August from this chain's central buying office to the member stores.

On the other side, another syndicate reports that its local buyers are now starting to check their rate of sale and are beginning to realize that the \$15,000 and \$20,000 days of three weeks ago were freak days. Sales at some stores, however, are still as high as \$8,000-\$10,000 a day. As put by the syndicate buyer, "Each store now has to decide how far it is willing to extend itself, how much warehouse space and how much money it can afford to tie up in television. The present rate of sale cannot reasonably be expected to continue. There just aren't that many more people who are willing to put themselves in hock for a television set."

This syndicate takes the view that there will be merchandise available later in the fall season and, "if not, then we won't be any worse off than anyone else."

## June TV Sales Up 24 Per Cent

WASHINGTON, Aug. 26.—Heavy buying of TV sets in July helped send total sales of the nation's home furnishings stores up 24 per cent over June, the Commerce Department stated this week. Total sales were estimated at \$665,000,000, as compared with \$595,000,000 in June and \$490,000,000 in July, 1949.

Noting that usually there is a drop from June to July, Commerce said that the big increase was due chiefly to rush buying of TV sets in anticipation of cut-backs and heavier excises.

dustry to devise an even cheaper set so that mass distribution of radios can be accomplished. State hopes to get the price down to the level where a coolie in China can afford a radio. RCA Chairman David Sarnoff is speaking in terms of a midget set at \$2.

# TALENT BUYERS IN FALL SPREE

## Club Owners Approaching 'Scare' Level

It's Nationwide Market

(Continued from page 4)  
ment Agency (MEA) sees a heavy demand for comedy trios and quartets, while Favorite Attractions claims that spots formerly budgeted at \$100 a week are now spending \$400 to \$600.

That the buying activity is nationwide is apparent from such reports as the following: Upping talent budgets are such spots as the Tropical Room, Paterson, N. J.; Chez Ami, Buffalo, going after name acts again thru Harry Santly; renewed activity in Staller hotels in Buffalo and Cleveland; reopening of the President Hotel's Drum Room in Kansas City, upped budget at the Belvedere Hotel's El Casbah in the same town, rebuilding of the Radison Hotel room in Milwaukee, and increased budgets at such Jersey spots as the Rainbow Inn and Tropical in New Brunswick, the Onyx in Nutley, and Stanton's in Newark. In addition, 15 to 20 spots are due to open in the Philadelphia to Baltimore area, and business is reported to be sock in Wilkes Barre, Pa.; Canada, Washington, Scranton, Pa.; Philadelphia, Pittsburgh and Baltimore.

Even spots not doing business now are buying acts in anticipation of added patronage. Most larger booking offices are already sold out on top name groups and nearing that point with semi-names. GAC, for example, is looking for girl singing pianists and duos, with Marie Falone, in Johnny Hamp's office, set to audition 50 of each type act for immediate work.

In addition to the operators' optimism, bookers point to the increased quality of trios and the continued demand for better class acts. One office reports that there is no limit to the price good units can get under present conditions, pointing to semi-names being sold for \$750 to \$1,000.

As an example, Red Ingle has broken up his Natural Seven outfit and is being booked as a four-man act at the same price. Several offices are seriously considering breaking up more large units because the smaller outfits can find more work and at the same time save money.

Whether or not all the planting will actually bear fruit this fall doesn't seem to bother cafe owners, who have taken off the market clubs that were up for sale two and three months ago. The only dark spot in the picture concerns theaters, where the situation is said to be "at a standstill."

## AGVA, Equity, Legion Show War Still Rages

NEW YORK, Aug. 26.—The jurisdictional battle over the proposed American Legion review, Red, White and Blue, was still to be settled this week after a series of meetings between the American Guild of Variety Artists (AGVA) and Actors' Equity.

Held under the Associated Actors and Artistes of America (Four A's), the sessions wound up late Friday without any decision having been reached. The meeting was recessed until Monday (28).

## The Commies and You

On Page 3 of this issue Ben Atlas, chief of The Billboard's Washington Bureau, outlines the Communist effort to infiltrate all American industry, including show business, and reviews thru interviews with top legislative and judicial personalities the adequacies and inadequacies of our present and proposed laws to combat the Commie menace. On the first page of the Radio Department in this issue there is a list of organizations declared subversive by the Department of Justice and the Attorney General, many of which are actively waging Communism's war against this country. We urge you to read these items.

## Early Click of Hadacol Trek Cues Plans for Second Tour

CHICAGO, Aug. 26. — The first week of the all-star talent good-will tour, staged by Sen. Dudley J. Leblanc, prexy of the Leblanc Corporation, manufacturers of Hadacol, the vitamin-mineral formula, has been so successful that a second tour is already being planned, and the firm definitely will penetrate the Midwest, Sid Epstein, chief of the William Morris office here, who set the tour, has been told by Senator Leblanc that two more dates will be added to the current 16-day tour, and another Southern junket is planned, as well as a four-day Midwest sprint. Admission to the Hadacol show is a box-top from the widely promoted medicine, which retails for \$1.25.

The show troupe is headed by Mickey Rooney and includes Connee Boswell; Anita Martell, juggler; Emile Parra, dancer-singer; Ann Marel, acrobatic dancer; Sharkey Bonana's Dixieland six-piece, a line of 14 Dorben dancers, 15 clowns, and a 14-piece house band. Roy Acuff and His Smokey Mountain Boys and Ernest Tubb and His Texas Playboys alternate every other day with the troupe. In order to hypo interest in the tour, Epstein has worked out a deal to have major h.b. and Western d.j.'s on the tour's itinerary plug the one-nighter previous to the date, then appear as guest emcee with the showshows runs into the thousands. Fol-

when it arrives. He used Joe Rumore, WVOK, Birmingham, as a starter.

Thus far, the tour's pull has been terrific. At the City Park Stadium, New Orleans, an oval which seats 33,000, only half of which offered clear vision, 25,000 attended August 21. At the Jackson, Miss., ball park, which has a 7,800-stand capacity, 26,000 watched two shows. Initially only one show was skedded at the August 22 stand, but the heavy overflow changed plans. Approximately 24,000 jammed Crampton Stadium, Montgomery, Ala. (23), to watch the show. The 24,000 spectators surpassed any crowd which has witnessed the annual Blue-Gray grid encounter, staged as an annual feature in the oval. The following night at the State Fairgrounds, Birmingham, overflow crowds again necessitated two shows, with 26,000 the final total.

In adding the two additional dates September 6 at Austin, Tex., and September 7 at Dallas, Senator Leblanc swelled his talent budget to \$175,000 for the 18-day show. Tour is believed to be the largest string of continuous high-budget one-nighter dates ever bankrolled by a business firm. The International Harvester Company spends over \$1,000,000 annually for talent, but show budgets are much smaller and number of

## U. S. Gets in Act, Asks "Asia" Ban

NEW YORK, Aug. 26.—A precedent-setting decision that would affect the future status of foreign acts in this country is due to be made next week by United States Immigration Department officials here. Center of the present controversy are the Asia Boys, Chinese hand-balancing act, who came into this country four years ago to work with the Ringling Bros. and Barnum & Bailey Circus. Representing the act in Immigration hearings was the William Morris legal department, with Vic Connors, American Guild of Variety Artists' (AGVA) national outdoor rep, called in for questioning.

The Asia Boys were originally booked by the circus for one season, with options for two more. The options were picked up, and the government permitted the group to work in the country. After the third season the team started working theaters and clubs and carried AGVA cards. It was during that period that the William Morris office signed the troupe. Immigration authorities, it is understood, had been tracing the act for a long time in order to deport them. At present the group is in Cuba, seeking re-entry into the United States.

AGVA entered the picture when the government sought to learn whether the act was of "exceptional ability," as claimed. Connors claimed that the act was not, and would be taking jobs that could easily be filled by native AGVA members.

Following the present tour the Hadacol firm intends to spend at least \$10,000 per night on a series of similar outdoor events in Chicago, Cleveland, Toledo and Detroit, which will be set by Epstein. In addition to the \$175,000 spent for talent, Senator Leblanc is shelling out over \$100,000 in local promotion behind the dates (The Billboard, July 22).

# AGVA Still Rules Musical Acts

## Dunn Delivers Sharp Retorts To 'N. Y. Mirror's' Nosey Pillar

NEW YORK, Aug. 26. — Henry Dunn, national executive secretary of the American Guild of Variety Artists (AGVA), this week tossed off a sharp-tongued reply to a newspaper column written by Lee Mortimer which appeared in The New York Daily Mirror last Sunday (20), in which the night club columnist referred to AGVA as a "gin mill entertainers' union" and queried AGVA's position on some questions "asked around cabarets by artists and entrepreneurs alike." Mortimer implied that the questions needed answering as AGVA held its election of officers.

Dunn claimed that the implications in Mortimer's column were false and made a point-by-point reply on the five topics broached in the column.

In reply to Mortimer's question on why celebrity nights were permitted in "some gangster-controlled places here and in Chicago," Dunn claimed there are no celebrity nights in Chicago and that there never have been any; that Leon and Eddie's, in New York, is the only spot running celeb-

rity nights and that acts are paid for appearances at that club.

Mortimer also wrote that, while AGVA rules forbid mixing of acts with customers, the rule is enforced "at convenience." Dunn's reply was that any spot that required or permitted acts to mix would have the shows "pulled" as soon as AGVA had been notified of the situation. "We have never failed to take action on any mixing complaints brought before us," he said.

Dunn's reply to Mortimer's claim that "many artists think AGVA is controlled by a clique of old hams who resent seeing others work" was an "idiotic statement."

On Mortimer's query: "How come no one mentioned that some known pinkos, fellow travelers and Communist-lovers are on the election ballot?" Dunn's answer was that AGVA members cannot in any way be prevented from running for office, but that elected officers are required to sign Taft-Hartley non-Communist affidavits, which eliminate the possi-

(See Dunn Delivers on page 49)

## Green Letter Blows Whistle On Petrillo

Execs Wait Reaction

(Continued from page 3)

clear when Green wrote to Carlton turning down the latter's request for an AFL charter for a "new organization" called the Musical Variety Artists of America. Carlton is a member of a three-man steering committee which claims to speak for "more than 100 active musical acts in the New York area and over 5,000 such acts in the entire country." The other members of the committee are Don Henry and Eddie Manson. The group, according to Carlton and Henry, was formed to fight the Van-Petrillo agreement which is "forcing us out of AGVA and into AFM."

In turning down Carlton's request for a new charter, Green wrote, in part: "I know a little about the jurisdictional dispute which you re-

(See AGVA Still Rules on page 49)

# VAUDEVILLE REVIEWS

## Chicago, Chicago (Friday, August 25)

Capacity, 4,200. Price policy: 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Basli's house band.

The not a top show, the combination of Victor Borge and the Fontane Sisters make good entertainment. The Fontane Sisters, who broke into Cbl radio about five years ago, have improved all around. Threesome, each gal a cutie with a different shade of hair, still haven't established themselves record-wise, but their Chesterfield TV stint is helping. Gals need more solid show numbers like their impress of the Cinderella work song from the movie. The routine, complete with harsh voices of Cinderella's sisters and the false-to mce harmony, is just right for vaude. Until they get their first disk hit on Victor, they'd do better with this type material. Got good mitting on each number.

Borge has finally dropped his hackneyed pbonetic punctuation. Unfortunately, he hasn't come up with a strong piece of material to replace, but is depending upon his zany talk about music and his piano work in its stead. His talk is excellent fare for five or 10 minutes, but when it's his whole routine it becomes boring. His pianistics, especially his medleys, where he does original variations on standard numbers, are tops, and two serious works also went over well. Given another piece of strong material to intersperse between his talk, he'll be worthy of a headline spot again.

Bobby Van is just what the doctor ordered for a legit musical producer looking for a youngster to fuse the show into a production. Van starts out as a mimie, doing good impreshees of celebs, singing *It's a Good Day*. His aural and visual mimicking is excellent. He goes into high gear with an excellent demonstration of soft shoe, where a terrific kicking right leg puts over his eccentric steps. Walked off after an encore J-bug bit that reaped another solid mitt.

The Wayne Marlin Trio opened with their standard balancing. Trio (two men and a luscious blond) have plenty of class and walked off to a juicy mitt.

Pic, *Fancy Pants*.  
Johnny Sippel.

## Palomar, Seattle (Monday, August 21)

Capacity, 1,700. Price policy, 50 cents to \$1. Shows played, three daily, four on week-ends. This show booked by Joe Daniels.

This package, featuring the 22-piece Lionel Hampton ork, was a brassy lulu, with the opening matinee crowd still applauding as the show stretched to a lengthy 90 minutes or so. Hampton is still a showman, and altho some of his arrangements are in need of compression, he sells constantly.

Show opened with two originals, featuring the tenor sax of Johnny Board. Betty (Bebop) Carter ran thru an abracadabra *Oopce-Doopee*. Al Grey came on for a socko Eddle Mullens arrangement of *Bewitched*. Kitty Murray sold big with *Little Birdie*, and had the customers mitting for more after the hump shuffle exit. Jeanette Franklin registered well on the soft side with *I Wanna Be Loved*.

Irma Curry, using a lot of Sarah Vaughan technique on the high notes, really had 'em on *So Long*. Gal was joined in *I Only Have Eyes for You* by Hampton's new singer, Gil Rolan. Lad was forcing a bit at show caught, but has a straight, cool bary delivery that's more than okay.

Curley Hamner, following a fast tap terp job, joined Hampton in some fairish patter, going from there into drum singles and doubles, climaxing with a good jitterbug duet. Hamner's time was terrific.

Sonny Parker hit harder on his blues singing than on such monotoned

## Palace, New York (Thursday, August 24)

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

The current bill is evenly weighted between new acts and standard turns that pleased the crowd at the show caught. There's nothing, however, that can be called a smash stand-out. The fletcher opened with a trio of fresh and good looking hoofers, Patti Thomas and the Freshmen. The youthful team worked smartly, to appreciative hands.

Bob Hammond's Birds, back for the umpteenth time, sold as well as ever as the audience applauded the bits performed by the trained cockatoos. In No. 3 spot was Romano and Cuzzins, a new act that included some poor vocalizing by guitarist Tony Romano, poor comedy by Johnny Cuzzins and an original *I Should'a Stood in Brooklyn* that fell flat. The only saving grace was Cuzzin's dead-pan demeanor.

### Joan Brandon Amazes

Working with black light, magician Joan Brandon amazed with a magic wand bit that drew a big hand, followed with a female version of Think a Drink Hoffman's turn and the well-built-up bit of getting eggs into water glasses. The latter recently got national publicity. The crowd liked her. Next on were the Pitchmen with their standard routine of patter and musical impressions. Frequent visitors to Stem houses, the Pitchmen still get yock after yock.

The famed Siamese twin act, the Hilton Sisters, ran thru a few vocal duets and a question-and-answer session on their private lives. The audience gave the turn rapt attention and polite applause. Next to closing spot went to Charles (Slim) Timblin, still selling his blackface preacher routine, that used to kill 'em. The material, however, is in bad taste in these enlightened days and times. Getting laughs from such misguided material no longer indicates talent—a regression to times that had best be forgotten.

Closing was the trick wire act of Frabell and Corry, making its first appearance at the house. The two-some worked fast and clean, moving from one trick to another without a wasted motion. Drawing big mitts were a Charleston and cakewalk dance and some rope skipping, all on the wire.

Pic, *Gum Crazy*. Joe Martin.

## Mort Casway Buys Interest in Camden's Club Shagure

PHILADELPHIA, Aug. 26.—Mort Casway, former operator of the Celebrity Room, returns to the local territory in buying an interest in the Club Shagure, Camden, N. J. He sold his local spot, to try New York last year as a show promoter. Casway purchased a one-third interest in the Jersey roadhouse operated by Mrs. Madeline O'Shea and her son, Jack. Shows in the Shagure are all booked locally.

fasties as *Heard the News* and *I Love You, Baby*, and *Hope You Feel the Same*.

It's hard to know how the Hampton vibes can get any better, but in the contrasting *My Foolish Heart* his interpolations were really memorable. An original followed, which took in a whole raft of tunes, and ended with *Flyin' Home*, with the boys up and down the aisles.

Such steadies as Milt Buckner, Duke Garrette and Paul Higaki shared instrumental solo spots during the show.

Pic, *The Iroquois Trail*.  
Wil Stevens.

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Chicago Tribune, Aug. 20

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**Club Harlem, Atlantic City**  
(Saturday, August 12)

Capacity, 600. Price policy, no cover, no minimum, admission \$1.25. Shows and band at 11 and 2 (Saturdays at 10, 12, 3 and 6). Owners, Clifton Williams and Sam Singers. Manager, Charles S. Johnson. Producer, Larry Steele.

Regardless of the none too prosperous state of affairs in after-dark circles at this resort city, Club Harlem has carved a comfortable niche of its own as far as patronage is concerned. *Smart Affairs of 1950* revue, produced and directed by Emsec Larry Steele, means plenty of smart money for this lavish room, located in the Harlem sector but drawing mostly the white trade.

The simple formula provides sock entertainment, is expertly and lavishly staged, and presented at high speed. While each of the acts registers handsomely, it's the production which makes this a smart package for any kind of floor. Steele has embellished the show with a fast-stepping line of 12, with soubrette "Flick" Montgomery adding to the ensemble excitement.

**Complete Cycle**

The show runs the complete cycle of variety entertainment. For comedy mugging and eccentric dance routines, it's the Three Chocolaters. For dance designs in tap and ballet it's the two youthful Fontaine Brothers, who also add much substance to the production numbers. For exotic dance choreography, it's the sensuous deep sea fantasy of the Lester Goodman Dancers (with Dwight Daring and Heddy Boy). For the novelty dance design, it's Jimmy Smith tapping out music on a xylophone.

Just as potent is the song and music category. The sultry-styled tones of Marlan Bruce bring a hush to the large room. For rhythm and blues chanting, it's the effective thrashing of Nellie Hill. And on a straight musical kick, there is the frantic tenor sax of Jimmy Tyler, club maestro. Apart from the slapstick comedy created by the Three Chocolaters, the major comedy click is provided by George Kirby with his uncanny impersonations and contagious mimicry accompanied by laugh-provoking patter.

Coleridge Davis leads the Jimmy Tyler band (12) for the show. Bill Gooden strokes the ivories in the adjoining lounge.

Maurie Orodénker.

**NIGHT CLUB REVIEWS**

**Starlight Roof, Waldorf-Astoria Hotel, New York**

(Tuesday, August 22)

Capacity, 600. Price policy, \$2 cover. Shows at 9:30 and 12:30. Owners, Hilton Chain. Exclusive booker, Merriell Abbott. Estimated budget this show, \$6,000. Estimated budget last show, \$11,000.

Laying emphasis on new names is an approach rarely attempted by the swank Waldorf summer nitery. The package headlines rising thrush Fran Warren and accordionist Dick Contino, who has made rapid strides since leaving Horace Heidt.

Miss Warren, making her local nitery debut, displays a talent studded with tremendous potential for the future. She is a forceful singer with a strong pair of pipes and a percentage of inborn hambone which blend for winning salesmanship. On the winning side, too, is her appearance, which, in addition to natural physical assets, was enhanced by tasteful grooming. However, the thrush has her shortcomings, mainly in the selection of material. Cole Porter's *I Love You* was a weak opener, *Come and Get It Day* meant little to the customers, and *Ernoy*, tho a minor hit disking, evoked a few memories for the crowd. On the credit side was *Take Me in Your Arms and Look to the Rainbow*, from *Fintian's Rainbow*, which took on meaning with a tasteful brogue intro by the thrush, who just finished working a stock company turn in the show.

Contino's is an amazing nitery turn. The handsome lad simply comes on and with hardly a word proceeds to knock 'em over with well-paced and tastefully conceived accordion solos. A brilliant technician and an immaculate showman, Contino already has proven himself as a theater and record attraction and this engagement demonstrates his night spot potential.

Grief Williams opens the show with a novel band presentation, making use of puppets (the maestro himself handling them) representing Paul Whiteman, Harry James, and Toscanini performing their conducting or instrumental chores while the Williams crew plays. The idea was better than the execution, with a modest audience reaction the result. Williams's crew plays the businessman's bounce dance music and cuts the show, alternating with the house perennial, Mischa Borr.

Hal Webman.

**Chez Paree, Chicago**

(Thursday, August 24)

Capacity, 450. Price policy, \$3.50 minimum with \$1.10 cover. Shows at 8:30, 12 and 3. Operator, Dave Halper. Booking, non-exclusive. Producer, Dorothy Dorben. Publicity, Bob Curley. Estimated budget last show, \$8,300. Estimated budget this show, \$6,700.

Jackie Miles does a terrific job in carrying a mediocre cast to a smash crescendo. Miles's great satirical dialect and his ability to dissect a Koshier twang and make it a hilarious implement to a story sets him apart. Aside from his dialect bits, his Gene Autry and "eighth-race bettor" routines are standard stuff, but nevertheless entertaining because of elaborate refurbishing. Miles did 45 minutes to rapt attention and had to do two encores.

The Chandra Kaly Dancers (male and three gals) are one of about four acts whose work has fallen into a sameness that makes it difficult to identify one from another. All do East Indian and Latin dancing of a similar type so that only the terp esthete and a handful of nitery patrons can distinguish. Act got okay hand.

Alice Tyrrell, animated chirper, and her piano-playing partner, Dick Winslow, have the makings of a good novelty song duo, but they need better material. Their opener, a Hollywood talent tryout bit in which the gal does Lily Pons, Deanna Durbin and Judy Garland, would be okay for niteries if, instead of these celebs, Miss Tyrrell did some specialized singers whose styles are better known. They warmed up a little more with a parody on hillbillies, but this routine, too, needs more funny lines. It was their closer, a burlesque on *Baby It's Cold Outside*, which showed their potential. They turn the song into a play-by-play report of what goes on in a bachelor's apartment to produce a solid 10 minutes of yocks. This number sold them and they got good hand.

The Chez Lovelies did two holdover routines. Cee Davidson's ork did an excellent backing job, especially on the Kaly troupe, whose music is intricate. Johnny Stippel.

**Ciro's, Hollywood**

(Friday, August 18)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hoyer. Press, Jim Byron. Estimated budget, this show, \$5,000. Estimated budget, last show, \$3,500.

The double-feature seems to be coming into its own on the Strip. Mocambo rang the bell by pairing Larry Storch with June Hutton (*The Billboard*, August 19) and now neighboring Giro's offers a sock combination of Mary McCarty and the Steve Condos-Jerry Brandow duo. Latter twosome is the fastest, freshest team to appear locally in some time. Their tricky dance steps, take-offs, song and patter are telescoped into a high-speed quarter-hour of sock entertainment that leaves ringsiders shouting for more.

Pair clicked so solidly that Mary McCarty had difficulty following and had to devote the first couple of numbers to getting a firm grasp on her audience. But once she got a hold she didn't let go. She wowed 'em with her clever special material, boundless energy and terrific sense of comedy timing. Her only serious selection was Tenement Symphony, which was outshined by her yock-worthy *I Love You, Peter Lorre* to the music of Laura. Tops among her laugh-getters was *Flaming Youth*, from Broadway's *Small Wonder*, complete with a silent-movie bit that left 'em roaring. Funniest of her fare was a tongue-in-cheek review of the Warner Bros. musicals of the early '30s done to the tune of 42d Street.

Dick Stable's ork was held over. Giro's double-feature promises brisk biz for the next couple of weeks. Lee Zhitto.

**Georgian Room, Olympic Hotel, Seattle**

(Friday, August 18)

Capacity, 400. Shows at 8:30 and 11:30. Price policy, \$1 to \$1.50 cover. Booking handled this show by Joe Daniels.

Booking Charles Fredericks into this tough, large room was wise policy on the part of this town's largest hostelry. Fredericks can handle both the musical comedy stuff and intimate ballads with equal ease, plus the schmaltzier side of grand opera. His voice gets thru the acres of palms and business deals, and really sells.

Hall Pruden's ork opened with a sound *Salute to Seafair* medley, with Pruden's work on the keys registering well. Fredericks's *Boleto*, *Smoke Gets in Your Eyes* and *Molly Malone* gave the baritone good contrasting material with which to work.

Fredericks switched to the piano himself, concentrating on such ballads as *The Foggy, Foggy Dew*, *Rye Whiskey* and *Streets of Laredo*. His first call-back was an ensemble accompanied by *Some Enchanted Evening*, followed by *The Lonesome Road*. Fredericks's *Figaro* was also strong. Finale was *Oh Man River*, which Fredericks sang from the floor without mike.

On the whole, there was not the flash in this bary's performance that the pixies can mine into spot blurbs, but it was solid singing that sells to this type of crowd. Will Stevens.

**Celebrity Room, Philadelphia**

Shows at 9 and 12:30. George Dorwart and Herman Belferth, owner-managers; Nat Regal, booker; Herb Presson, publicity. Capacity, 250. Estimated budget for show and band, \$1,200.

Returning floorshows to this smart and intimate room in midseason keeps the pew-holders attentive for the dinner and late supper sessions with a variety of entertainment.

Three acts all score handily, particularly ventriloquist Gene Snead and his almost human Monty. A youngster with good comedy material and a knowing sense of timing, Snead works to the cash customers rather than to Monty, building to a solid smash.

Making for striking flash, accented by the luminous flow of her gown, is "The Masked Dancer" (Kay Karlton), (*Celebrity, Philadelphia, opp. page*)

**LANDRE and VERNA**

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Thanks MILTON BERLE

**FRABELL and CORRY**

Classy Tricksters on the Tight Wire  
Just Completed a Successful Week at the  
**RKO PALACE**  
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Personal Management  
**WILLIAM DELL**

Thank You  
**DAN FRIENDLY**



# Equity Makes Substantial Gains in Signing New Pact

NEW YORK, Aug. 26.—The new contract between Actors' Equity (AE), Chorus Equity (CE) and the League of New York Theaters (LNYT) is finally signed, sealed and delivered. Actually, the new contract is in the form of an amending rider to be attached to all outstanding contracts until new forms can be printed. It is effective as of August 15, 1950, and runs for two years.

Now that the smoke of a long and frequently embittered negotiation battle has cleared away, it appears that the thesping unions have won some substantial gains from the managerial organization. Evidently, after discussions reached an absolute deadlock July 20 and the unions threatened to make individual contracts with producers if no agreement was reached by August 15, the way was smoothed for a meeting of the minds. Naturally, concessions were made by both sides, but it appears that the actors came out topside on most of their major demands.

The minimum off-Stage salary for both AE and CE is now \$100 instead of \$80 a week. A Blue Cross hospitalization plan, paid for by management, will be in order for all members of all companies.

There were, of course, compromises on other issues. Equity had asked the establishment of a welfare fund via joint payroll contributions. The managers agreed to the financing of such a fund by benefits to be given every 20 weeks of a play's run, with Equity having the privilege of demanding the first one any time after four weeks of the play's New York opening. Management further agreed to match a union contribution of \$1,500 for an actuarial study of welfare and pensions. Likewise, Equity had demanded the \$7.50 daily expense money for all members rehearsing out of town from the first day of their employment. Such payments will now be made from the second day instead of the third, as in the past.

Other gains for the actors are a ruling for rehearsal pay plus expense money from the date of joining a touring troupe, instead of a first week

on a daily \$7.50 expense basis; responsibility by managements for equal, proper hotel accommodations for road casts regardless of race, creed or color; understudies shall not do more than five consecutive performances without extra compensation, and a clause covering full salary (up to \$250 a week) for performances lost due to injury received in services involving "extraordinary risks." Such risks are defined as "acrobatic feats, suspension from trapezes or wires, the use of or exposure to weapons or the taking of dangerous leaps or falls."

Equity waived its demand for the country-wide six-day week on the road, for limitation of rehearsal hours during try-out periods and curtailment of casts after a New York opening. It agreed to submit to a joint committee of union and management changes in bonding policy demanded by LNYT, as well as their own bid for a qualifying clause on the status of stage managers, which would require a stage manager to have two years' experience as an assistant under an Equity contract before qualifying as a full-fledged stage boss. This joint committee is to study the problems and make recommendations to Equity council and the League with a view to eventual amendments.

As well as sharing in of the road minimum hike, the welfare fund, hospitalization and all other benefits, CE snared some points on its own account. The new contract amendments call for an extra day off during rehearsal period. A member of a New York chorus understudying another gets an additional \$5 pay. However, this does not hold on the road. Chorus members are now eligible for a week's vacation after one year of consecutive employment in a production on the road as well as in New York.

So after 28 sessions across the table—some of which for a time looked to be burning a short fuse—all is serene on the legit front again. At least until 1952.

## Oxford Players Set Finale

NEW YORK, Aug. 26.—The Oxford University Players, British campus thesping group which has been touring here for the last two months, will make a final local appearance at the Master Institute Theater before flying back to England on Labor Day. Via arrangements by the troupe's secretary, Brian B. Acworth, with Juel Rodack, manager of "Q" Productions, *King Lear* will be offered on Tuesday (29) and Wednesday (30). *The Alchemist* will be given on Thursday (31). The Oxford Players are a combine of the Oxford University Drama Society and the Oxford University Experimental Theater Club.

## Hartmans Option Comedy

NEW YORK, Aug. 26.—A straight comedy may be Grace and Paul Hartman's next vehicle. They have optioned *The Perfect Scream*, authored by their son, Ted Luce, and H. Smith Prince, and are considering co-starring in it after the run of their current revue, *Tickets, Please*. The yarn is about a national convention which takes over a local hotel.

# Off-Broadway Review

## I. O. U. JEREMIAH

(Opened Tuesday, August 22)

### ORIGINALS ONLY PLAYHOUSE

A comedy by Hal Gardner. Staged by Harding Lemay. Stage manager, Edward Whelan. Press representative, Ken Ford. Produced by Tom Hill and Donald Stuart. Presented by Originals Only.

Jeremiah Clott ..... John Tobias  
Wild Vanderweck ..... Floise Iliff  
Anastasia Byng ..... Lita Dal Porto  
Jeremiah Bling ..... Martin Waldron  
Frank J. Olesander ..... John Blanshard  
Horace K. Vanderweck ..... Sande Fogell

Originals Only has redeemed itself with its newest offering, Hal Gardner's *I. O. U. Jeremiah*, after a previous set-back. The *I. O. U.* is thinly contrived. It is nonetheless witty and entertaining. And the cast is of good quality.

Jeremiah Clott is a wandering writer who has become engaged to the young daughter of a wealthy trustee. His engagement is for him a means of getting out of debt via a \$50,000 award to write a biography. An erstwhile love appears on the scene and manages to get the writer and fiancee to her home, where he is confronted with the lady's grown son—who turns out to be his own. The son falls in love with the fiancee, which is okay with papa, but they come to grips over the 50G award. From this tangle comes a rather poor third act in which the dad finally agrees to make an honest woman of his erstwhile love, the son gets the trustee's daughter, and the 50G is split via collaboration on the biog.

Gardner has written two good acts. His dialog is sharp, and his plotting shows a fine sense of theater writing. But the play falls apart in the third act because he has left too many loose strings dangling and finds it necessary to tie them all up with lengthy explanations at the last. By letting the audience in on the fact that much of the action is a plot on the part of the writer's old light-o'-love to get him back for good, a lot of the dullness of the third act would be eliminated. But as it stands, it is still good entertainment. It could just be much better, that's all.

### Fine Comedy Pace

Harding Lemay has given the script a peculiar staging, mixing standard stage style with a semi-circular adaptation of the arena. As a result his direction is not clean-cut and occasionally runs the cast afoul. However, he gives the comedy a fine pace against an excellent setting and draws out all the laughs in the play.

With one exception the players are all first-rate for an off-Broadway production. The one might object to Lita Dal Porto's and John Blanshard's imitations of well-known players in the conceptions of their roles, the pair, nevertheless, give the lines excellent readings. It seems too bad that their characterizations could not be more their own. Martin Waldron and Eloise Iliff make a fine duo as the young lovers. Particularly good is Waldron's comic concept of the son.

In sum, Originals Only has given this light comedy a nice boost with a fast pace and a good cast. It's good entertainment the way it is, but script polishing could really make it shine. Dennis McDonald.

# Philly Season Seen Improved

PHILADELPHIA, Aug. 26.—Promises made by Broadway producers to give the forthcoming legit season here real substance are coming thru. For the first time since 1946 three of the town's four Shubert houses will be occupied during the Labor Day week. With other years seeing only one house lit and last year's season getting under way late in September, the current state of the local booking situation for the first three September weeks augurs well for the season, particularly since additional bookings continue to pour in from New York.

Two of three starters are returnees. *Kiss Me, Kate* will relight the Shubert, and *Mister Roberts* the Forrest. The third, at the Locust, will be a pre-Broadway test of *Affairs of State* with Celeste Holm and Reginald Owen. Another brace of openings is due September 25 when a new play, *Legend of Sarah*, comes to the Locust and *Come Back, Little Sheba*, the established Broadway hit, ushers in the 1950-'51 season for the Walnut. *Kate and Roberts* both figure on staying thru September.

Altho Olsen and Johnson's *Pardon My French* revue will confine its testing to Boston and has checked out here, other promised song-and-dancers have been given definite dates, with *Guys and Gals* getting a preeming November 6 at the Shubert, the D'Oyly Carte Company's *Gilbert and Sullivan* rep starting off November 27, and *Lost in the Stars*, with Todd Duncan and the original cast, reaching the Forest January 1.

## McClelland Exits D. C. Show; Rain Affects Sesqui Gate

WASHINGTON, Aug. 26.—Charles F. McClelland, who has been playing the lead role of George Washington in the Sesquicentennial symphonic drama here, will leave the show Friday (1) for a part in the new *Ellyroy Queen* program over ABC. McClelland's role in the Sesqui show, *Faith of Our Fathers*, will be taken over by Lawrence Ryle, who has been McClelland's understudy as well as handling the role of Gov. George Clinton in the pageant.

Both Ryle and McClelland have had considerable legit experience. Ryle made his debut at the Provincetown (Mass.) Playhouse and has played the strawhat circuits.

The Sesqui pageant, incidentally, has been running into rainy weather lately. Audiences at the big new amphitheater in Rock Creek Park have been middling to small, with occasionally some good turnouts.

## "Street Scene" Goes Au Naturel

PHILADELPHIA, Aug. 26.—Elmer Rice's *Street Scene* will get what is probably its most unusual and most authentic setting when the local Neighborhood Players take the play out into the street. Little theater's director, Milton B. Jacobson, conceived the idea of taking *Scene* to its natural habitat, particularly since the group's playhouse is in a section of the city similar to the neighborhood depicted by the playwright.

Permission has been received from the city authorities to rope off the street to be used as the playing area for all the performances to be given from September 5 to 10. In addition, the city will make available its grandstand seats, which will be set up in the street. In his staging, Jacobson will incorporate principles of both regular theater and theater-in-the-round.

BROADWAY SHOWLOG		
Performances Thru August 26, 1950		
DRAMA		
	Opened	Perfs.
Death of a Salesman (Morosco)	2-1, '49	644
Mister Roberts (Amin)	2-18, '48	1,005
The Cocktail Party (Henry Miller)	1-21, '50	252
The Happy Time (Plymouth)	1-24, '50	247
The Line Wire (The Playhouse)	8-17, '50	12
The Member of the Wedding (Empire)	1-5, '50	268
The Medium and The Telephone (The Arena)	7-19, '50	45
The Wisteria Trees (Martin Beck)	3-29, '50	141
Borned in Texas (Fulton)	8-21, '50	8
MUSICAL		
Gentlemen Prefer Blondes (Ziegfeld)	12-8, '49	300
Kiss Me, Kate (Shubert)	12-30, '48	690
Michael Todd's Peep Show (Winter Garden)	6-28, '50	69
Peter Pan (Imperial)	4-24, '50	144
South Pacific (Majestic)	4-7, '49	572
The Consul (Barrimore)	3-15, '50	189
Tickets, Please (Coronet)	4-27, '50	140
Whore's Charley? (St. James)	10-11, '48	784
Tex Lill' Darlin' (Mark Hellinger)	12-25, '49	276

# The Commies and You

On Page 3 of this issue Ben Atlas, chief of The Billboard's Washington Bureau, outlines the Communist effort to infiltrate all American industry, including show business, and reviews thru interviews with top legislative and judicial personalities the adequacies and inadequacies of our present and proposed laws to combat the Commie menace. On the first page of the Radio Department in this issue there is a list of organizations declared subversive by the Department of Justice and the Attorney General, many of which are actively waging Communism's war against this country. We urge you to read these items.

## Broadway Review

### BORNED IN TEXAS

(Opened Monday, August 21)

#### FULTON THEATER

A comedy by Lynn Riggs. Staged by Sam Wanamaker. Settings by May Callas. Costumes by Paul du Pont. General manager, Samuel Schwartz. Stage manager, George Habib. Press representative, Willard Keefe. Presented by the Festival Theater (Sam Wanamaker-Terese Hayden) in association with Harriett Ames.

Pop Radar ..... Frank Tweddell  
Buzzy Hale ..... Clifford Carpenter  
Hannie ..... Marsha Hunt  
Red Ike ..... Martin Newman  
Black Ike ..... Wright King  
Texas ..... Anthony Quinn  
Marshall ..... Joseph Boland  
Neb ..... Dudley Sadler  
Judge ..... Daniel Reed  
Mrs. Foster ..... Jane Hoffman

The Festival Theater (Sam-Wanamaker-Terese Hayden, in association with Harriett Ames) must be given at least a nod for sticking to its guns. While neither of its first two salvos, *Parisienne* and *Lady From The Sea*, detonated heavily at the box office, the group tenaciously continues to dig up material which might better be left between covers. The third of its series of four fortnightly offerings is *Borned in Texas*, a reportedly "some-what revised" edition of Lynn Riggs' fable, *Roadside*, which made a brief Stem appearance back in 1930. This reporter did not see *Roadside* and, therefore, cannot make comparisons as to current revisions. But it can be reported that *Borned in Texas*, as is, is likely to sustain the same degree of public apathy as did its predecessor 20 years ago.

As in *Green Grow the Lilacs*, Riggs' locale is again Oklahoma. But this time his hero is a wandering Texas cowhand with a penchant for tall tales and two-fisted doings. He is, however, as are most such titans, putty in the hands of a gal with a temper. The Riggs whimsy concerns his meeting with such a fem fatale at a roadside camp, after standing a neighboring town on its head. The gal, having tried marriage with a nit-wit, is on the look-out for a he-man, but wants him trimmed down to size. The big lug, however, takes her too seriously and becomes so lamb-like that she needs two acts to get him back to proper proportions. All of this is overlaid with considerable nonsense, some of it amusing and more of it right off the stalk. As a whole, it is thin squeezings and a pewitter wonders why anyone thought it worth bringing to light again. *Texas*, in sum, is a tepid mixture of vaude farce and abortive folk comedy.

As usual, there is nothing the matter with the Festival's production. Sam Wanamaker's direction is up to standard and the cast is fine. Marsha Hunt's tempestuous grass-widow is hardly in her usual vein, but she plays her with pleasant and vivid vigor. If the Texas strong boy has to come to life again, Anthony Quinn is just the lad to bring him to. Much of the time he makes the swaggering cowhand actually believable and endows him with considerable sympathy. This is a feat, considering what Playwright Riggs has done for him. But it is Daniel Reed who runs away with the play's laugh honors. Reed is a wonderful comedian and has himself a wonderful time as a frustrated judge in a sequence which comes dangerously close to a vaude turn. The rest of the cast work valiantly and for the most part successfully to be as quaint and folksy as the Riggs script demands. May Callas' sets are adequately sketchy and Paul du Pont's costumes are excellent.

Riggs is lucky on this revival. *Roadside* expired after 11 performances. *Texas* is assured a two-week run. It doesn't rate it.

Bob Francis.

## Strawhat Review

### THE LITTLE BLUE LIGHT

(Opened Tuesday, August 15)

#### BRATTLE THEATER, CAMBRIDGE, MASS.

Play by Edmund Wilson. Directed by Albert Marre. Settings by Robert O'Hearn. Lighting by Robert Bullock. Costumes by George Drew. General manager, Peter Temple. Publicity director, George Campbell. Stage manager, Burry Fredrik. Presented by the Brattle Theater Company.

The Gardener ..... Albert Marre  
Judith ..... Jessica Tandy  
Gansvoort Von Gandersheim ..... Fume Cronyn  
Frank ..... Paul Ballantyne  
Ellis ..... Robert Fletcher

Not for many a season has the summer theater given a trial spin to such a provocative play as Edmund Wilson's *The Little Blue Light*. High humor, intellectual atmosphere, as well as the climate of action and foreboding of deep national and spiritual tragedy, pervade its view into the "not-remote future." As such, it offers meat for the intelligentsia to chew on, as well as a lot of literate wit.

The five characters are symbols, yet built of enough blood and bone to make them seem real. Frank is a crusading magazine editor of perhaps 10 years or more, hence beset on all sides by huge pressure groups, cancerous growths of some of today's suspicious organizations. He doesn't see them all for what they are until shown by his sometime estranged wife, Judith. But he refuses to knuckle under, even at the point of a gun.

Into their rented country home comes the long-absent owner, Gansvoort Von Gandersheim, a pansy writer of horror tales who eventually pushes out Frank's assistant, Ellis. (And Judith's current flame on the side.) Ellis goes over to the other side, joining one of the most insidious of all the pressure groups.

And as a sort of moderator, there is the gardener, the most confusing symbol of all, who finally turns out to be the wandering Jew of classic legend. The action chiefly concerns the estrangement of Frank and Judith, Frank's insistence on publishing an article about the leader of the most powerful pressure group, whom he doesn't suspect as such until he is almost drawn a diagram. The talk, on several levels, seldom flags, altho it often is windier than need be. And the action is astutely plotted so that the play sags but little.

Furthermore, the performances and direction are first rate. Jessica Tandy turns in a high voltage portrayal of the intense Judith. Fume Cronyn never falls into caricature in his sketching of the pansy writer, hence is always effective, never objectional. Paul Ballantyne makes Frank a sturdy, outspoken liberal. Robert Fletcher shows the proper weaknesses of Ellis. Albert Marre is excellent defining the complexities of the gardener.

At first guess, one might say that *Blue Light* had no chance on Broadway, particularly because of limited appeal and its foreboding atmosphere. But the success of *The Cocktail Party* makes one think twice. It's talky; it's ending is clumsy. But all its faults could be fixed without destroying any of the play's qualities. It might have a future, especially considering its current success in published form.

Bill Riley.

## ROUTES Dramatic and Musical

Affairs of State (Shubert) New Haven, Conn.  
Devil's Disciple with Marjorie Evans (Lobero)  
Santa Barbara, Calif. 1-7  
Death of a Salesman (Biltmore) Los Angeles.  
Kiss Me, Kate (Hershey) Hershey, Pa., 28-30;  
(Lyric) Allentown 31-Sept. 2.  
Lost in the Stars (Curran) San Francisco.  
Lend an Ear (Great Northern) Chicago.  
Mr. Roberts (Stranger) Chicago.  
South Pacific (War Memorial) San Francisco.  
Summer and Smoke (Geary) San Francisco.  
Two Blind Mice (Harris) Chicago.

## Out-of-Town Opening

### THE DEVIL ALSO DREAMS

(Opened Monday, August 14)

#### ROYAL ALEXANDRIA THEATER, TORONTO

A comedy melodrama by Fritz Rotter and Elissa Rohm. Staged by Reginald Denham. Stage manager, Ray Parker. General manager, Lester Al Smith. Presented by H. Clay Blaney and C. Peter Jaeger.

Effie ..... Claire Luce  
Quill ..... Francis L. Sullivan  
Alexander Martin Petofy ..... Bela Lugosi  
Dr. Woodruff ..... Oswald Marshall

Considerable rewriting is in order for *The Devil Also Dreams* before it can open on Broadway. The acting, with one exception, is its only redeeming point.

The Rotter-Rohm conceit concerns an aging playwright who runs from plagiarism to murder in order to hang on to his actress-mistress—a sound enough framework on which to hang a respectable melo. Unfortunately, when this point is reached the play loses interest, with the dialog turned wordy and meaningless. Despite a twist, the ending is equally ineffectual.

At times there comes a glimmer of hope that the play is not as bad as it seems. The dialog occasionally breaks out to provide enough strength for the devil to carry his dream to Broadway. But a brave quintet of actors struggle thru what must be a bad dream for them.

Reginald Denham's staging does excellently by most of his cast. Claire Luce, as the ham actress, provides the weakest link. She races her lines and speaks with such rapidity that not alone are the lines missed, but also inaudible. However, she makes an attractive figure in her period costumes (circa 1890).

Thesping honors go to Francis L. Sullivan as the contriving playwright, and Oswald Marshall, who plays a comedy part to the hilt. Marshall's part was the best written of the play, and he makes the most of a brief appearance. Bela Lugosi contributes a deft portrait of a stage-struck major domo in a theatrical household. Richard Waring does his best with an extremely poorly written part of a younger playwright.

Harry Allen Jr.

### Seattle's New Play Group

SEATTLE, Aug. 26.—Tryout Theater, Inc., an org devoted exclusively to the production of new plays, will open its 8th season here at the Cornish Theater with Thomas Uzzell's *Grande* Jim October 5. Piece, staged by Ivar Strauss, is skedded to run five weeks.

Other new scripts to be premed during the '50-'51 season include *Listen to My Voice*, by Jay Clements; *Melodrama*, by Iris Tree; *Whistler's Grandmother*, by Robert French; *Voice Out of the Whirlwind*, by Anne Walters, and Gordon Condit's *Thank You, Stranger*.

### AGVA STILL RULES

(Continued from page 44)  
ferred to in your communication. . . I had hoped and prayed that a settlement of these differences would have taken place ere this. . . Those whom you represent and who you report have formed a new organization called the Musical Variety Artists of America are recognized as coming under the jurisdiction of the American Guild of Variety Artists."

According to the musical acts' steering committee, the line of demarcation has now been definitely set and the group will now insist that the AFL decision be adhered to by both AGVA and AFM. Copies of Green's letter have been sent by the musical acts to AGVA and AFM executive offices.

### DUNN DELIVERS

(Continued from page 44)  
bility of Communists holding office in AGVA.

To Mortimer's implication that AGVA frequently fights on the side

## Subway Circuit Review

### HARVEY

(Opened Tuesday, August 22)

#### FLATBUSH THEATER, BROOKLYN

A comedy by Mary Chase. Staged by Paul A. Foley. Sets by John Root. Press representative, Vince McEnight. Presented by George Brandt.

Myrtle Mae Simmons ..... Madeleine Holmes  
Veta Louise Simmons ..... Frances Woodbury  
Elwood P. Dowd ..... Bert Lahr  
Mrs. Ethel Chauvenet ..... Frederica Going  
Ruth Kelly, R. N. .... Lee Truhill  
Marvin Wilson ..... St. Oakland  
Lymam Sanderson, M. D. .... Philip Carlyle  
William Chumley, M. D. .... Arthur Jarrett  
Betty Chumley ..... Ethel Britton  
Judge Gaffney ..... Burton Mallory  
Cab Driver ..... Paul A. Foley

After half-a-dozen predecessors, Bert Lahr has at last been tapped to play that amiable inebriate, Elwood P. Dowd, of *Harvey*. It has taken a long time, and an eyebrow should be raised at the judgment of the late Brock Pemberton, that he did not think of this casting. At any rate, young George Brandt has thought of it, and if he hasn't come up with a late-summer sock winner for the subway circuit, there is something the matter with a reporter's eyes and ears. This reporter has seen most of the Elwood P. Dowds, at one time or another, but with the exception of Frank Fay, who set the original pattern, Lahr is far and away top of the heap. From this pew you can have the rest of them by comparison.

Everybody who has played Dowd has injected his own personality into the part. Lahr is playing him with a wonderful timing that is the essence of underplaying. It is, however, no follow-up or imitation of the Fay performance in the slightest. It is his own conception of the winning drunk who is abetted by a phantom rabbit—and it never misses a point. Dowd calls for a playing range from delicate comedy to pathos—and Lahr has got it all. If this is a rave notice, make the most of it.

Having finished with the star—and his deportment could save even a bad play, which *Harvey* is obviously not—producer Brandt has assembled a good supporting cast, with one exception, and backgrounded it with a satisfactory, if sketchy, replicas of John Root's original Broadway settings. Madeline Holmes is fine as the niece who is fed up with Elwood P.'s rabbit complex. Lee Truhill deserves a special nod as the sanitarium nurse. Arthur Jarrett registers as the frustrated psychologist, and Philip Carlyle is all right as his assistant. There are further satisfactory contributions from Frederica Going, Ethel Britton, Si Oakland, Burton Mallory and Paul Foley, who doubles as director of this edition.

However, if *Harvey* revolves around Elwood P. Dowd, it likewise spins around Veta, his sister, in this instance played by Frances Woodbury. Miss Woodbury's Veta gives Lahr less than scant support. It is played with muggings, smirking and triple-takes to a point of acute pew-sitting embarrassment. The worst of it is that Miss Woodbury projects as if she knew better and is leading with her chin to snare a moronic laugh. In simple justice, it must be reported that she sparked a response from a bow-in-night Flatbush audience, but her playing of Veta is far from what author Mary Chase intended.

In sum, George Brandt appears to have snagged a late-season nugget for his circuit. A lot of actors have taken a follow-up crack at *Harvey*, but to this date this reporter will take Lahr.

Bob Francis.

of the bosses or booking agents because many union officers are more concerned with establishing good will for their own bookings, Dunn replied, "It's a brazen lie."

Altho the column was written in the form of questions supposedly being asked of AGVA by its members, AGVA execs felt that it was Mortimer taking a pot shot at the Guild, with which he has not been on good terms of late. The column, however, ended with, "I take no sides. I report what I hear on Broadway."

## Magic

By Bill Sachs

**JAY PALMER AND DOREEN**, now on vacation in Paris, hop from there to Barcelona, Spain, for the International Congress of Magic to be held there September 4-10. They are set for London week of September 18 and the Palace Theater, Dublin, Ireland, week of September 25. . . . **Jack Taylor**, who reports brisk summer biz for his six-people unit. "Enchanting Magical Revue," typewrites that he's giving a special try-out performance at Red Lion, Pa., Thursday night (31). He fails to say, however, who is trying out for what. Taylor, who augments his magical nifties with specialty acts, says he has added a triple disappearance, the Artist's Dream and a new version of the buzz saw to his program which already included the modern cabinet, Arabian tent, glass tube, substitution trunk, levitation, chopper and a girl burned alive. . . . **Elgin Mason** has returned to Los Angeles from a visit to Detroit where he was formerly engaged in the booking business. Mason filled in a number of dates while en route to and fro. . . . **Hildee**, femagienne under the personal management of Bert Jonas, has been on tour of Europe the last five months. It's her second trip abroad in two years. . . . **Larry Weeks**, the juggling wizard, has just concluded two weeks at Folies Bergere, Montreal, and seven consecutive weeks in Canada. After two more weeks of bookings he heads back to New York to pick up a new car before hitting out for Florida for the winter. . . . The Texas Association of Magicians has succeeded in landing Willard the Wizard and Chang and Company as the features of its fifth annual convention in San Antonio September 1-4. Willard will hop from Louisiana to San Antonio to appear on the TAOM program, while Chang is

## 35 Mil for CBS Hwd. TV Center

**HOLLYWOOD, Aug. 26.**—CBS will invest \$35,000,000 in constructing a television center on its recently purchased 25-acre Gilmore property at Beverly and Fairfax avenues. Plans for the multi-million dollar TV Hollywood headquarters were unveiled by Howard Meighan, net's Coast veepee. Thirty-five million dollar figure represents CBS's investment in construction and does not include the \$2,500,000 already spent on purchasing the site nor the TV equipment to be installed. Net's "TV city" will house approximately 3,000 employees, according to Meighan. Largest structure will be a 13-story administration building.

Building will start soon and continue possibly for the next decade. Portion of the Gilmore property is still under lease to the Hollywood Stars ball club, with paper not expiring until 1957. That construction will soon get underway is indicated by the fact that Los Angeles building laws requires holder of a building permit to show substantial progress during the first 180 days after permit's issue. CBS will present its building plans to the city zoning commission September 11 to get okay for construction of buildings higher than 45 feet, current requirement in the Beverly-Fairfax district.

coming from Mexico to show at San Antonio's Alameda Theater. To M. S. and Ann Mahendra goes credit for sewing up the two magic names for the San Antonio conclave.

**DELL O'DELL** and Charles Carrer, after two weeks in Reno and three weeks in the Los Angeles territory, are currently with their respective magic-juggle turns at the Flamingo Hotel, Las Vegas, Nev. Dell and Charley are already looking forward to the 1951 combined IBM-SAM conclave in New York. "Naturally, with the double convention playing our home grounds next year," they write, "we plan to be on deck to entertain our many friends who have been so kind to us on the road. We hope to reciprocate with a line of wonderful parties." . . . **Bobby Baxter** is current at Club Charles, Baltimore. . . . **Tommy Hanlon Jr.**, was a recent guest on Ed Sullivan's "Toast of the Town" TV show. . . . **Charles Carls**, Belgian card manipulator, has been playing in and around New York. . . . **Milbourne Christopher** has just signed a 26-week contract to present his "Magic by Christopher" over WAAM-TV, Baltimore, sponsored by Schreiber Bros., food merchandisers. He'll be on 10-10-15 Wednesday nights, beginning September 6. Mil will commute each Wednesday from New York to Baltimore for the shows. **Fogel**, British mentalist, called on Christopher after the latter's recent Garry Moore CBS-TV show to say that the routine brought back memories of the days 13 years ago when Christopher was in "Let's Raise the Curtain" at the Victoria Palace in London. . . . **Joan Brandon**, after winding up a fortnight's stand recently in the Bonanza Room in Las Vegas, Nev., flew back to New York to do her one-woman show at the Lido Hotel there. Miss Brandon is currently presenting her solo show in the New England States.

## Burlesque

By UNO

**HAROLD MINSKY** is prexy and Phil Rosenberg is treasurer of a recently formed org, Minsky Theatrical Enterprises, Inc., who have taken over the 650-capacity Beachcomber nitery on Dade Boulevard, Miami Beach, and skedded to open in December with a policy similar to Minsky's Colonial Inn, Hollandale, Fla. Rosenberg, who is also partnered with Minsky in the Rialto, Chicago, will be resident manager of Minsky's Beachcomber. . . . Producer the last two weeks of the season at the Globe, Atlantic City, was Jackie Richards. Others assigned by circuit chiefs to function this season are **Billy Henriques**, at the Troc, Philadelphia; **Billy Koud**, Mayfair, Dayton; **Paul Marakoff**, Grand, St. Louis; **Natalie Carrier**, Casino, Pittsburgh, and **Eddie Lynch**, Roxy, Cleveland. . . . **Thelma White** is the feature at the Gayety, Detroit, following a week at the Palace, Buffalo. . . . **Sim Kerner**, head of the Artists Service Bureau, after nine weeks' hospitalization for a gall bladder operation is back in action in his New York office. . . . **Lonnie Young** is on her way to Europe aboard the SS. Ile de France. . . . **Milton Lefton** is new manager of the Campus Theater, Hollywood.

**CATHY CARVER** is due to reopen soon at President-Follies, San Francisco, for **Eddie Skolak**, after vacationing at her home in Georgia. Another new principal will be **Jack C. Earle**. . . . **Tom Phillips**, prexy of Burlesque Artists' Association, has moved his office from the Palace Building to West 45th Street, New York. . . . **Primrose Semon** is starring in Jack Linder's video show Tuesday nights over WOR, New York. . . . **Ted Coyne** brought Shirley Stanley back to the Burbank, Los Angeles, where she joined **Marnee**, **Harry Clexx**, **Johnny Mahoney** and **Roma** and **Rosalie**. . . . **Diana Hayes** opens September 8 in **Pete DeCenzie's** stock show at the El Rey, Oakland, Calif. . . . **Dell Davenport** is handling publicity for "The Drunkard," DeCenzie's other flesh show at the Century in Oakland. . . . **Penny Don**, winner of 32 beauty contests, will be guest star September 9 at Moskowitz Brothers and **Harry Fink's** Manhattan Hotel, Asbury Park, N. J., in the show **Freddie Dulton** will stage. Other specialists will be singers **Marilyn Miller**, **Bob Davis**, **Galli Campi** and **Walter Barrymore**, and **Mel Blanket**, emcee. . . . **Benita Francis** wound up three months with the Follies Show at the Beretania, Honolulu, August 12, and returned to the States. . . . **Betty Rowland** closed at the Follies, Los Angeles, and opened at Polly's, Bowery nitery, joining **George Rose**, **Heather English** and **Beetlepuss Lewis**. Follies' new features are **Gay Dawn** and **Roselle Landis**, with **Charlie Crafts**, **Bobby Faye** and **Harry Carnie** in the comedy spots. . . . **Frankie Hart** is now touring with the Royal American Shows in Canada.

## PANTOMIME QUIZ

(Continued from page 10)  
stumped comic Young, the only one who failed to evoke the correct response within the two-minute limit. But his mugging more than made up for it.

It's an amusing, swiftly paced show, with the lustre of big names as spice. **Mike Stokey's** emseing was adequate. This airer is likely to garner a bankroller on the strength of its various elements. **Sam Chase.**

## JOHNNY OLSEN

(Continued from page 10)  
a neat lead into a merchandise pitch for the Johnny Boy Doll. The **Phillp Morris** commercials with Olsen supposedly giving a "nose test" to a woman picked at random from the audience, sounded remark-

## Chi Auto Dealers Television Happy

(Continued from page 11)

its entraîls. The dealers also pull no punches in rapping the competish, even tho this occasionally backfires, as when a dealer gave a long "hard-sell" commercial on the virtues of a particular car, shown on the screen, and then was unable to get the motor started. The car, was pushed off the stage by hand.

**Moran** is said to spend around \$7,500 per week for TV time alone. He, too, puts on a terrific sales pitch, but another effective device is to report to viewers on the number of cars he's sold during the past month. His procedure is to give this account the first week of every month, for the month preceding, pointing out that this is all possible because of viewer loyalty. One month he is said to have reported having sold around 500 new cars (he didn't list the used jalopies). Figuring an average price of \$2,500, it adds up to a tidy sum—all as a result of tele.

Another **Moran** wrinkle is to line up his entire staff and introduce them to the viewers. One night he had some 60-odd employees lined up, and in welcoming one of them, said, "Glad you could make it." "Had to," replied the hired hand. "Would have been fired if I hadn't."

ably spontaneous, altho it's difficult to believe that any sponsor would chance a real off-the-cuff testimonial. **June Bundy.**

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## Rep Ripples

**GEORGE CHENEY** writes from Columbus, Ind.: "Have been working platform show all summer but will go to halls soon and move toward Texas, where I have a Ripley show stored for use in my winter hall trick. My wife and son are assisting me." ... From Jacksonville, Fla., A. N. Anderson, who will book the Carol Players this winter, advises that the trick will be for four people and will open in New England and will make a West Coast trek. Trick will have special props and sets to do a fast mystery play and will take on halls, sponsors, clubs, etc. ... **Albert Viator** has a new 16mm. feature pic bill that he will show in Quebec towns this fall and winter. Viator currently is showing fairs. ... **Morton Buckley**, lecturer and one-man show operator, will open his dates in Pennsylvania after September 1. ... From Klamath Falls, Ore., **Ted Kirby** says "have been working a platform show to good biz and I like this country and will stay here to open fall hall show. Have a swell small animal act and some museum items that I will add to and bill this end of show. There have been few shows in this sector and the only trouper I have met in two months is **Norman Gately**, hypnotist, and he has a fine show and had been coining money. Gately is a super salesman and works show and merchandise as well as any I have ever seen. He is a top hypnotist also. Gately and wife do a full evening show." ... **Doss and Mae Show** has been in the Logan, Utah, area recently, having changed their route. They report good biz and will tackle a one-day stand show after the middle of September and move toward Florida. Trick is three people and plays everything that comes along.

**JAMES N. CHALMERS** writes from Hibbing, Minn.: "Have my trick down to one-man show and am convinced that anyone putting money into shows for small towns will do well to keep to three people or less. Years ago I worked for tent rep manager who put \$6,000 into a lot of equipment and then bought \$6 worth of printed pamphlet plays for his show. He had a good outfit and a terrible show. He lasted six weeks." ... **Ralph Albey**, lecturer and hypnotic worker, leaves Milwaukee soon to make his regular trek to Florida. He will make about 70 small towns before arriving at his destination, Clearwater, Fla. This is Albey's fifth tour the same route.

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## 2 Philly Area Spots Meet Problems in Sabbath Operation

PHILADELPHIA, Aug. 26.—An interpretation of whether Daylight Saving Time or Standard Time is to be used in interpreting the law insofar as Sunday movies at drive-in theaters is concerned will be tested in the courts as a result of the appeal on a fine taken by S. H. Rothermel, operator of the Greater Burnham Drive-In in Derry Township near Lewis-town, Pa.

Rothermel pleaded guilty to three charges of showing movies on Sunday and paid fines of \$50 on each of the three charges admitted. However, he appealed the charges of \$26.10 assessed against him on a fourth charge which involved a Saturday night showing which police claimed ran over the midnight curfew hour into Sunday morning. According to Rothermel, the show ended on the Saturday night in question at 11:45 Standard Time. The courts will be called upon to decide whether the drive-in can operate on Standard Time as against Daylight Saving Time.

Sunday movies created another problem for Nat Rosen, operator of the Demlar Drive-In at near-by Delmar, Del., when police served a warrant on him for violating Delaware law by showing movies on Sunday. Last month, Delmar voted to extend its city limits to include the drive-in, thus making it eligible to show Sunday movies.

However, the Delaware attorney general ruled that the special election held in Delmar was illegal because the town's charter makes no provision for special elections. Rosen operated the drive-in last Sunday to bring about a legal test on the question.

## Two More Drive-Ins For Pa. Territory

PHILADELPHIA, Aug. 26.—With the outdoor theater season going into its final lap, two more open-airers are added to the mushrooming Pennsylvania territory. Sebert W. Hull and Rep Philips opened the 306-car capacity Mountain View Drive-In, Buena Vista. They expect to keep the drive-in in operation thruout the winter.

At Old Forge, Pa., the Scavo Brothers have set a September 15 starting date for their 500-car Oakhill Drive-In.

A September opening was also set for the previously announced Wilmington Drive-In at the Wilmington, Del., ball park. Russ Eichengreen will handle the booking and buying for the Wilmington open-airer.

Walter Schumacher, one of the owners of the Pottsville Drive-In near Pottsville, Pa., has been elected a director of the Pennsylvania National Bank & Trust Company in that city.

**Denmark Gets 1st Drive-In**  
WASHINGTON, Aug. 26.—Denmark's first drive-in opened recently in a suburb of Copenhagen, Commerce Department said this week. Like most European outdoor movie houses, however, the Danish spot is more of a walk-in because of the scarcity of autos.

**New Charleston Drive-In**  
CHARLESTON, W. Va., Aug. 26.—H. M. McHaffie has been granted a permit by the city building inspector to erect a new \$30,000 drive-in theater at the eastern edge of Kanawha City. It will accommodate 500 automobiles.

**BATESVILLE, Ark., Aug. 26.**—Commonwealth Theater Corporation here has opened its new drive-in theater on Highway 11. It has a capacity of 300 cars. Bill Headstream is manager.

## Happiness Theme

HARTFORD, Conn., Aug. 26.—Ever-increasing influence of the drive-in theater was demonstrated here recently when a patron approached George E. Landers, local division manager for E. M. Loew's Theaters, at the Hartford Drive-In, Newington, Conn., and said: "This is wonderful, nothing like this theater. I love this theater. I hate movies, but my wife loves them. She can't drive and she can't leave the children and we can't afford a baby sitter. So, what happens? I drive her and all the children out here. I take off my shoes and go to sleep. She's off my ear. Everybody's happy. This theater is wonderful."

## Manhattan Players In Tri-State Trek

CINCINNATI, Aug. 26.—A letter from Peter Michaels, who is trouping with the Manhattan Players, brings some facts about the org's activities. Michaels, formerly a featured heavy with the Bryant Showboat, compliments George Melson and Cathryn Bauer, who present the Manhattan Players, for their "swell job." He says: "I have been with many tent shows but none where so much emphasis was placed on production and wardrobe. He reports that the Manhattan Players have been operating in the New York, Pennsylvania and Ohio area the past five years.

Michaels lists the following plays in the Manhattan group's repertoire: *Love, Honor and Oh, Boy!*, *Little Miss Light-Fingers*, *Trail of the Lonesome Pine*, *The Deacon Mis-Behaves*; *Ten Nights in a Barroom* and *Down on the Farm*. A concert follows the Wednesday and Saturday night shows. Tickets go at 45 cents for adults and 20 cents for children under 12.

Those listed in the company, in addition to Melson, Miss Bauer and Michaels, are Caroline Wells, William Ruth, Marion Barnes, Charles New and E. Meredith.

## Burnt Corkers Sked Annual Meet Sept. 10

CINCINNATI, Aug. 26.—Burnt Corkers, national organization of minstrel actors and present-day amateurs and professionals interested in minstrelsy, will hold their 10th annual meeting and reunion September 10 at Rising Park, Lancaster, O.

The Burnt Corkers org centers in the Lancaster area, but members come from an area extending from Wisconsin to Florida and from New York to Los Angeles.

The Burnt Corkers president, Charles F. Luck, extends an invitation to attend the reunion to all those interested in the perpetuation of minstrelsy. Further information can be secured from D. W. Denton, secretary of the group, at 230 Harrison Avenue, Lancaster.

## Sunday Movies for Quitman

QUITMAN, Ga., Aug. 26.—Brooks County Board of Commissioners, meeting in special session, granted a permit for Sunday movies at the Quitman Drive-In Theater, located just outside the city limits of Quitman, Ga., Thomasville Highway.

## 10G Gas Blast Wrecks Medford Spot; Boss Hurt

MEDFORD, Mass., Aug. 26.—A terrific blast, caused by leakage of bottle gas, wrecked the projection room and the concession building at the Meadow Glen Drive-In Theater, Medford, Mass., August 20, critically injuring owner Paul Longo, 39, of Winchester.

Force of the blast blew apart the one-story adjoining structures, constructed of steel beams and concrete blocks 16 inches thick, causing damage estimated at \$10,000.

Police said the blast was set off when Longo lighted a match in the concession building. His wife, Doris Longo, seated in their car a short distance from the structure, saw the building disintegrate with a sheet of flame climbing almost as high as the 100-foot projection screen. She raced into the burning building and pulled her husband out and drove him to Lawrence Memorial Hospital where, found to be suffering shock and first and second degree burns, he was placed in an oxygen tent.

Employees of the drive-in said the damage would run much higher than the \$10,000 set by Deputy Fire Chief Richard Driscoll. The projection apparatus was ruined, and connections and cables for the individual loud-speaker system were wrecked.

Longo, police said, went to the drive-in concession building to make a check of stock in preparation for the Sunday night show. Bottled gas is used as fuel for the gas stoves in the building. Cement blocks were blown in all directions and two walls of the concession building were shattered and two walls of the projection building's four walls also were blown out, leaving the steel supports bent. One of the blocks crashed thru the side window of an empty car parked near by. Longo was reported in fair condition at the hospital.

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Soundie Subjects, 100 ft. each, for \$2.50. Used Victor and Kodascope Projectors, like new, \$150.00. Western Features, \$45.00 and up; empty 1600 ft. Reels for \$1.50 each; Cleaning Fluid, \$2.00 quart; 3-Shell Shipping Cases, brand new, \$3.50 each; 8-Shell Panoram Soundie Machines in Cabinet, \$125.00.  
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## THE FINAL CURTAIN

**AINSWORTH**—George L., 46, manager-operator of the Karloc Kenels, Westport, Conn., and well known as an exhibitor at Connecticut fairs, August 13 in Bridgeport. Survived by his widow, Mabel; a brother, Charles, of England, and three sisters, Edith and Nellie, also of England. Burial in Holy Trinity Cemetery, Westport, Conn., August 17.

**BROOKS**—Gladys Irene, 46, wife of E. L. (Red) Brooks, concessionaire of the Heart of Texas Shows, August in North Plains Hospital, Berger, Tex. Besides her husband she leaves a sister, Glenna Biggerstaff, Portland, Ore. Burial in Holdenville (Okla.) cemetery August 6.

**BUNTS**—William A., 29, of the Crystal Exposition Shows, August 9 in Crystal River, Fla., when struck by lightning while on a boat trip on Crystal River. Survived by his widow, Helen; three children; his mother, Mrs. W. J. Bunts, three brothers and two sisters. Burial in Crystal River.

**BURTON**—Kenneth, 51, former radio producer for Benton & Bowles (B&B) and director of the Hollywood Bowl production of *The Magabond King*, August 21 of a heart attack in Los Angeles. He appeared in the Broadway productions of *Annie and Johnnie* and *Cape Cod* and spent several years in New York in Philadelphia and St. Louis. His first theatrical stint on the West Coast, in 1928, was in *The Morning After*, which he played 18 weeks at the Hollywood Playhouse. In 1929 he joined Walter Craig in radio production, working with such stars as Edna Smith, Connee Boswell, Nadine Turner and Singing Sam. He produced *The Railroad Hour* and *Father Knows Best*, for B&B. Survived by his widow, Betty.

**CALDWELL**—Vernon, 53, Walt Disney Studios' public relations director for 12 years, August 18 at his home near Los Angeles. He leaves a wife, Edna, and two sons, Dwight, of Tarzana, Calif.

**DIXON**—Tommy, 65, who formerly had out his Sultans of Tempo orchestra in the 1920's, August 15 in Miami. An advocate of ragtime, he was active in Pittsburgh as a pianist, bandleader and composer for over 40 years. He toured the major vaudeville circuits for many years. His widow survives.

**DORBRANDT**—Edward Newton, 64, Athens, Tex., theater owner, recently at his home there. Survived by his widow, a daughter, three brothers and three sisters.

**DROB**—Bennie, H., well-known Pittsburgh stagehand, August 12 in Pittsburgh. He was stricken backstage at the Casino while readying the stage for reopening. His widow, son and brother survive.

**EDMUNDS**—Jack R., 41, program director for stations KPRC and KRC-TV, August 19 in Houston. Before joining KPRC in January, he had been with KXYZ and KTHH, Houston, and program director for KRC in Washington during World War II. During his 22 years in the business, he produced shows for Edna Wynne, Rudy Vallee and Paul Whiteman on NBC and the Andre Kostelanetz show and the *Abe Lincoln* in Illinois series for CBS. His widow and daughter survive.

**ELLIOTT**—Mrs. Ida, 57, former Cincinnati Zoo Opera singer and widow of Condie Elliott, Shakespearean actor and songwriter, August 18 in Grandview Manor, Cincinnati. Survived by a daughter, Jeanne. Burial in Vine Street Hill Cemetery, Cincinnati.

**ENTHOVEN**—Mrs. Gabrielle, 82, playwright, August 18 in London. Her first play, *Montmartre*, was followed by *Ellen-Young*, *Honeysuckle* and *Confederates*. The two last named were presented in New York. Serving as curator and cataloger of a large collection of playbills and theater posters, she presented them to Victoria and Albert Museum in London.

**FILLMORE**—Russell, 55, former legit director, August 19 in Ocean Park, Calif. In the process of planning a Broadway showing of *Until December*, by Beverly West, sister of Mae West, he disappeared and was found floating beneath a pier.

**FRANCIS**—Mabel (Mrs. Michael Tammara), former burlesque performer, recently in Boston. Besides her husband she leaves a son, Michael Charles.

**FREEDMAN**—Louis, 64, part owner of the Brass Rails which operates three Detroit night spots, at Harper Hospital, that city, August 21. Survived by two children and a brother, Joseph Freedman, who also is a partner in the Brass Rails. Interment in Machpelah Cemetery, Detroit.

**GAMBLE**—Thomas F., 84, one-time musical director of the Westminster Theater orchestra, Providence, August 20 in South Swansea, Mass. From 1914 to 1936 he was assistant to international President Joseph Weber, of the American Federation of Musicians. From 1936 until 1948 he was financial secretary and treasurer of the musicians' union of the U. S. and Canada.

**GARDNER**—Freddy, 39, saxophonist and clarinetist, recently in London.

**GOLD**—Aaron H., 77, father of Jack Gold, Detroit showman and night club operator and member of the Michigan Showmen's Association, recently in Washington. Burial in Detroit August 25.

**HUGHES**—Mrs. Adella Prentiss, 80, founder of the Cleveland Symphony Orchestra, August 23 in Cleveland Heights, O. She had been a leader in Cleveland music circles for 50 years and wrote an autobiography, *Music in My Life*.

**JACOBS**—J. Milton, 61, former vaudevillian, August 20 in Columbus, O. He and his wife, Edna, toured the major vaude circuits for over 17 years. He later was a film salesman for MGM. His widow survives.

**JEWSON**—Erle Sydney, 48, carnival showman for 25 years, August 19 of a heart attack at the home of Woodrow (Mae Joe) Arnold in Union City, Tenn. Jewson had been with the Alamo Exposition, Harry Burke, Mound City and Penn Premier shows, among others. Survived by his father, Chris Jewson, and two sisters, Virginia and Elinor, of Oshkosh, Wis. Burial in East View Cemetery, Union City, August 21.

**JONES**—Tom, 67, comedy character actor featured as Llew in the BBC's Welsh radio show, *Welsh Rabbit*, August 3 in Pontypridd, England. He had been touring with a stage version of the radio show called *The Adventures of Tommy Trouble*.

**LEASE**—Phillip, 32, motorcycle thrill-show rider, August 16 in Springfield, Ill., of injuries sustained in an accident during his performance at the Illinois State Fair.

**LEPLEY**—Ike, 54, Detroit carnival worker, in a trailer fire August 16 on the fairgrounds at Mason, Mich. He was a chef in the Stevens cookhouse.

**LONG**—J. P., 69, author-composer, recently in London. He wrote over 1,000 popular songs, many of which gained world-wide fame.

**LOWRY**—Henry L. (Hank), 57, former vaude and music-comedy performer, August 23 in Hempstead, N. Y. He retired as a performer 25 years ago and joined the Skouras Theater interests. He collapsed on stage of the Skouras (Hempstead) Rivoli Theater while emceeding a stage show. He was manager of that theater. His widow, son and three brothers survive. Burial August 27 in the Hungarian Union Fields Cemetery, Cypress Hills, N. Y.

**MCBRIDE**—William M., 70, former v.p. of the McBride Theater Ticket

Office, August 14 in Pelham, N. Y. Most of his 40-year career was in the business's Times Square branch. His brother, John, prexy of the concern; his widow and two sisters survive.

**McNAULTY**—John, 48, manager of Eldorado Towers Hotel, New York, in that city August 23. As a youth McNulty was with the Ringling-Barnum circus. Survived by his widow and son. Burial August 25 in Dawson, Ga.

**McRAE**—Mrs. Robert (Flora Donaldson), 89, former soprano soloist with the J. C. McDonald Concert Party of Scotland, August 2 in a Regina, Sask., hospital.

**MINOT**—Mrs. Alice Hastings, former actress, August 23 in New York. She appeared in a number of Broadway offerings, including a leading role in *Turn to the Right*. Her husband, Sedwick Minot, survives.

**MONKS**—John, veteran New England carnival ride owner, August 6 at his Ormond, Fla., home. Survived by his widow, Margaret.

**OUTLER**—Mrs. John, mother of John M. Outler Jr., general manager of WSB and WBS-TV, recently in Atlanta. Two other sons and two daughters survive.

**PHILLIPS**—Joseph, 42, trapeze performer, August 20 in Homestead, Pa., when he fell while practicing.

**PURTILL**—William N., 70, former trouper and long-time collector of circuses, at Westerly, R. I., August 17. He was with the Bob Hunting Circus in 1894 and 1895, and J. W. Goodrich, Goodrich-Laughton and Goodrich-Hoffman shows until 1901, when he became a carpenter. He collected circus material for 62 years and owned one of the largest collections. He was a member of the CFA and CHS. Surviving are a daughter, and two sons, all of Westerly.

In Memory of Our Loving Husband, Father and Friend  
**JAS. M. RAFTERY**  
Who Died Aug. 30, 1949.  
God Bless You. May You Rest in Peace.  
CARRIE, WIFE; DAUGHTER CARRIE;  
MOTHER JANICE; LORA AND FRED

**RICE**—Ray, 49, public relations counselor, August 18 in New York. He opened his own business with such accounts as Gloria Swanson and Lawrence Tibbett and also once served as a representative of the Theater Guild. He worked with humorist George Ade for 20 years and during World War II served as aid to Maj. Gen. Karl Truesdell and as a major on the staff of Gen. Omar N. Bradley. From 1945 to 1948 Rice directed publicity for the Raytheon Manufacturing Company, makers of TV sets. His brother survives.

**ROBINSON**—Harold C. (Hal), former president of Film Truck Service and a past Chief Barker of Variety Club of Michigan, suddenly August 21 at his home in Birmingham, Mich. Survived by his widow; a son, William, and two sisters.

In Loving Memory of Our Son and Brother  
**PERCY E. SINK**  
Who Died Aug. 28, 1949  
Sadly missed by Mother and Sisters,  
Janice, Lora and Carrie

**SMYTHE**—Hoyt R. (Bozo), 57, former tab and burlesque performer, August 5 in General Hospital, Denver, of cancer. Also he appeared in major cities in the country, most of his theatrical life was spent in doing six-a-day tab shows at the old Rivoli in Denver where he played off and on from 1922 to 1931. Smythe played 69 weeks at the old Hippodrome in Denver and during WPA days was a member of the cast of the Baker

Federal Theater. In later years Smythe was a stagehand in Central City, Colo., and at the City Auditorium, Denver. Survived by three sons, Kenny, Denver; Robert, Tracy, Calif., and Jay, Scott City, Kan., and two daughters, Mrs. Nina Cotrell, Louisville, and Mrs. Dorothy Wright, Tulsa, Okla. Burial in Denver.

## TOL TEETER

PASSED AWAY  
SEPTEMBER 2, 1941



I loved you then, now and forever.

Your Wife,  
**NELLIE**

**THOMPSON**—George, 78, veteran stage director and scenic artist, August 21 in Washington. Three daughters survive.

**TREBISH**—Mrs. Jenny, wife of Isidor Trebish, co-owner with Phil Isser, of the I. T. Shows, August 21 in New York.

**WILSON**—Clem, connected with the Jay County Fair Association, Portland, Ind., for the past 20 years, August 24 in that city of a heart attack.

## Marriages

**ARVEL-KASPER**—Ernest Paul Arvel, Bridgeport, Conn., singer with the Papermill Playhouse, Milburn, N. J., and Viola May Kasper, Bridgeport, August 13 in the latter city.

**CROUSE-HOLT**—Robert L. Crouse, professionally known as Arrah, boy psychic marvel, and Helen L. Holt August 6 in Miami.

**FINKELSTEIN - RAND**—Harry Finkelstein, erstwhile nitery operator and former husband of Georgia Sothorn, and Sally Rand, fan dancer, August 21 in Toledo. He has served as Miss Rand's manager for several years.

**GORMAN-GARNER**—Jesse W. Borman, bingo caller on the Ross Manning Shows, and Dorothy Ann Garner, Newport, N. C., recently in Rockville, Md.

**LAUTHER-WILSON**—William E. Lauther, talker on Carl J. Lauther's Side Show on the Gooding Greater Shows, and nephew of the show owner, and Gloria E. Wilson, daughter of Mr. and Mrs. Harvey Wilson, glass house operators on another Gooding unit, August 10 in Shelbyville, Ind.

**PLUNKETT-CURLEY**—John Plunkett, manager of the Lindy Theater, Philadelphia, and Claire Curley, member of the service staff at the Orpheum Theater, Philadelphia, in that city August 5.

**SHANKMAN - RICHARDSON**—Jules Shankman, orchestra leader on the Barnes-Carruthers fair grandstand revue, and Elva Richardson, Brandon, Man., recently in Regina, Sask.

**STEFFAN-BLANCHEE**—Samuel Steffan, drummer in the orchestra on the Barnes-Carruthers fair grandstand revue, and Margaret Blanche, Brandon, Man., recently in Regina, Sask.

# TORONTO SETS RECORD PACE

## Milw'kee Fair Near '49 Gate First 7 Days

### Patrons' Spending Strong

**By Herb Dotson**  
MILWAUKEE, Aug. 26.—Going into the ninth day of its 10-day run here today, the Wisconsin State Fair was only a shade under last year's attendance to the same point, even tho the current event has been beset by rain, threatening skies and unseasonably cool, almost cold, evenings. The gate count thru Friday (25) was placed at 554,835, less than 3,000 under the 557,018 total to the same point last year.

#### Comparative figures follow:

	1950	1949
Friday (18)....	15,873	15,311
Saturday (19)...	58,540	71,131
Sunday (20)....	129,763	138,782
Monday (21)...	57,431	41,237
Tuesday (22)...	60,418	55,884
Wednesday (23)	71,967	73,264
Thursday (24)...	119,843	108,672
Friday (25)....	43,000	52,737

Totals ..... 554,835 557,018

The two biggest days, Sunday (20) and Thursday (24) enjoyed bumper weather. The other days were marred by off-weather. Monday night's grandstand show was washed out. Friday's matinee was preceded by a heavy rain. Even with that unfavorable prelude, Joie Whitwood's Thrill Show played to more than 7,000 persons in the grandstand.

Hundred-mile stock car race Thursday was raced to a grandstand-bleacher crowd of 25,000. Hundred-mile midget car race Sunday was run off before a grandstand-bleacher turnout of 17,000. Harness horse races, on Saturday (19) and three other afternoons beginning Monday (21) pulled fair crowds, judged by Milwaukee standards.

Night grandstand program—revue with acts booked thru Barnes-Carruthers Theatrical Enterprises, Chi. (See Milwaukee Fair on page 60)

## Sinatra To Head Free 1-Nighter At Dallas Fair

DALLAS, Aug. 26.—Frank Sinatra has been signed for the free show in the Cotton Bowl at the State Fair of Texas on the night of Tuesday, October 17. Amount of contract was not disclosed. Pact calls for Sinatra and four lead musicians, with other musicians to be added locally. Show probably will run an hour.

Show, to be presented as a salute to East Texas on fair's East Texas Day, is sponsored by East Texas Chamber of Commerce. Other features of the event are not yet set. Show will begin at 7:30 so as not to conflict with *South Pacific* and *Ice Cycles*, other fair features.

## Cool Million Fires Wis. Fair Build-Up

MILWAUKEE, Aug. 26.—A million dollars in cash, displayed at the Wisconsin State Fair here this week, sparked the fair's strong advance publicity campaign and proved the hit exhibit of the fair.

Dreamed up and executed by Jack Reynolds, fair manager, as a way to emphasize the fair's growth from its \$247 budget in 1851 to its present million-dollar budget, the display drew large crowds for five days, ended Friday (25).

The money was displayed in a plexiglas case, spotted on a main street of the fair. Machine guns were mounted on rooftops on either side of the street and the guards manning them were supplemented by more than 10 other armed guards stationed close to the display.

The money was provided thru the co-operation of a local bank. Bills ranged in denominations of \$1 to \$100, with the bills stacked, pyramid-fashion, six feet high from a two-foot-square base.

## North-Concello-Dube Combine Imports Rotor, German Device

NEW YORK, Aug. 26.—One of the principal amusement device importations in some time, the Rotor, is due to arrive here September 6 from Europe, consigned for a new corporation, to be guided by Ringling-Barnum circus toppers, John Ringling North and Art Concello, and Harry S. Dube, head of Circus Magazine, New York.

Device is in the form of a perpendicular barrel, 15 feet in diameter and 15 feet deep, with its flooring fully lowered. Patrons enter it by means of a small door and station themselves against the inside walls of the barrel. The distance from the top of the barrel to the flooring is eight feet, and when the electrically driven barrel starts to whirl, the floor is dropped an additional seven feet. The speed of rotation holds the customers against the walls of the barrel by centrifugal force.

Device is guided by an engineer who can gauge the speed of rotation by means of a tachometer and thus control it. The ride to date has been in operation only in Germany. When the ride is concluded, the rotation speed is gradually reduced and the floor raised to its original height, allowing customers a gentle return to their starting positions.

Inside of the barrel is made of plastic. Due to centrifugal force, customers are enabled to assume all types of riding positions, providing an important interest feature for the gallery.

## 107,500 Attend First Stanza To Top Old Mark by 2,000; Rail Strike May, Slim Gate

### \$\$ Plentiful as Kaye Show, Conklin Units Score Big Jump

**By Jim McHugh**  
TORONTO, Aug. 26.—An all-time record opening-day attendance of 107,500 was registered yesterday at the Canadian National Exhibition despite travel curtailments resulting from a nationwide railroad strike. General Manager Elwood Hughes said it would be several days before he would venture a prediction on the final outcome in view of the strike. Execs are shooting for a 3,000,000 gate to top the mark of 2,650,000 set last year. The jump on opening day was 4,500.

That business will be excellent is indicated by the \$400,000 advance

sale registered by the night grandstand show featuring Danny Kaye and a 20 per cent hike in midway grosses registered by the J. W. (Patty) and Frank Conklin interests. Hughes said there was no doubt that the night grandstand would be sold out for all performances. The enthusiasm of the opening night performance indicated that word-of-mouth advertising would soon place a premium on all available tickets, which range up to \$2.50 top. Today is Warrior's Day and while attendance might expect to range anywhere up to 300,000 under ideal conditions. Hughes said that it was possible that the lack of transportation would cut in. Surely lost are many thousands of veterans scheduled to arrive here via special trains from Montreal, London and other centers.

An equalizing factor may result from the fact that many of the thousands out of work as the result of the rail strike may spend their enforced leisure time at the exhibition, Hughes said. Luckily all exhibits were in place before the strike was called early this week. To date no cancellations have been received in the various competitive classes. Horse entries are unlikely to be affected (See CNE Scores Record on page 60)

Model being imported features a five-tier structure surrounding the barrel. With on-lookers lined up two deep, potential capacity is about 700 persons. Since actual ride capacity is 20 persons, the large part of the gross would come from a gallery fee.

Device requires a floor space 70 feet square. Its over-all height from top gallery tier to the bottom of the barrel is 40 feet. Instead of access being gained to the tiers by steps, sloping ramps make the task comparatively easy.

Since ride patrons maintain relative position when the barrel is rotating, the danger of motion sickness is overcome. A powerful light bulb suspended overhead prevents the riders from gaining the feeling of being whirled around, as it blots out the gallery and keeps them in the relative-position frame of mind.

Present manufacturer of the Rotor is Carl Friese, of Hamburg, Germany, where the ride has proved highly successful. The North-Concello-Dube combine will hold exclusive United States manufacturing rights on a royalty basis with Friese.

They plan to spot the devices in parks, on carnivals and other heavily populated amusement centers thru-out the country either by direct operation or territorial franchises.

A crew of German engineers will arrive with the first Rotor to install it.

## Draft Stand-By Order Banning Park Building

WASHINGTON, Aug. 26.—The National Security Resources Board (NSRB) is drafting a stand-by order which if carried into effect would ban amusement construction, including new amusement parks and additions to existing ones. However, there are no present plans to put the order into effect as soon as it is adopted. Once the Defense Production Act is signed into law, the order could become effective only by presidential edict.

Best guess among government officials here is that the ban would not be imposed unless an all-out war is declared or the materials supplies gets considerably tighter. As matters stand currently, according to the Commerce Department, park operators may find it increasingly difficult to get steel for construction because of general shortages. Military priorities will be taking increasing proportions of steel beginning around the first of November, Commerce predicted. Lumber, cement, brick, pipe and other building materials are in adequate supply, but the heavy housing program is forcing prices upward, Commerce stated.

## The Commies and You

On Page 3 of this issue Ben Atlas, chief of The Billboard's Washington Bureau, outlines the Communist effort to infiltrate all American industry, including show business, and reviews thru interviews with top legislative and judicial personalities the adequacies and inadequacies of our present and proposed laws to combat the Commie menace. On the first page of the Radio Department in this issue there is a list of organizations declared subversive by the Department of Justice and the Attorney General, many of which are actively waging Communism's war against this country. We urge you to read these items.



# BULGY, The Whale

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We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horse, 2 Charlots. Carries adults. Place your order now for the fair season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a few lines to tell you how well I like the new Baby "Q" Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Go Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards, Robert L. Cochran." De Luxe, 36 foot, 2-abreast, \$9,125.00—2 seasons to pay. 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

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### Close-Ups:

# Leroy Gill Proved Family Trade Formula at Norumbega Funspot

By Guy Livingston

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

**T. LEROY GILL**, genial cigar smoking veteran showman who built Norumbega Park, Aurburndale, Mass., from a broken down old railroad park to a million-dollar property, says the mop-pet crowd has really taken over and kiddie rides are just beginning to come into their own with a terrific potential while thrill rides are fading.

"I'll predict," said the 67-year-old park owner-operator, that three-quarters of the amusement parks in the United States will be almost completely comprised of kiddie rides next season.

Gill, who has just added six new kiddie rides—water ride, kiddie train, Sky-Fighter, buggy ride, baby whip and auto ride—says thrill rides are going out because of the high accelerated pace of modern life.

A-bombs, H-bombs, jet fighters and global wars have made the present generation thrill sated, he feels.

Born in Platteville, Wis., October 11, 1882, Gill, a farm boy at 17, went into his uncle's bank, then to a bank in Minneapolis. Then the show bug bit him, and he went out as auditor and treasurer of the old Buffalo Bill Wild West and the 101 Ranch Wild West Shows combined. Following this, he went into the ride business and operated a Caterpillar and other rides at Carlin's Park, Baltimore, and at Revere Beach, Mass.

When he took over operation of Norumbega in 1939, it had been floundering for years. Altho he had been connected with the park, built on the site of an old Indian trading post, since 1927, the operation had not been in his hands.

Some of the innovations he instituted included 15 flower beds of geraniums and a \$4,000 a year flower bill, free parking, free movies, elimination of all thrill rides, concessions and thrill acts. He took the thrills out of the park and it paid off.

Instead of thrills, Gill put in baseball diamonds, picnic tables and benches and swings for youngsters. He took out the monkeys, but kept four bear cubs. When the cubs get to the age of three, he sells them and gets four new cubs.

With attendance now running at around 30,000 a week, with 12,000 to 15,000 on Sundays, he expects his biggest summer in history.

Gill has never changed his admission prices to the 36-acre park, which has over 200 picnic tables, 600 benches, 80 paddle boats, 200 canoes, a dance (See Leroy Gill Proved on page 57)



T. LEROY GILL

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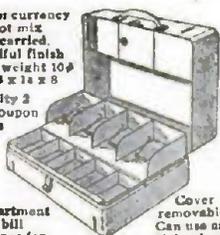
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# Sheehan Unit Grosses 145G At Seafair

Plays to Seven SRO's

SEATTLE, Aug. 26.—Al Sheehan's Aqua Follies, in its first showing outside Minneapolis, played to 59,000 people here in 10 days (11-20) under the sponsorship of Greater Seattle, Inc., grossing \$145,000. Staged in the new 5,200-seat Aqua Theater on Green Lake, all performances were near-capacity and seven shows hung up the SRO sign. Ducaus were tabbed at \$2 to \$3.50, including tax. Talent which had not played the Minneapolis stand included Johnny O'Brien, harmonic comedian; Stubby Kruger, vet swimmer, and Narda and Her Doves. All three clicked solidly.

Follies were here as the featured event of the first Seattle Seafair and all officials were pleased with the success of the jamboree. Greater Seattle, Inc., civic promotion group responsible for the fair has, as a result, increased its membership to 3,000. Sponsoring funds were increased by the sale of Seafair badges for a dollar which entitled buyers to enter many outdoor and indoor events.

Hotels, bars and restaurants reported capacity business during the 10 days. Jerry Bryant, Seafair chairman, estimated that at least 50,000 people were drawn to Seattle by the event. This year's fair is regarded as a dress rehearsal for the city's centennial celebration skedded for 1952.

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Salem, Oregon

## Cedar Rapids Skeds Labor Day Cele

CEDAR RAPIDS, Ia., Aug. 26.—A week-end Labor Day celebration featuring a grandstand show and auto races will be held at Hawkeye Downs here, September 3-4, under auspices of Local 100, American Federation of Grain Millers.

The event will start with a parade on Sunday followed by midget auto races in the afternoon. Stock car races will be held Labor day afternoon and both days will be capped by a night grandstand show featuring variety acts.

## Circus Replica in Philly

PHILADELPHIA, Aug. 26. — With additions in equipment, Dunn Bros.' Miniature Circus, containing more than 475,000 individual pieces, came to town this week for a two-week showing in the auditorium of Gimbel Bros. department store. Showing is for the benefit of the Baby Welfare Association of Philadelphia.

## N. Y. Rodeo Sets 100G Prizes

NEW YORK, Aug. 26.—Rodeo set to open at Madison Square Garden September 27 will have more than 200 cowboy entrants, according to Frank Moore, manager of the event. Prizes for the rodeo will total \$100,000 Moore says. Attractions will be headed up by cowboy star Gene Autry.

## Topsfield Stages Pyro Show

TOPSFIELD, Mass., Aug. 26.—Scheduled fireworks show for the Topsfield Tercentenary, Saturday (19), was rained out and staged Tuesday (22). More than 8,000 were attracted to the parade climaxing the week-long event, which featured pageants and historical scenes. Pitchmen who made the event reported good takes.

# ALLAN HERSHELL

## Park and Carnival Amusement Devices

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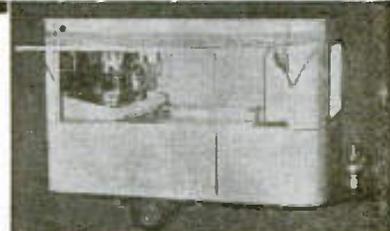
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1,000 Jack Post Slips (sixty of 7 numbers), per 1,000 .133  
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3,000 Small, Thin, Brown, Bingo Sheets, 5 colors, loose only, no pads. Size 4 1/2 x 5, M. .150  
Elastic Markers, Red or Green, Round, or square, 3/4" Diameter, M. .250  
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Weatherproof Thin Bingo Sheets, size 5 1/2 x 7 1/4, very large numerals, 7 colors, loose, not tabbed, M. .200  
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## Talent Topics

The Glen Henry Troupe presented a four-people juggling and rolling act at the Vernon, N. Y., Fair August 22-27. The week before they were one of the grandstand acts at the Louisville, N. Y., Fair. Shirley and Patricia Henry have had Joanne Myers, daughter of Joy Myers, of the Auburn, N. Y., Model Builders' Association, as their guest. . . . Helen Huntley, who had her elephant at the United Exposition Shows this year as free attraction, left the carnival recently and is residing in Chicago with her new husband, Whitey Haven, also a bull trainer. Haven is off the road this season driving a furniture truck. The couple plan to head for Los Angeles this winter. . . . Wilnos, acro-adagio, recently arrived in this country from Denmark and joined the Ernie Young revue at Sedalia, Mo.

Oswald Lenzsch, leader of the American Eagles, high-wire troupe, is now operator of a food market in Longport, N. J. Lenzsch organized the troupe in 1933 and the unit retired in 1947. . . . Washer Brothers, comedy boxing midgets, have retired from the road and now operate a three-minute photo studio in their home town of Oakland, Ky.

Peejay Ringens, bicycle ramp dive, is in the Charity Hospital, New Orleans, with fractures of both legs sustained recently while performing at Pontchartrain Beach, that city.

Acts scheduled to appear during the run of the 95th annual Greater Cincinnati and Carthage Fair, September 13-16, are George Nisser, tumbler; Juggling Jewels (3); a dog act; Trixie McCormick, who handles a unicycle, rope and harmonica simultaneously; Irma and Rio, unsupported ladder; Betty Kay and Fritz Huber, comedy high wire, and the Silverglades, trapeze trio. . . . Featured in the Sky Revue and Fireworks Carnival, free attraction at

Coney Island, Cincinnati, daily thru Labor Day, are the Aerial Snyder and the Great Eugenes. Revue is presented at 4 and 9 p.m. daily.

BBB Puppeteers, Bill and Bette Gerard, recently closed at the Yolo County Fair in Woodland, Calif., moved to the 12th District Fair in Ukiah. Other California fairs on their itinerary include: Lake County Fair, Lakeport; Antelope Valley Fair, Lancaster; Contra Costa County Fair, Antioch; 20th District Fair, Auburn; Yubba-Sutter Fair, Yuba City, and Ventura County Fair, Ventura. Their route takes them up to October 9 without a layoff.

Helen Wolthing, former member of the Wolthings Trio, aerial act which played several seasons with Ringling-Barnum, is doing a single trapeze act in the stageshow at the Empire movie palace in London. She opened in the production, "Jewel Box Revue," July 3, and was held over for the current stageshow, "Circus Revels," which runs thru September 18. With her husband she will return to America in November. . . . Juggling Jewels and King Reynolds, wire act, were part of the grandstand show line-up playing the Illinois State Fair, Springfield, which ended August 20.

Set for the Super Circus television show (ABC) for Sunday (3) are Chick Yale, table rock; Pedro and Durand, acro duo, and the Sandys, casting-trampoline turn. Show is telecast from Chicago.

Free circus acts playing the week at Olympic (N. J.) Park were Emil Pallenberg and Snookums the bear; Don Fransero, trapeze; Ray Royce, unicycle juggling novelty, and Louis and the Oliver Sisters, acros. . . . George Barnaby, Gene Lewis and Billie Burke, clowns, have signed to play, the Dairy Cattle Congress, Waterloo, Ia., for Sam Levy, Barnes & Carruthers offices.

## Out in the Open

Al Wish, who formerly operated concessions at Joyland Park, Lexington, Ky.; Playland Park, South Bend, Ind., and Eastwood Park, Detroit, is operating 14 concessions at the new Melrose Cedar Point Park, Sandusky, O., where he reports a fair season. His concessions include a eat rack, shoot-till-u-win, coke bottles, Chinese roly poly, over 12, grocery wheel, fishpond, balloon darts, high striker, guess-your-age, guess-your-weight scales, hoop-la, nail store, and fish bowl game. Wish will play about six fair dates following the closing of the Sandusky spot September 10 and then winter in New Orleans.

Fred Pitters, managing director of the Plainville (Conn.) Fair and Exposition, September 1-5, will promote a musician's Mardi Gras and Carnival at Stamford, Conn., September 8-16. . . . Concessionaire Bill Powell, lately returned from an extended European trip, joined the World of Mirth Shows.

Ainslee Lambert, producer of revues for Barnes-Carruthers Theatrical Enterprises, Chicago, suffered a stroke Tuesday (22) while in Milwaukee with a B-C unit and was taken to St. Luke's Hospital, Chicago, where his condition Saturday (26) was reported as critical.

Crosby Kelly, manager of the Chicago Fair, headed a delegation of exes from that event who attended the Wisconsin State Fair, where they caught the Barnes-Carruthers revue. Visitors to the recent Bangor (Me.) State Fair included W. Raymond Crowdon, secretary-manager for the Fredericton (N. B.) Exhibition, and Harry L. Garvie, director

of publicity for the Fredericton event. They were guests of Roy Sinclair, manager of the Bangor fair, and Joe Hughes, in charge of the George A. Hamid unit playing the fair.

Coronet magazine for this month carries a major article on the Canadian National Exhibition at Toronto written by Elizabeth Allen. The CNE, says the writer, is "a New York World's Fair of 1939 plus Coney Island, plus a Madison Square Garden horse show, plus an international trade fair, plus a couple of big country fairs all rolled into one—and happening every year." The effort contains prominent mention of Elwood Hughes, general manager of CNE, and Patty Conklin, midway mogul.

Mary K. Sarlow, sister of Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, has had three songs placed with "Top Tune Time" on two Eastern radio stations. . . . James R. (Cap) Ramsey, in charge of advance billing for the B. Ward Beam auto thrill show the past three years, is confined to the Windber (Pa.) Hospital following a heart attack. He is expected to remain there several weeks.

### Reidsville, N. C., Moves Date

REIDSVILLE, N. C., Aug. 26.—Dates for the Harvest Jubilee, originally scheduled to be held here the week of September 4, have been moved to August 30 thru September 2, according to an announcement of W. R. Henderson, chairman of the event. Jaycees are sponsoring the jubilee.

## Chicago Fair Sells 200,000 Cut-Rate Tix

CHICAGO, Aug. 26.—Bolstered by the sale of large blocks of bargain combination tickets to Chicago business concerns, attendance at the Chicago Fair and its four-a-day pageant, *Frontiers of Freedom*, continued to build this week, but is still lagging behind the 1949 Railroad Fair.

Close to 200,000 bargain duets have been peddled to about 400 firms who are passing them out to their employees, and requests to purchase tickets have been sent to 5,000 business houses over the name of Mavor Martin Kennelly. The tickets, which sell for 85 cents, are good for admission to the front gate and the spec, a \$1.10 value.

Despite the ticket deal and many other hypos, fair attendance thru Wednesday (23), its 61st day, was 1,348,088 compared with 1,623,207 a year ago. Only one out of every third front-gate customer is viewing the pageant, while the ratio a year ago was roughly one out of every second fair-goer.

Avenue of American Homes, with eight model houses, is still showing much strength. Thru Wednesday a total of 324,074 had paid the two-bit entry. Cypress Gardens water ski unit and Voorhees-Fleekies ice revue are doing good business, with the other paid attractions suffering.

Louis Pasteur, Snake Show op, closed his cobra unit Saturday (19) and moved it to the W. G. Wade Shows. Moon Dodgers, high act, was this week's featured free attraction at the entrance to the pageant.

## College Head Chosen Barnum Festival Pilot

BRIDGEPORT, Conn., Aug. 26.—James H. Halsey, president of the University of Bridgeport, this week was appointed general chairman of next year's Barnum Festival. Halsey plans to start organization of his committee for the event within the next few months. The annual celebration honors the late P. T. Barnum, showman and one-time mayor of this city.

Halsey, who hopes that the 1951 festival will mark the start of a permanent memorial, has suggested that a municipal stadium, capable of seating 50,000 persons, be erected at Seaside Park, which is one of the many sites donated by Barnum to the city.

## Central Fla. Home Show Nov. 27-Dec. 2

ORLANDO, Fla., Aug. 26.—Central Florida Home Show will be presented at Orlando Coliseum November 2 thru December 2. Featured will be Johnny Olson and his luncheon club program, heard daily over the ABC network and sponsored by Philip Morris Cigarettes; a water show, spotting the Weekiwashee Mermaids; a fashion show and a cooking school. A Mercury auto giveaway is tied in with the event.

Joseph Behoff is managing director, with offices at the Coliseum. Show is sponsored by the Central Florida Builders' Exchange, Greater Orlando Chamber of Commerce, Orlando Board of Realtors and the Orlando Retail Merchants' Association.

## Bay City Good, Ionia Blank for Mills Org

BAY CITY, Mich., Aug. 26.—Mills Bros' Circus played to a full-house matinee and a half-house night show here Monday (21) under auspices of Civitan Club. Ionia, Mich., Friday (18), drew only a handful of patrons for each performance.

# Leroy Gill Proved Family Trade Formula at Norumbega Funspot

(Continued from page 54)

hall holding 4,000 and over 2,000 oak and maple trees. Prices were frozen at 12 cents for adults and 5 cents for children, with kiddies under five free. Rides are the same, 12 cents for adults and 5 cents for children.

In addition to the six new kiddie rides, he has a Merry-Go-Round, Caterpillar, Sea Plane, Lindy Loop and a railroad. Swan boats, pedal boats and canoes are rented.

The 54-year-old park on the banks of the Charles River, Auburndale, Mass., will benefit next year by the opening of a new highway, which will come directly across the river from the park, routing traffic from the North shore to the South shore, bypassing Boston.

Gill says one of the reasons for his success is that for every dollar taken out of the park, he has put another dollar in.

He stresses picnic grounds as one of the biggest features of park business, and he is constantly adding picnic tables and benches.

"When the average man and his family come to an amusement park now they want relaxation—not noise

and excitement," said Gill, who allows no grinding at the funspot. All music is piped in by Muzak, and altho he has to buy this at a year-round price, he feels that it is well worth the added expense.

All ride attendants are school teachers, educators, physical instructors and men trained in working with youngsters.

Girls can't stroll in the park in their bathing suits. Stags aren't permitted either on the pedal boats and canoes or in Totem Pole dance hall—and they must wear coats and ties to the dances. Liquor is out. It can't be bought or brought in. No candy floss, candy apples or candy of any kind is sold.

"Instead of noise and excitement, I give them peace and quiet," says Gill, who with his wife, supervises the operation.

He won't consider a ride that is the least bit dangerous, or on which a child might get bumped. "When you hurt a child, you are not making a customer," he points out.

### Best Foods Sold

Strict supervision over all food items sold is maintained by Mr. and Mrs. Gill. Ice cream sold tests to 13 per cent butter fat. Frankfurters are of the best grade.

Across from the Merry-Go-Round he has a penny pitch, string pull and greyhound stand. There are no flashers and no bumpers.

Three free parking lots are maintained for customers with attendants. Free movies have proven a popular attraction.

Reminiscing, Gill recalled building the now famous Totem Pole Ballroom. Other operators called it "Gill's folly" and wagered it would be a flop because people wouldn't walk thru the woods of his park to get to the dance hall. The dance hall proved a fabulous success and operates the year-round. All the top name bands have played there. Gill's policy is not one of name bands now, however.

A policy of tying up with the civic life of the community has paid big dividends at Norumbega. Each year at Halloween, hundreds of Newton youngsters are turned loose and given the run of the park. Newton G.I.'s, taking the marriage ride, are given the use of the beautiful administration building for wedding receptions

# W. Va. Annual Breaks Record

LEWISBURG, W. Va., Aug. 26.—Aided by perfect weather, the West Virginia State Fair here, August 21-26, for the first five days broke all attendance records, with the 200,000-mark topper expected to be passed before the event closes tonight, according to C. T. Sydenstricker, secretary-manager.

Cattle and all other exhibits hit a new high, and the grandstand attraction, a George A. Hamid revuc, sold out daily. Andy Bros. Shows, on the midway, had topped previous show grosses by over 20 per cent, said Sydenstricker. Over \$300,000 was given away as premiums.

### Fire Hits R. I. Pyro Firm

PROVIDENCE, Aug. 26.—Explosion caused by lightning leveled the main unit of the Providence Fireworks Manufacturing Co. here, Sunday (20). No one was injured as \$3,800 worth of fireworks went off at one crack.

as guests of the Gills.

Business this season is surpassing all expectations Gill said, and is way ahead of last season. He lays this to his picnic grounds, which comprise four to five acres of land, among other things. Sunday crowds bring basket lunches and spend the day at the park, where the recently laid out baseball diamonds are providing popular appeal.

A private restaurant is operated in the administration building. Here meals are served to park employes, and the restaurant is used for banquets and civic affairs.

### Believes in Advertising

No special promotions are used by Gill, but he believes in newspaper and radio advertising. The Indian theme is carried out in advertising and park decorations. Gill claims Norumbega got its name in the long ago when it was an Indian trading post.

He says a warrior came canoeing down the Charles one day with a load of skins that he wanted to trade for a jug of rum. The trader, who strangely enough, didn't approve of such transactions, shouted at the Indian, "No Rum Be God!" The Indians repeated the phrase and the spot became known as the place of "No Rum Be God," which was later contracted to Norumbega.

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8 QT., \$15.00

Terms: 25% with order, balance on delivery.  
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## New ELECTRIC CORN POPPER

PROFITS GALORE! \$5 to \$50 daily earnings!

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Chocolate: 1c more per lb.

Extra charge for export packing.

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**British Shore Spots Score Over Holiday**

LONDON, Aug. 26.—August bank holiday week-end business at shore and inland summer resorts of England not only offset the losses suffered by outdoor showmen on the two preceding bank holidays—Easter and Whitsuntide — but crowds topped those of last summer. These three bank holidays, when weather is at all favorable, are counted upon by resort and outdoor amusement interests to provide the bulk of their profits for the season.

Reports from Blackpool, top-ranking shore resort of Great Britain, indicated that last year's attendance for the August bank holiday week-end was topped by unusually heavy arrivals by railroad and buses. Arrivals via rail topped those of last year by 10,000 while 6,000 bus loads of trippers added to the crowd. Concessions and attractions all reported big takes.

Other coast resorts reported similar up-swing in attendance and business, as did most of the inland summer spots. Bellevue, big outdoor fun spot at the heavily populated industrial center of Manchester, had big crowds and business topped that of last year.

**Skating Vanities Tops 1949 London Crowds**

LONDON, Aug. 26.—Roller Skating Vanities of 1950, at the Empire Pool, Wembley, wound up its London run Saturday (5), topping last year's attendance record at this spot by 50,000. Show played to over 500,000 and is tentatively set for a third season at this spot next summer, with opening date early in July.

Star skater, Gloria Nord, and most of the company returned to America by plane and will start a tour of Canada, at Quebec, September 3.

**Carnival Routes**

Send to  
2180 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly matting points are listed.)

- Alamo Expo.: Salina, Kan., 28-Sept. 1.
- American Beauty: (Fair) Festus, Mo.
- American Eagle: Windsor, Ill., 28-31; Tiptonville, Tenn., Sept. 2-5.
- American Midway: (Fair) Kingman, Kan., 28-30; (Fair) Coffeyville, Sept. 1-4; Chertville 5-9.
- American United: Walla Walla, Wash., 29-Sept. 4; Davenport 7-9.
- B. & C. Expo.: (Fair) Hemlock, N. Y.; (Fair) Brookfield 4-7.
- B. & H.: Loris, S. C.; Bingham 4-9.
- Badger State: (Fair) Canby, Minn.; (Fair) Morris 1-3.
- Baker United: (Fair) Converse, Ind.
- Beam's Attrs.: Reynoldsville, Pa., 28-Sept. 4; Homer City 5-9.
- Beck's Old Reliable: (Fair) Glasgow, Ky.
- Belle City & Brauch Bros.: Oconomowoc, Wis., 1-4.
- Bernard & Barry: Dresden, Ont., Can.; Windsor 4-7.
- Big Four Am.: Jerseyville, Ill., 30-Sept. 4.
- Big State: Brownfield, Tex.
- Blue Grass: Sullivan, Ind.
- Bole, F. C.: (Fair) Girard, Kan., 28-30; (Fair) Ft. Scott 31-Sept. 2; Louisburg 4.
- Booke Valley: Otosen, Ia., 30-31; Retnebeck Sept. 3-4.
- Borderland: Loti, Tex.; Rosebud 4-9.
- Brodbeck's: (Fair) Hardiner, Kan., 28-Sept. 1.
- Brodbeck & Schrader, No. 1: Mulvane, Kan., 29-31; (Fair) Dodge City Sept. 4-9.
- Brodbeck & Schrader, No. 2: (Fair) Rush Center, Kan., 28-31; Arlington Sept. 1-4.
- Buck, O. C.: (Fair) Morris, N. Y.; (Fair) Bath 4-9.
- Burdick's Greater: (Fair) Menard, Tex., 30-Sept. 5.
- Buffalo: Sheffield, Pa., 28-Sept. 4.
- Burke, Harry: Oakdale, La.
- Burkhardt: Wood River, Ill.
- Capital City: (Fair) Hodgenville, Ky.; (Fair) Elizabethtown 4-9.

a feature attraction with the roller revue, remained here to play vaude dates and is set for two weeks at the London Palladium, where he opens September 6, after playing one-week stands at the Hippodrome, Bristol, and the Hippodrome, Manchester.

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Oct. 9-2-R

- Casey, E. J., No. 1: Fort Francis, Ont., Can., 1-4; (Fair) Dryden 6-7.
  - Casey, E. J., No. 2: (Fair) Apsley, Ont., Can., 30-31; (Fair) Port Perry Sept. 2-4; (Fair) Wooler 5-6; Marmora 7-8.
  - Cavalcade of Amusements: Toledo, O., 28-29; Detroit, Mich., 1-10.
  - Cavalcade of Fun: Carpentersville, Ill., 1-4; (Fair) Pecatonica 7-10.
  - Central States: Beloit, Kan.; Holsington 4.
  - Cetina & Wilson: (Fair) Indianapolis, Ind., 31-Sept. 5.
  - Chanos, Jimmie: Paulding, O.; New London 3-4.
  - Cherokee Am. Co.: Ottawa, Kan., 28-30; Cottonwood Falls 31-Sept. 2; Cedar Vale 3-4.
  - Coleman Bros.: (Fair) Norwich, N. Y.
  - Collier, Les: (Fair) Gilsum, La.
  - Collins United: Merna, Neb., 28-30; Ansley Sept. 1; Ravenna 2-5; Miller 7-9.
  - Collins Wm. T.: (Fair) Marshfield, Wis., 3-7.
  - Capell Bros.: Apache, Okla.; Carnegie 4-9.
  - Crafts 20 Big: Sacramento, Calif.
  - Crafts Expo.: (Fair) Sacramento, Calif., 31-Sept. 10.
  - Crescent Am. Co.: (Fair) Rolla, Mo.; Batesville, Ark., 4-9.
  - Crystal: (Fair) Greeneville, Tenn.
  - Cumberland Valley: (Fair) Crossville, Tenn.; (Fair) Cookeville 4-9.
- (See Carnival Routes on page 81)

**Circus Routes**

Send to  
2160 Patterson St. Cincinnati 22, O.

- Barker Bros.: Stillwater, Okla., 29; Shawnee Sept. 1-2; Wewoka 4-5; Okmulgee 6-7.
- Beatty, Clyde: Canton, O., 29; Wooster 30.
- Warren J.: New Castle, Pa., Sept. 1; East Liverpool, O., 2; Fairmont, W. Va., 4.
- Clarksburg 5; Morgantown 6; Cumberland, Md., 7; Hagerstown 8; Charlottesville, Va., 9.
- Belle Bros.: W. Atlantic City, W. J., 10; Bridgeton 11; Havre de Grace, Md., Sept. 1; Frederick 2; Charlottesville, Va., 4.
- Capell Bros.: Leitchfield, Ky., 29; Horse Cave 30; Greensburg 31; Columbia 1; Burkesville 2.
- Cole & Walters: Trenton, Neb., 29; Benkelman, 30; Wray, Colo., 31; Yuma Sept. 1.
- Dalley Bros.: Sparta, Wis., 29; Winona, Minn., 30; Red Wing 31; Faribault Sept. 1; Albert Lea 2.
- Davies, Ayres & Kathryn: Cedar Lake, Ind., 30.
- Gould, Jay: Palmyra, Ill., 29; Petersburg 30-Sept. 2; Egin 3-4; Abingdon 5-7; Nauvoo 8-10.
- Horne Bros.: Severy, Kan., 29; Sedan 30; Caney 31; Capan, Okla., Sept. 1; Nowata 2; Skitook 4; Barnsdall 5; Pawhuska 6; Hominy 7; Cleveland 8; Yale 9; Drumright 11.
- Hunt Bros.: Berwick, Pa., 30.
- Jonge, Al, Rodeo & Circus: (Fair) Pennboro, W. Va., 28-Sept. 1.
- Kelly, A. O., & Miller Bros.: Tipton, Ind., 29; Winchester 30; Connersville 31; Greenfield Sept. 1; Rushville 2; Batesville 3; North Vernon 4; Brownstown 5; Scottsburg 6; Salem 7; Corydon 8; Paoli 9; English 10.
- King Bros.: Coos Bay, Ore., 29; Coquille 30; Gold Beach 31; Crescent City, Calif., Sept. 1; Eureka 2; Rio Dell 3; Willis 4; Port Bragg 5; Ukiah 6; Santa Rosa 7; Benicia 8; Richmond 9.
- Mills Bros.: Port Clinton, O., 29; Oberlin 30; Medina 31; Maple Heights Sept. 1; Avon Lake 2; Palmyraville 4; Columbiana 5; Steubenville 6; Monessen, Pa., 7; Dormont (Pittsburgh) 8; Johnstown 9.
- Poлак Bros. (Eastern): (Auditorium) Ashville, N. C., 30-Sept. 2; (Stadium) Bluefield, W. Va., 4-6.
- Poлак Bros. (Western): (Exhibition Park) Vancouver, B. C., Can., 28-Sept. 4; (Auditorium) Seattle, Wash., 6-12.
- Ringling Bros. and Barnum & Bailey: Jamestown, N. D., 29; Aberdeen, S. D., 30; Watertown 31; Huron Sept. 1; Mitchell 2; Yankton 3.
- Rogers Bros.: Union City, Tenn., 29; Dyersburg 30; Brownsville 31; Humboldt Sept. 1; Paris 2; Murray, Ky., 4.

**Misc. Routes**

Send to  
2160 Patterson St. Cincinnati 22, O.

- Ameri-Congo Animal: Whitehall, Tenn., 28-31; Viola Sept. 1-2.
- Pan-American Animal Exhibit: Warrenton, N. C., 30-31; Roanoke Rapids Sept. 1-2.
- Plunkett's Stage Show: Oshkosh, Neb., 28-30; Ogalala 31-Sept. 2; Grant 4-6.
- Slout Players Tent Show: Highland, Ill., 28-Sept. 2; Waverly 4-9.

**BILL SHELFORD WANTS**

Candy Butchers for Capell Bros.' Circus. Griddle Men, Candy Floss Men, Popcorn, Also Seat Butchers, Leitchfield, 29; Horse Cave, 30; Greensburg, 31; Columbia, Sept. 1; Burkesville, 2; all Kentucky.

**HORNE BROS.' CIRCUS WANTS**

Circus Cook, Family Acts doing two or more. Buck Lucas wants Side Show Help. Jack Wright wants Big Top Help, useful Circus People in all departments. Reply Severy, 29; Sedan, 30; Caney, 31; all Kansas; follow all Oklahoma; Capan, Sept. 1; Nowata, 2; Skitook, 4; Barnsdall, 5; Pawhuska, 6; Hominy, 7; Cleveland, 8; Yale, 9; Drumright, 11.

# Tax, Legal Woes Hit Seltzer Firm

LOUISVILLE, Aug. 26. — A tax lien by the federal government on property belonging to Leo A. Seltzer Enterprises, holder of a 12-year lease on Jefferson County Armory here, is on file in the county clerk's office to protect the government's claim for \$47,928.46, allegedly due as amusement tax on admissions collected from October, 1945, thru July, 1949. In the offing are a similar lien which the State Department of Revenue expects to file soon, and the possibility of a suit by the county.

Seldon Glenn, U. S. collector of internal revenue, said the government claim was filed as the result of an audit, to which the State had access.

David K. Walker, director of the excise tax division of the State Department of Revenue, said the State had been doing some checking, but was unable to say immediately what the State claim would be.

Walker believes there may have been instances since 1945 when the government got its 20 per cent tax and the State did not get its 10 per cent bite, and other instances when the opposite was true.

Meanwhile, an audit of the Seltzer books, ordered by Fiscal Court, was under way to determine whether Seltzer Enterprises had fulfilled its contractual obligation to pay the county \$17,500 annually, or 10 per cent of the gate, whichever was greater.

Lawrence Duncan, county attorney, said he was studying the possibility of a suit against the Seltzer firm to establish the county's rights to collect all the rentals due under provisions of the lease, and to take over the property if it is found that Seltzer has failed to abide by terms of the contract.

# Albert Duris Dies In Milw'kee Crash

MILWAUKEE, Aug. 26. — Albert Duris, 24, Bedford, O., auto race driver, was killed at the Wisconsin State Fair here Sunday (20) when his car went out of control on the first lap of the 100-mile national AAA midget auto championship race. The car ripped thru a fence and plummeted to a dry creek bed eight feet below where it burst into flames.

# Moncton, N. B., Event Funds 9G Ahead of Amount Needed

MONCTON, N. B., Aug. 26.—Moncton is at least \$9,000 above the appropriation needed for its 60th anniversary program, it was revealed at a meeting of the finance committee of the city council this week.

Information came when Al Lewis appeared on behalf of the Little Theater Guild, which presented a play during the celebration. He asked for different financial arrangements, but the committee refused on the grounds that the city is authorized to make grants only to specified organizations, of which the guild is not one.

# SHOW TENTS

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# Flashbacks

## 25 Years Ago

Johnny J. Jones Exposition was on the midway at the Canadian National Exhibition, Toronto. . . Chester Monahan enlarged Gollmar Bros. Circus to 10 cars. . . Ed A. Kennedy closed as special agent with Brown & Dyer Shows.

Gene and Gabby DeKos were on the B. F. Keith Circuit. . . Mrs. Pearl Kolb, slackwire performer, died in a Winchester, Va., hospital of injuries sustained in a fall. . . Slivers Burns, after closing with Miller's Dog & Pony Circus as boss canvasman, joined the John W. Norman Circus. . . Matlock Troupe, tight wire performers, were playing parks following close of their show. . . Al F. Wheeler, who had out his own circus, was managing the Sarasota, Fla., Fair. . . Gil Robinson celebrated his 80th birthday.

Ernie Young's "Passing Parade of 1925" headlined at the Rochester, Minn., Fair. . . William Siebould, owner of Luna Park, Bremen, Germany, was visiting the States. . . Alexander Brothers, triple-bar act, were playing Midwest fairs. . . Attractions at Rockwell City, Ia., Fair included Lew Rosenthal's Musical Revue, the LaTour Trio, Frank, Clara and Marguerite Troupe, the Maxwell family, Daring Henderson, Miss Horrinc, the Sallardo Troupe.

Among the boys who made the Middletown, N. Y., Fair were Joe Franklin, Ted Bogasb, Mack Allen, Harold Cuntz, Joe Stern, Joe Schubert, Jimmy Daly, Vincent Salvatore. . . Carleton Collins was dealing out publicity for the Nat Reiss Shows. . . Rose Murphy had joined Alice Melville's "Melody Girls Revue" on the Wortham Shows. . . Mr. and Mrs. Charles A. Morris were at Carsonia Park, Reading, Pa., for the season. . . Earl Strout was bandmaster with the Wortham Shows. . . Ruth Weakley had the program advertising with the Southland Exposition. . . Carl J. Lauther's Circus Side Show was with the Rubln & Cherry Shows. . . Martin & Redin Shows had a blowdown at Mount Clair, Ill.

## 10 Years Ago

Iowa State Fair, Des Moines, closed with a deficit of \$15,000 as the result of a rainy streak which cut the gate to 358,900. This was the first time since 1937 that attendance fell below the 400,000 mark. . . Russell Bros. Circus postponed its Southern trip and returned to Pennsylvania on the way westward. . . J. S. Kritchfield joined Lewis Bros. Circus at Lombard, Ill. . . Billy Stiles has left the Elite Exposition Shows to play night clubs with his magic and mental act.

Charles A. (Kid) Koster had signed to go in advance of "Little Foxes," featuring Tallulah Bankhead. . . W. R. Hirsch, secretary-manager of Louisiana State Fair, Shreveport, was honored by Louisiana Chapter, Future Farmers of America, which conferred upon him the honorary degree of Louisiana Farmer at a ceremony in Pollack, La. . . Great Sutton Shows were on the midway of the Senath, Mo., Fair. . . John H. Marks Shows had obtained new quarters in Richmond, Va.

Mrs. Elsie Zucchini was appointed general manager and Robert (Bob) White Jr., general representative, of the Zucchini Bros. Shows. Carl O. Bartels, secretary, was reappointed, and Bill Snyder, publicity director, was retained in that capacity. . . Rubln & Cherry Exposition's Des Moines stand was on par with 1939

despite rain. . . Bruce Barham had taken over the post of secretary-treasurer of the Fairly & Little Shows.

Ray Mierke and Pete Jarden joined the E. J. Casey Shows. . . Veteran carnival and circus troupers, Earl and Mickey Ingersoll, were operating a lunchroom in Los Angeles. . . After closing with Hildebrand's Shows, Florence Appel and concession crew joined the Tip Top Shows. . . Formerly with Silver State Attractions, Mr. and Mrs. Jackie Cooper had taken over Joe Mooney and Mel Rennick's Snake Show on White City Shows.

Deaths: James J. Brown, former circus man; John A. Nallin, park man; John E. Stetler, park man; Albert S. Thornton, fair man; William Trowbridge, circus man.

# TENTS

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# CNE SCORES RECORD OPENER

## Initial Gate Hits 107,500

Rail strike is big threat—  
grandstand advance 400G  
—midway scores

(Continued from page 53)

since nearly all exhibitors have their own vans. Cattle, sheep and swine classes may be slimmer out by the lack of adequate transportation. The strike kept Prime Minister St. Laurent from opening the show.

Exhibit space this year reportedly covers 2,500,000 square feet. Excess indicated that another 1,000,000 feet could have been utilized if it had been available.

### Name Band Featured

Guy Lombardo and his orchestra are playing for dancing twice daily thru September 2. Duke Ellington is booked in for September 4-6 and Tommy Dorsey for September 7-9. Afternoon orchestra sessions go for 50 cents and night show rate \$1.

Colorful decorative features for which this event is noted are even more profuse than in the past. Main arteries are outlined with modern lighted pylons. The buildings also are superlatively decorated.

The Conklin's midway area is even more lavishly presented than in the past. Patty Conklin said that his organization was shooting for a record gross for the 14-day event. The record stands at \$432,000, Conklin said. Concessionaires reported a brisk opening-day business.

Last year the weather held down attendance and grosses on the final week, but even so hefty figures were registered in all departments.

Annual gets into full swing Monday (28) with a daily presentation of Jack Kochman's Hell Drivers and a program of George A. Hamid circus and novelty acts in front of the grandstand each afternoon.

High winds early in the week blew down the huge flats used on the stage in front of the grandstand. Jack Ray and his associates had to work on a 24-hour basis to rebuild. As a result the stage settings were complete as planned in time for the opening.

## Regina Plans 350G Livestock Stable - Arena

REGINA, Sask., Aug. 26.—Regina Exhibition here has asked for bids on the construction of a \$350,000 livestock stable-sales arena to be started this fall with completion scheduled by next year's annual.

The structure, to include a 1,400-seat amphitheater adaptable to various indoor amusements, will be financed partly by the provincial and federal government; with the exhibition to foot half the bill.

Fair also plans to demolish some of its present barns to extend its midway and is mulling plans to resurface the entire fun zone site.

Success of this year's baseball tournament, held during fair week, has established the tourney as a regular feature. Profit was only \$1,000, due to an initial layout of \$2,000 for the ball diamond. Total attendance for the seven games was 13,152 at 50 cents a head.

## Tightened Gate Policy Doubles Springfield, Ill., Paid Count

SPRINGFIELD, Ill., Aug. 26.—Paid attendance at the Illinois State Fair, which closed its 10-day run here Sunday (10), hit 272,657, more than double the total paid count for either of the previous two years. Last year paid admissions totaled 123,967; in '48 it aggregated 122,196.

The sharp rise in paid admissions was accompanied by a huge jump in income from automobile admissions, with 73,424 vehicles admitted this year on a paid basis. This compares with 29,735 last year and 57,798 in '48.

### Cut Losses 250G

A consistent money-loser in the past, the fair, as a result of the greater gate income, plus higher revenue from most other departments, will show a loss of about \$250,000 less than it did last year, preliminary reports indicate. Last year the fair reported a \$650,000 deficit.

The big jump in paid admissions stemmed from a new policy executed by H. W. Elliott in his first year as fair manager of reducing the number of days on which the gates are free to all comers. This year there were two free gate days and on two other days the gates were thrown open for two-and-a-half-hour periods. Gates, too, were tighter on paid days than they have been in the past.

### Total Gate Tops 750,000

Pass policy, judged by past fairs here, was liberal, tho not as loose as it has been in many years. Total attendance, combining passes with

## Plainville Expo Cards Varied Entertainment

PLAINVILLE, Conn., Aug. 26.—Plainville Fair and Exposition, to be staged here at Plainville Stadium September 1-5, has scheduled appearances of the Bobby Byrne and Ted Weems orks. The Byrne crew will be the featured attraction for closing night, while the Weems outfit will be presented with a stage revue Labor Day evening.

Burlesque headliner Georgia Sothorn and a girl show will be presented on the midway, with DeLuxe Shows also occupying that location. Special emphasis will be placed on the kiddie-land section of the midway, with a Saturday matinee, September 2, featuring contests for the kids.

Free acts at the event include the cannonball act of Emmanuel Zacchini and Stanley Beebe's Hollywood bears. Jalopy and stock car racing contests will be staged the night of September 2 and 3.

Miss America beauty contest will be held during the fair, with the winner the Miss Plainville entry in next year's Miss America eliminations. Alfred Patricelli, State director of the annual Miss America competition, is judge. The present Miss Connecticut, Renee Roy, of Hartford, will act as official hostess of the fair.

Directed by Ted Matusewicz, flyers John Brooks and Lou De Rosa will attempt to crack the endurance record for planes, with the flight starting from the fairgrounds.

Present fair is a revival of the old Charter Oak event, and fair officials believe that the event is a natural for an annual repeat.

paid admissions, was estimated at from 750,000 to 1,000,000.

Event for concessioners, showmen, and exhibitors was rated one of the most successful in history. It far eclipsed the '49 event, which was hard hit by a polio scare that drastically curbed attendance.

Bob Hope, presented the final two nights in front of the grandstand, played to excellent crowds.

## Topsfield Sets Eastern Debut For Dog Races

TOPSFIELD, Mass., Aug. 26.—Topsfield Fair, September 3-9, will introduce the first Greyhound fair racing with pari-mutuels in the East. Dogs from top brackets will compete every night of the event on a new \$50,000 track.

Greyhound fans are heavily concentrated in the area, with two tracks, Wonderland at Revere, and Raynham, having drawn capacity throngs for the past several years.

Officials expect that the 1949 peak attendance at the fair of 100,000 will be passed and that the dog races will do the trick. Prize money for entrants in the various farm and home shows at this year's event has reached a record high of \$8,500.

Free acts carded include Sol Solomon and His Death Dive, a girl lion-taming act and Big Brother Bob Emery and his TV talent show. Last attraction has been booked for one appearance, September 9. A pyro show is scheduled for opening day, and added name acts are being arranged for appearances Labor Day and Saturday afternoon.

Jack Flynn, of Rides, Inc., Medford, has the fair midway and has booked a Girl Show, Animal Show and 10-in-1, along with grab stands, custard, long and short ranges and floss. He is looking for further additions.

Fair arrangements committee has loosed a heavy flack barrage on the pari-mutuel dog races and has apportioned a bigger share of its budget than last year for publicity.

## Mason, Mich., Gate 5 Per Cent Higher; Grandstand Up

MASON, Mich., Aug. 26.—Ingham County Fair wound up its six-day run here Saturday (19) with gate and the grandstand attendance about 5 per cent ahead of 1949.

Change in programming to include only three days of horse racing instead of the usual five, was considered a factor in holding down attendance. Saturday was loaded with events such as horse and tractor pulling, while Friday was light on attractions and resulted in meager attendance.

Lucky Lott's thrill show drew a capacity crowd Saturday night (19). Kids' Day Monday started slow but picked up in the late afternoon.

W. G. Wade Shows' biz was about 3 per cent below a year ago, with the low Friday attendance given as the principal reason. Harry Mamas' Rock-o-Plane topped the rides, while Diane's Flame of New Orleans show led the back end.

## Milw'kee Fair Near '49 Gate First 7 Days

### Patrons' Spending Strong

(Continued from page 53)

cago, plus fireworks by Thearle-Duffield Fireworks Company, Chicago—is clicking solidly. Even on cool, almost cold nights folks have thronged out in huge numbers to see the fast-moving, colorful show.

Acts with the Barnes-Carruthers unit are Stuart Singers; Excess Baggage, dog act; Rex Ramer, one-man band; Wiere brothers, comedy dancing; Bo-Bo Barnett, clown; Torina and Eric, aerial; Nita and Peppi, acrobatic; Willie, West and McGinty, comics; Adriana and Charley, trampolines; Three Wiles, dancers; Miss Retta, high pole; Benny and Betty Fox, high pole dancing, with Dorothy Hill dancers.

### Midway Rides Go Big

Spending on the grounds has been strong. Until rain hit Thursday, the permanent rides were running 7 to 10 per cent ahead of last year, while midway shows were about level with last year, despite the cool night weather.

Manufacturing plants in the Milwaukee area are humming, many on 48-hour work weeks, with some passing up vacation periods. The labor situation is tight, and it posed many a headache for Jack Reynolds, fair manager, in the make-ready weeks immediately preceding the opening. His operating staff also was riddled by the loss of many who formerly spent their vacation periods by working at the fair.

Major change in the plant this year was the conversion of the old commercial building into a women's building, the shifting of the commercial exhibits into the former ballroom building, and the use of the former women's building for flower exhibit.

## Des Moines Pulls 60,662 at Bow; Rodeo Is Strong

DES MOINES, Aug. 26.—Opening of the Iowa State Fair here Friday (25) brought a strong 60,662 thru the gates, including 20,000 kids admitted free for Children's Day. First day's attendance compared with 1949's total of 66,163, which also included children.

A change in programming this season puts the rodeo in a first-day position and Les Cramer's outfit played to 15,000 in the grandstand Friday. This compared with a grandstand opening of 11,000 in 1949. Rodeo will be repeated Saturday afternoon (26) and twice Sunday.

Big ear races Friday afternoon pulled 18,000 persons. Racing schedule calls for auto races Monday and Thursday, motorcycle races Tuesday and stock car races Friday. The stock event had the heaviest advance ticket sale of the race program. Harness racing was eliminated this year.

Jimmie Lynch's Death Dodgers opens Saturday night (26), marking its first night show here. Matinee is scheduled for Wednesday (30).

Barnes-Carruthers grandstand revue, which formerly started opening (See Des Moines Pulls on page 94)

# Springfield Hits Record 184,164 Gate

## Midway Business Soars

SPRINGFIELD, Mo., Aug. 26.—Despite threatening weather every day, the Ozark Empire Fair closed its eight-day run here Friday (18) with a record 184,164 attendance that topped the previous all-time high of 1948.

Three daily records also fell, with Sunday (13) pulling 34,500, the largest one-day crowd in the fair's history, and Thursday's 31,000 and Monday's 14,850 hitting new highs for those days.

Eddie Young's Royal Crown Shows reported midway biz up 50 per cent over a year ago.

Two new grandstand records were set but total grandstand biz wound up about even with 1949. National Speedways' big car races chalked up a new mark of 7,980 Sunday (13). Other grandstand record was racked up by Jole Chitwood's Auto Dare-devils Thursday night when 6,000 paid to see the thrill show. Jimmie Lynch's Winkley stock car races Thursday afternoon attracted a full house.

Summer Follies of 1950, booked thru the Boyle Woolfolk Agency, Chicago, attracted good houses during its five-night performances. Revue featured Gae Foster's Roxettes and the Gay Claridge ork.

Fair visitors included A. D. Murphy, secretary-manager of the Oklahoma-Arkansas-Livestock Exposition, Fort Smith, Ark.; Tom Conrady, president, and M. E. Twedell, secretary-manager, Oklahoma State Free Fair, Muskogee; Dr. and Mrs. Simmonds, Bixby, Okla., and Bill Preston, newly appointed manager of the Missouri State Fair, Sedalia.

# Bicknell Has Record With Draw of 42,000

BICKNELL, Ind., Aug. 26.—Attendance of more than 37,000—an all-time high—marked the 16th annual running of Knox County Fair here, August 8-12, reported Secretary Erwin D. Scott. Including the Monday (7) preview night, attendance hit 42,000.

Along with the Mighty Hoosier Shows on the midway, the fair featured a nightly change of grandstand entertainment. A light weight horse pulling contest was offered Monday night; the Barbershoppers, Vincennes, Ind., Tuesday; radio entertainers from Lima, O., Wednesday; medium and heavyweight pulling contests Thursday, offering the world's champion puller, Clyde Montgomery, and a Jersey parish show held in the arena that afternoon; Western horse show Friday, followed by the crowning of the queen of the fair, and a saddle horse show Saturday, in which over 200 head participated.

Some \$170,000 worth of farm machinery was displayed in six tents, while household appliances were demonstrated in a 60 by 200-foot tent. In all, equipment valued at \$641,000 was exhibited.

Three permanent buildings are now on the 14-acre fair plant, purchased four years ago. The two largest, the 4-H and livestock buildings, were erected this year. There were 820 4-H exhibits.

The fair board is headed by Robert C. Hill, Bruceville. Other officials are L. A. Allen, Vincennes, manager; Dr. J. E. Carrico, Bicknell, chairman of the saddle horse show; Glessie Carrico, Oaktown, vice-president; Mrs. Aline Oliphant, Bruceville, adult home economics; M. J. Huxley, county agent, board member; Wally Nolting, Vincennes, rural youth, and Henry F. Volle, Edwardsport, farm bureau.

# CNE Grandstand Show Scores Big With D. Kaye in Top Spot

TORONTO, Aug. 26.—Danny Kaye, zany flicker comic, venturing for the first time into the great outdoors, scored heavily last night (25) as the star of the Canadian National Exhibition grandstand show, before the most appreciative of audiences.

A crowd which jammed the 23,000-seat model stand and contributed a goodly portion of the \$400,000 advance sale, showed its enthusiasm for the songs and patter of the comedian thruout the nearly three-hour show. Kaye earned his applause, since he managed to hold the vast audience with little aid other than that of his accompanist, Sammy Praeger, while working at binocular distance. It is unlikely, however, that the git-gat antics will rate a repeat as did the asylum frolicking of his predecessors, Olsen & Johnson.

## Lavish Production

The production, the most lavish of its kind, ran smoothly on opening night, despite the fact that producer Leon Leonidoff this year had to work with considerable semi-pro Canadian talent as the result of pressure from the press. The 48-girl line, recruited from dancing schools, still contained gals with two left feet despite four weeks of rehearsals. The first precision number threatened to become a game of blind man's bluff, but the gals eventually found their proper places and managed to finish in a dead heat.

The chorus, also Canadian recruited, was below the standards set here in the past. While the desire to use as much Canadian talent as

possible is understandable and commendable, the fact remains that the customers paying a \$2.50 top, would be getting a better break if enough key personnel were imported when otherwise unavailable.

## Strong Opener

The opening number, *The Big Top*, a take-off on a circus spec, is fine production and serves the purpose of filling the mammoth, block-long stage for a sparkling beginning. Ted and Flo Valett, baton twirlers, performed excellently and flawlessly. The dancing ensemble managed some school recital ribbon spinning as a background. The Rudells, a nifty trampoline act, followed.

Danny Kaye was brought on stage in a welcoming scene that culminated in front of a replica of Toronto's City Hall. He worked in front of an ork, made up of members of the pit band, emphasizing the antics that have made him famous to movie patrons.

## Opera Number Cut

Polyna Stoska, of the Metropolitan Opera Company, was featured in the following number, *Waltzing Under the Stars*. Her vocal was met with polite response, indicating that CNE patrons by the large are partial to buffoonery. A later scheduled bit, *Opera in the Ruff*, in which Kaye and Stoska were obviously slated to do a burlesque of top musical art, was not presented.

A slight number, *Milady's Fan*, featuring the ballet corps and a profusion of ostrich fans, won much applause, as it was certain to do.

Top productions was achieved in *Birth of a Nation*, with the depiction of attack on an early settlement by Indians. The simulated burning of the massive three-dimensional sets was spectacular, to say the least. Also featured in this number was an Indian war dance by the ensemble. Costuming and music available for this kind of number rates it sure applause anywhere, anytime on the Continent.

## Armed Forces Drill

Finale included a repeat of the precision drill by units of the army, navy and air force, which also was staged last year. One of the most popular in the show, was the opening march by the United States Airforce Band.

In an effort to achieve the unusual, about 25 horses were momentarily included on the stage in a hunt scene. This, however, fell far short of the spectacular helicopter entries made by Olsen and Johnson.

Credits: Devised and staged by Leon Leonidoff. Scenery: Richard Rychtarik. Costumes: Billy Livingston. Supervisor stage construction: Jack Ray. Choreography: Ada Broad-bent and William Powers, assisted by Gail Grant. Musical and choral director, Anthony Morelli. Musical consultant: Colores Pallet Production co-ordination: Sol Shapiro, William Morris Agency, Inc. Jim McHugh.

# Lyon Co. Annual Equals '49 Take

ROCK RAPIDS, Ia., Aug. 26.—Greater Lyon County Fair here, August 13-16, closed Wednesday night (16) with grosses on a par with those of 1949, according to Bob Sutton, fair secretary. Altho complete figures were not available at the time, Sutton said that the net would run about 15 per cent over last year's event.

"Pop" Gene Staples's Western Exhibition Rodco, Sunday and Monday nights, drew good crowds, and harness races Monday and Tuesday afternoons grossed ahead of like events of 1949, with a Pancake and Sausage Day Monday morning aiding the draw. The WLS National Barn Dance played to a light crowd Tuesday night. Big car races, staged by Al Sweeney and Gaylord White, drew a capacity grandstand Sunday afternoon but did not fare so well with a Wednesday afternoon performance. Altho a heavy rain canceled the last few minutes of the Jole Chitwood auto thrill show, the performance still outdrew all other events during the four-day annual, Sutton said.

World of Today Shows were on the midway.

# Dragonette, Lamb Added at Syracuse

SYRACUSE, Aug. 26.—Singer Jessica Dragonette and comedian Gil Lamb have been added to the talent line-up at the New York State Fair here September 2-9. Names already set for the event include Milton Berle, Eddy Arnold and Frances Langford.

Novel feature of this year's annual will be an amateur radio center mounted in the Horticultural Building. Special call letters, K2NYS, have been assigned to the center by the Federal Communications Commission for the duration of the fair. The bulk of the center will be devoted to an exhibit of amateur radio equipment.

# Rain, Tight \$ Smack Take At N. E. Event

## Pari-Mutuel Off 13%

MARSHFIELD, Mass., August 26.—With opening day washed out by torrential rains, Marshfield Fair, which began Sunday (20) and ends today (26), expected a drop in its take.

Attendance at the fair as of yesterday (25) put crowds about on a par with 1949, when 40,000 visited the event. Figures for this week were: Sunday (20), 403; Monday, 6,376; Tuesday, 7,179; Wednesday, 8,343; Thursday, 6,042 and Friday, 7,000. Fair secretary Horace C. Keene expected a turnout of about 8,000 for today. The Sunday figure was scored with a free gate, which was instituted after 2 p.m.

Pari-mutuel handle as of yesterday was off 13 per cent from the \$482,030 racked up last year. Harness contests were staged each afternoon of the fair this year. Keene said that with crowds roughly about the same size, the difference in the take was the customer's willingness to wager on the races in 1949. He claimed that this year they were just (See Rain and Tight \$ on page 95)

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# OTTAWA SMASHES GATE MARK

## 3-Day Total Hits 217,139

Grandstand, midway segs garner record dough—International Day is big

OTTAWA, Aug. 26.—After having smashed the 200,000 mark in the first three days of operation, the Central Canada Exhibition was assured of one of its most successful, if not a record, runs. On opening night (21) the gate was ahead by 10,000. Tuesday (22) the increase was even more spectacular, as last year's figure for the day was bested by 18,000. On Wednesday (23) the gate dipped a mere 400, in consequential view of the 80,000 plus, ahead for the session.

Jumps in department earnings have been registered right along with the increase in attendance. The World of Mirth Shows in the midway has upped its gross by about \$10,000, with the cream of the final days still to come. George A. Hamid's night show presentation, *Grandstand Follies*, played to turnaway crowds after the opening, which also drew a sizable audience to the 9,000-seat structure which has been augmented with bleacher accommodations for several thousand additional spectators. The horse show, a Coliseum feature, and Tex Beneke and his ork, catering to dancers at the Pavilion, also registered big.

### Unaffected by Rail Strike

The nationwide railroad strike apparently had little effect on the staging or attendance of the annual. The exhibits, many of which come by rail, were all on the grounds prior to the transportation stoppage. Although the exhibition draws from a wide area, only a small percentage of the patronage comes by train.

A full-fledged effort to give the annual true international status was notably achieved Wednesday with the participations of Gov. Thomas E. Dewey, of New York, and Premier Leslie Frost, of Ontario. Dewey used the occasion to deliver a speech which was regarded as of international import in view of his political standing. The talk was reprinted in full in *The New York Times* and press associations gave it and the doings additional wide circulations.

### International Day Scores

H. H. McElroy, general manager of the exhibition, who has long sought to expand the international aspect of the annual and who spent two years in formulating this year's program; Dr. W. A. Armstrong, fair prexy, and the directors said that the International Day would be retained with top-ranking figures from the United States invited each year.

Attendance from across the border has grown each year, McElroy said. In the first three days, when the gate attendance soared to 217,139, cars bearing license plates of more than 20 States were observed on the parking lots. The gate, incidentally, was running nearly 50,000 ahead of 1948 thru Wednesday.

### 450C Stock Building

Despite the availability of a new building to house stock, space was at a premium and it was necessary to use several tents. Every foot of commercial and other exhibit space was sold well in advance of opening.

Eye-appealing features added this year included a number of towers constructed of translucent plastic. (See *Ottawa a Smash* on page 95)

## Attractions Set At Barrington

GREAT BARRINGTON, Mass., Aug. 26.—Highlight of the opening-day program at Barrington Fair here, September 10, will be two performances by B. Ward Beam's thrill show, *Fair Folkies of '50*, plus vaudeville, night club and circus acts will be daily attractions at the event.

The Dolanettes, 12-girl line directed by Gertrude Dolan, will be featured dancers. Other attractions include the Lambertis, high-wire; the Stardusters, swaypole; Morris Sisters, marimba trio; the Londons, comedians; Tien Tsi Liu troupe, parallel bars, and Kay and Karol, novelty juggling act. Chet Nelson's band will back the show.

President Edward J. Carroll announced that, with the opener set two weeks earlier this year and good weather expected, show budgets for the fair had been increased considerably.

## WFA Schedules Annual Confab November 14-16

SACRAMENTO, Aug. 26.—Western Fairs Association (WFA) has scheduled its annual meeting in Fresno for November 14-16, Lewis S. Merrill, general manager, announced.

While details of the sessions at the Hotel Californian are yet to be made, Merrill said the program will open with several area meetings November 14. That evening a "Good Neighbors' Hour" cocktail party and buffet will be held.

The program for November 15 will include a series of breakfast meetings, including one for directors of State, county and district fairs. There will also be a breakfast session for publicity and advertising men as well as fair employees. The day's meetings, starting at 10 a.m., will be divided into three groups—those with a paid attendance reported to the Division of Audits of less than 15,000, those fairs with attendance from 15,000 to 50,000, and those fairs with attendances over 50,000. Subjects to be discussed by each group include *Workshop Planning and Revenue Building From Concessions and Commercial Industrial Exhibits*. The afternoon sessions will discuss *Shirt Sleeve and Coat and Tie Appeals to the Public Taste in Entertainment and Education*.

A demonstration will be staged at the Fresno District Fairgrounds Thursday, November 16, at which time emcees and judges will put on a model livestock judging exposition. The annual banquet, closing the meeting, will be held in the Rainbow Room of the hotel November 16.

All reservations for this year's meeting are to be made thru WFA's office here.

## Detroit Schedules Military Exhibits

DETROIT, Aug. 26.—Michigan State Fair, in a last-minute booking, has skedded a series of military displays to take over the space used last year by the atomic energy exhibit.

A jet fighter plane will hold the spotlight in the exhibit, with the jet motor being fired-up twice daily. A radar exhibit and an army kitchen will also be installed.

The United States Army Band will be one of the major entertainment features this year with the 100-man group skedded to give 17 concerts.

## Crowds Drop, Dollars Tight At Watertown

WATERTOWN, N. Y., Aug. 26.—Altho the weather held good thru the week, attendance at the Jefferson County Fair here, Monday (21) thru today (26), was down from last year, and money was tight, according to fair secretary Karl Malady.

Average daily attendance at the annual as of yesterday (25) was 4,000. This compares with a figure of about 5,000 registered last year. Malady said he was counting on the drawing power of Joie Chitwood's thrill show, which staged a performance yesterday and is slated for two today, to put attendance on a par with the 1949 mark.

Jack Kochman's thrill org put on single shows Monday and Tuesday nights to only fair grandstand crowds, according to Malady. Stand capacity here is 1,800.

Carl D. Ferris Shows held down the midway, and the line-up of Hamid attractions for the event included Ladd Lyon, comedy acro; Wilfred Mae Trio, hoop jugglers; Francine Volante, trapeze; Rosales Sisters, perch act; Shirley Lavalle, contortionist, and Naitto's dogs. The talent was booked by the George A. Hamid Agency. Wilfred Gregory was emcee, and Velma Goodwin was at the organ, playing for night shows and between afternoon races.

Hamid line-up presented shows from Wednesday evening on thru the closer. Malady said that at a 90-cent price, the attractions drew well. A special grandstand feature was Stanley's chariot races and trick horses. On the midway was a miniature of the old Ringling Bros.' Circus, exhibited by W. H. DeVaul, of Syracuse.

King Kovacs, clown with the Kochman unit, was injured during the Tuesday night performance of the show. He returned to the act after first aid.

Three harness racing events Wednesday and Thursday and two yesterday were held for total purses of \$3,200.

## Rain Nicks Crowds At Erie Co. Annual

HAMBURG, N. Y., Aug. 26.—Despite frequent showers, a crowd of 25,230 was on hand Saturday (19) for the final day of the Erie County Fair here, bringing total attendance for the fair week to within 29,000 of the 134,000 customers in 1948. Frank Slade, secretary of the event, had reported Friday (18) that attendance was running on a par with the 130,000 total registered last year.

For the first time since big car races were started in the 1930s at the fair, a program had to be put over from Saturday to Sunday (20). Dr. Lyle J. Tillou, fair president, authorized the switch in the race card, which was staged by Sam Nunis.

For Sunday's card about 4,000 of the 6,400 persons present were in on rain checks from Saturday, Slade estimated.

## La Plata, Md., Sets Plans

LA PLATA, Md., Aug. 26.—Charles County Fair, opening its three-day run here September 29, has set its attraction program, Spencer Stein, in charge of amusements, announced. Included will be Buddie Gayer's Wild West Troupe, and Billie Gee, whip act. Fair management is contemplating the addition of harness horse racing this year and is reconditioning its track.

## Timonium Site Sale Skedded

TIMONIUM, Md., Aug. 26.—Announcement recently by the Maryland Jockey Club, controller of Timonium Fairgrounds here, that it wished to sell the site, started a contest between a local tool manufacturing firm and a group of fairgrounds minority stockholders to determine final disposition of the site.

William F. Schluderberg, meat packer and a member of the board of managers of Timonium, has launched a "Save Timonium" committee, composed of the minority stockholders. The Maryland Jockey Club owns 72 per cent of the shares in the fairgrounds. For a successful campaign the committee must match the industrial concern's offer of \$500,000 for the 101-acre location. Members of the club have expressed the hope that the money will be raised by the committee so that Timonium can continue as a fairgrounds.

Maryland Jockey Club decided that it would be necessary to sell its holdings in Timonium in order to pay for a huge improvement program at Pimlico, its race track in Baltimore. The fairgrounds is operated by the Maryland State Fair and Agricultural Society.

Society's officers are Matthias L. Daiger, president; Robert J. Walden, vice-president, and Henry A. Parr III, secretary-treasurer. Parr also is president of the jockey club.

## Crown Point, Ind., Paces '49 Figures In All Departments

CROWN POINT, Ind., Aug. 26.—The Central States Fair, thru Thursday (24), sixth day of its eight-day run, was matching '49 in all departments. Sunday (20) was the biggest day, attendance-wise, in over five years, according to George H. Neises, secretary.

Grandstand attendance is also on a par with last year. B. Ward Beam's auto thrill show drew a full grandstand Tuesday afternoon and played to an overflow crowd at night. Hoaglan's Hippodrome, in for three matinees starting Wednesday, did fair business. Variety acts, booked thru Boyle Woolfolk Agency, Chicago, pulled a three-quarter house Wednesday night and a shade under capacity Thursday. Four horse shows in front of the stand Saturday and Sunday drew strong attendance. Beam's unit closes today with afternoon and night performances.

Exhibits are stronger than last year, with livestock entries producing the biggest increase. Visitors include M. A. (Tony) Schuh, secretary of the Kentland, Ind., fair, and T. R. Amos, LaPorte, Ind., annual.

## New Gate Mark Set At Brisbane Annual

BRISBANE, Australia, Aug. 26.—The Brisbane National Show, annual fair of Australia, closed its eight-day run Saturday (12) after chalking up a record attendance of 750,000, topping all previous attendance records. Weather was good thruout and the gate totaled over \$115,000, which was also a record for this annual.

In spite of the long period of heavy rains and floods which prevailed in many parts of the country, entries for all exhibit sections and for all ring events were well up to average, and the exhibition was generally conceded to be the most successful ever put on in Brisbane.

# Sedalia Heads For New Mark At Turnstiles

246,629 in Five Days

SEDALIA, Mo., Aug. 26.—Missouri State Fair here on Friday (25), sixth day of its eight-day run, was romping at a record-breaking pace with attendance 20 per cent above 1949. Paid admissions thru Thursday (24) totaled 246,629, according to W. E. (Bill) Preston, secretary.

Opening day, Sunday (20), saw a new mark set at the front gate when 71,226 poured thru. The grandstand attendance record was also cracked that afternoon when an overflow crowd moved in to see the National Speedway big car race meet.

Ernie Young's revue, in front of the grandstand Tuesday thru Saturday nights, enjoyed strong crowds each evening. Nightly horse shows, in the grandstand Sunday and Monday and in the Coliseum the following three nights, drew near capacity each performance.

Only bad break came Friday afternoon when rain forced cancellation of the final program of grand circuit harness horse racing. The stand was filled for the three programs of trotters that were held.

National Speedways, Inc., will come in again this afternoon with another big car race program and on Sunday will run stock car races. Jimmie Lynch's Death Dodgers will close the fair Sunday night (27).

Exhibit space was a complete sell-out this year, according to Preston, and a number of tents were added to take care of overflow entries in the livestock department.

Cool nights affected midway biz where the Johnny J. Jones Exposition was reported down from last year. Kid's day, Monday (21), produced good ride grosses.

# New Attractions Set By Terryville Annual

TERRYVILLE, Conn., Aug. 26.—New features are planned for Terryville Country Fair, September 16 and 17, under sponsorship of the Lions Club. They include a State-wide photography exhibit, and art exhibit and a hobby show, said J. Francis Ryan, club president.

Other features include an exhibition of obedience dogs, a cattle show, oxen and horse drawing contests, horse show and exhibits of fancy work, bakery, canned goods and flowers. An added feature will be a display of farm machinery and equipment and a home products show, the latter to be held in a tent. Band concerts and a midway are also scheduled.

The Lions Club has leased the 45-acre plot on which the fair is held and has a crew preparing additional land for parking.

# Stafford Springs, Conn., Sets Plans

STAFFORD SPRINGS, Conn., Aug. 26.—This year's edition of the Stafford Fair, to be held here September 28-October 1, will be the largest since World War II. Clarence D. Benton is manager of the event.

Planned are stage performances, band concerts, auto racing, a thrill show, harness racing, exhibit judging and ox drawing.

In addition to Benton, fair officials include Mrs. Louise Benton, secretary; Raymond Kelsey, financial manager; William Barrett Jr., racing manager; William Schreier, concession manager, and George Benton, superintendent of grounds and buildings.

## Review Water Follies

(Reviewed at the San Joaquin County Fair, Stockton, Calif., August 21.)

Sam Snyder's Water Follies of 1950 jumped from St. Johns, N. B., to this fair (August 19-27) to play its first West Coast date. Opening here tonight (21) for eight performances including a matinee Sunday, the show pulled well and proved itself a top grandstand attraction. It has also booked the Oregon State Fair, Salem, and the Western Washington Fair, Puyallup.

The show had its first-night confusion and suffered from being located across the race track from the grandstand. However, it is still a midget and sold entertainment for annuals whether coastal or inland.

The "stage" set-up is divided into three parts—a 60 by 35-foot tank, 48 by 30-foot stage, and another tank 25 by 25 feet. The 24 gal swimmers double as line girls and the water performance honors are shared with six male swimmers. Vaude-type acts, vocalist, and a 15-piece band headed by Larry Flint are combined for two hours of well paced entertainment.

Opening with a stage ballet presentation, the show moves into Rolling Around, featuring the three Marino Sisters, who turn in a swell job of tumbling and light acrobatics. The ballet girls take to the long tank and offer a ballet that lost some of its beauty because of the distance from the audience. As this could be no other way, it cannot be held against the show. Special lighting is employed and the ensembles, including South American Fantasy, click.

The swimming is varied with stage acts which include Gloria French, a shapely blond, who vocalizes pop tunes; the Normans, a smooth-working hand-to-hand balancing duo; Jack Marlin and his imitations of movie stars, and the comedy of Eddie Rose. Rose is best in his comedy treatment of diving, with Roger Nadeu the serious side.

Comedy and exhibition diving by a sextet of top male swimmers gets a good hand, as does the precision water work of the Vinson Twins. Martha Ann Bentley got beg-off applause for her ballet work, highlighted with prouettes. *Sam Abbott.*

# Dallastown, Pa., Gate Shades 1949 Figure

DALLASTOWN, Pa., Aug. 26.—Great Dallastown Fair closed here Saturday night (19) after the biggest week in its history, in spite of being rained out the final evening. Attendance thru Friday night was 3,200 over 1949, and the event was estimated headed for an edge of 7,000 before the rain struck.

Holding down the midway were the Morris Hannum Shows. Harry E. Wilson, of the org, promoted daily special events at the fair, with a Wednesday (16) naunce that included a baby parade, the highlight of the week. Queen of the fair was crowned by Con. James F. Lind during the run, with Wilson acting as emcee.

# Rain Knocks Elmira, N. Y., Gate 17,000 Below 1949

ELMIRA, N. Y., Aug. 26.—Rain was blamed for cutting attendance at this year's Chemung County Fair 17,000 below the 1949 figure. Attendance for the event, which ended Saturday (19), was 49,000.

Despite a downpour Saturday night, two grandstand shows drew over 4,000 persons. Fair officials said they were pleased with public response in view of adverse weather Wednesday, Friday and Saturday.

# California Annuals Chalk Up '49-Topping Attendance

Costa Mesa pulls 100,000, up 30,000—Woodland draws 40,000 in four-day run—hot weather cuts into Stockton's gate, hurts first two days

LOS ANGELES, Aug. 26.—Approximately 150,000 people attended three California fairs which ended their split-week runs Sunday (20) while another 30,000 were on hand for the first two days of a nine-day event opening Saturday (19). Nine events are currently running this week with closings scheduled tomorrow (27). Practically all of the annuals in operation are showing turnstile increases. Outstanding event winding up August 20 was the Orange County Fair in Costa Mesa with close to 100,000. The five-day run pulled approximately 30,000 more than in 1949. According to William Davis, secretary-manager, commercial exhibits were up 50 per cent over last year, calling for the use of an additional tent to house them. During the run, seven horse show performances were staged along with local talent in an historical pageant. Ferris Greater Shows played the midway and business, Davis said, was most satisfactory.

Yolo County Fair and Sugar Beet Festival in Woodland ran four days, starting Thursday (17), as against three days last year. The attendance this year was estimated at 40,000 as against 35,000 for the 1949 run. Yolo has a free gate.

### Woodland Okay for Crafts

Business, despite temperatures above the 100 degree mark, was okay. Crafts Exposition Shows, managed by Roger Warren, turned in satisfactory business. Opening night's midway take was head and shoulder ahead of the same period last year and the second night's revenue topped that of its comparative period. Saturday night's crowd jammed the midway and Sunday evening's attendance, when several prizes were awarded to those on the grounds, was declared beyond expectations.

According to Stuart Waite, secretary-manager, the event was reported most successful. The annual was the third staged in the new grounds. Exhibits were ahead of 1949.

### Heat Cuts Patronage

Yolo's entertainment included a horse show and rodeo performances on Saturday night and Sunday afternoon. The intense heat cut down afternoon attendance. The BBB Puppeteers were featured, along with Pinky Tomlin, Candy Candido, and Dude Martin and His Western Band. Martin played for dancing Saturday night. Sunday's program included the Woodland Rotary Club's annual barbecue.

Del Norte County Fair in Crescent City, managed by Bob McClure, opened its three-day run Friday (18). The event pulled around 12,000 during the stand and featured a horse show.

### Stockton Betting Down

The fair that opened for its annual run was the San Joaquin County Fair in Stockton. Hot weather cut into its initial attendance and parimutuel handle. The opening day paid attendance was down 350 from 1949 while Sunday showed a loss of 3,433. Attendance for the two days was 29,226 as against 32,309 last year.

Hot weather also affected the parimutuel. Betting declined from \$153,000 for 11 races on the 1949 opener to \$116,000 for 10 races this year.

Foley & Burk Shows were again on the Stockton midway, continuing an association started in 1928. Business for the first three days was good with the kids' day on Monday (21) helping boost ride take. Game concessions remained closed until 3 p.m.

Other events in the State also reported good attendances. In Sonoma, the 22d annual Sonoma Rodeo pulled 5,000 people. Alleghany, in Sierra County, staged the 100th anniversary of the local discovery of gold with 500 attending the celebration. The two-day Hopland Hop Festival in Ukiah Saturday and Sunday (19-20) was attended by 10,000, crowding the new rodeo grounds.

Of the nine fairs and events which opened during the week, only one is

for six days—the Lassen County Fair in Susanville, which opened Tuesday (22). Three annuals—San Luis Obispo County Fair, Paso Robles, Nevada County Fair, Grass Valley, and the Butte County Fair, Gridley, opened Thursday (24) for four-day runs. The five fairs opening yesterday for three-day runs include Amador County Fair, Plymouth; Tehama County Fair, Red Bluff; 12th District Fair, Ukiah; Trinity County Fair, Hayfork, and Siskiyou County Fair, Yreka.

Butte fair will feature two amateur rodeos with six events on Saturday and Sunday nights.



★ ★ ★ ★ ★

## The STAR DUSTERS

Originators

A Double Handstand on a Single Sway-Pole.

Hand-balancing Acrobatic poses on 18" inch platform.

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## WANT CARNIVAL

For Week of October 16 or 23

### LANCASTER COUNTY COLORED FAIR ASSOCIATION

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**William G. Clinton, Sec.**  
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## CARNIVAL WANTED

Week of October 30

### Colored Fair

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## FOR SALE BLEACHERS

Five and Ten Sections of practically new fifteen-foot Leavitt Wooden Bleachers, Lapless Seats and Foot Boards; plenty of knee room. Write the undersigned at once.

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## FOREST PARK FREE FAIR

HANOVER, PA., SEPT. 4 TO 10 INCL.

Want—Shows, Concessions, Free Acts. We have 10 rides, Fireworks, Free Admission-Parking.

**A. KARST, FOREST PARK**  
Phone-3-5286. Hanover, Pa.

## WANTED

Shows and Concessions (no Food Concessions or Games) for Brooklyn Fair, oldest Fair in Connecticut. Sept. 15 through 17.

**AGENT N. E. DESROCHER**  
D-147, Charter Oak Terrace, Hartford 19, Conn.

## Biller Route Paying Okay; Maynard Out

### Plan Indoor Season

POUGHKEEPSIE, N. Y., Aug. 26.—Biller Bros' Circus has put in a successful season so far and plans six weeks of indoor dates to follow a Southern tour that is scheduled thru November, Arthur Sturmak, manager, said here Friday (25).

Ken Maynard, concert feature since the first of the season, closed with Biller August 10, when the contract expired, Sturmak said. Otherwise the performance continues as given in the spring. Equipment remains in good condition.

Weather, which hurt the show earlier, has been wet recently. At New London, Conn. (20), the show received a hurricane warning but the storm by-passed the city. In Pawtucket, R. I., Saturday (19) the show was hit by a heavy rain shortly after the matinee started. The rain held Biller's night show to a half house but the matinee was three-quarters full.

At Newport, R. I., Friday (18) weather was okay and the show drew a four-fifths matinee and near-capacity night show. Business was limited to less-than-half houses at Falmouth, Mass., Thursday (17).

Small lots at Falmouth and Newport forced cutting down the size of the layout. At Falmouth the Side Show was reduced to a one-pole round top and the menagerie top was not put up. The menagerie tent also was omitted at Newport. The Falmouth lot was the smallest ever used by Biller, it was stated. Adequate lots were available there but a city official ruled that zoning regulations prevented use of them.

## Miller Org Gets Six Capacities In Seven Tries

ROCHESTER, Ind., Aug. 26.—Six straw houses out of seven performances was the Kelly-Miller score in four Indiana towns this week.

A straw house was on hand for the night performance here Wednesday (23) but the town produced only a half house for the matinee.

The show's matinee-only stand at Ligonier, Ind., Sunday (20), came thru with two capacity audiences. On Saturday (19) the org scored a pair of full houses at Auburn, Ind., and received the same sort of business at Angola, Ind., Friday (18).

Weather was good except for a short shower at Angola.

## Streamliner Subs As Polack Special

RENO, Nev., Aug. 26.—Among 4,000 children at the Polack Western Unit's matinee here Wednesday (16) were 700 youngsters brought by special train from Winnemucca, Nev.

But one boy, Jay Tidwell, 10, missed the special after pedaling his bike seven miles to Winnemucca. So two days later he was brought by a Western Pacific streamliner to Fort-tola, Nev., where he was met by automobile and taken to the circus. He shared guest honors with Spike Jones at the performance.

Polack's stand here closed Saturday (19) after four days of bang-up business.

## The Commies and You

On Page 3 of this issue Ben Atlas, chief of The Billboard's Washington Bureau, outlines the Communist effort to infiltrate all American industry, including show business, and reviews thru interviews with top legislative and judicial personalities the adequacies and inadequacies of our present and proposed laws to combat the Commie menace. On the first page of the Radio Department in this issue there is a list of organizations declared subversive by the Department of Justice and the Attorney General, many of which are actively waging Communism's war against this country. We urge you to read these items.

## R-B Offers Total Payment Of Hartford Fire Claims

HARTFORD, Conn., Aug. 26.—Officials of the Ringling-Barnum circus agreed Wednesday (23) to pay off in a lump sum all outstanding claims growing out of the Hartford circus fire of July, 1944, instead of continuing periodical dividend payments to claimants. Acceptance by the 678 claimants of the proposal would mean immediate distribution of the \$690,612.43 balance still due out of the original \$3,946,355.70 total. Details of the pay-off, it is disclosed, were worked out at a series of meetings which got under way early in the year and continued a one-day stand at Plainville, Conn. At that time, circus topper John Ringling North conferred with Superior Court Judge James E. Murphy and members of the bar active in handling the claims against the org under a scheme unique in legal annals.

Conferees included attorney Edward S. Rogin, Hartford, receiver for the circus; attorney Dan Gordon Judge, New York, circus general counsel; attorney Cyril Coleman, Hartford, counsel for the circus, and attorneys Robert P. Butler, Joseph P. Cooney and Julius B. Schatz, members of the Hartford County Bar committee on circus claims.

Following the 1944 blaze, the prospect arose that the courts would be clogged with claimants' cases for years. To prevent resulting hardships on victims and their families, an arbitration committee was set up to handle claims of \$200 and more.

Statement released by the committee Wednesday said:

"At a meeting held this morning in the office of Robert P. Butler, chairman of the Hartford County Bar committee to settle circus claims, representatives of Ringling Bros. and Barnum & Bailey Circus, proposed forthwith to pay the entire principal balance of the amount due on account of the circus fire claims. This balance amounts to approximately \$700,000.

"The arbitration agreement calls for payment of interest at the rate of 4 per cent per annum on the unpaid balance of claims from and after December 1, 1947. In order to complete the receivership and secure payment of the claims in full, the bar committee induced the circus to arrange to borrow a sufficient amount to pay the principal of such claims in full and will recommend to the claimants that interest accrued should be forgiven.

"The bar committee is calling a meeting Thursday (31) at the Hartford County Building of the attorneys representing claimants, which any interested party may attend, to discuss the offer and to arrange for final details for payment if the offer is accepted."

## Ringling Performance Sale Deals Pass \$500,000 Mark

CHICAGO, Aug. 26.—Ringling Bros. and Barnum & Bailey Circus has sold 261,304 tickets for approximately \$550,000 this year in performance and block sales to industrial concerns, general agent Waldo Tupper said here this week.

Some of the stands still are to be played and include two dates for which contracts were completed this week. One will be at Fayetteville, N. C., November 4-5, for the Fort

## Ft. Worth Signs Dailey Animals

Wisconsin turnouts good  
in smaller top—shortage  
of working men continues

FT. WORTH, Aug. 26.—Animal acts from Dailey Bros' Circus have been booked for the Fort Worth Shrine Show, November 17-26. Contract calls for some of the show-owned acts but not the entire circus, according to a report from the Shrine.

In Wisconsin, turnouts for the show have been good, ranging from two-thirds to near-capacity houses. However, reduction of the big top's size has out seating capacity. Several departments continue short-handed.

The show drew half and three-quarter houses at Wausau Wednesday (23) and at Marshfield (22). At Ashland, Wis., Saturday (19) both shows were for three-quarter houses despite cold weather. At Ironwood, Mich., Friday (18) Dailey played to another pair of three-quarter houses.

Two full houses were scored at Rhinelander, Wis. (17).

A railroad employee was injured at Antigo, Wis. (16), while the show train was being switched.

## Canada Rail Strike Affects Polack Men

VANCOUVER, B. C., Aug. 26.—Polack Bros. Western Unit staffers were forced to vacate the railroad-owned Vancouver Hotel this week because of the Canadian railroad strike. Staff members in ahead of the show were able to find substitute quarters.

The show, which usually moves on one baggage car and a semi-trailer truck, is scheduled to open here Monday (28) for an eight-day run.

Bragg school fund and Fayetteville Exchange Club. Four full shows have been sold. The second new contract is with the Greater Orlando (Fla.) Chamber of Commerce for November 16.

Tupper said addition of other sales to the list is possible and that some requests for 1951 deals have been received.

Largest single package in the series (See Ringling Deals on page 95)

## Clyde Beatty, Biz Holds Up; Matinee Lost

### Capacity at Huntington

MARION, O., Aug. 26.—Midwest dates this week for Clyde Beatty Circus included two full houses at Huntington, Ind., Saturday (19) but the good day followed loss of a matinee at La Fayette, Ind. (18) to rain.

The circus appearance here coincided with the centennial county fair and the show played to a half matinee and three-quarter night house Wednesday (23).

At Fostoria, O., Tuesday (22), the matinee was for a three-quarter audience but the night crowd was smaller. Findlay, O., Monday (21) gave another three-quarter matinee and half

### NEWARK, O., Aug. 26.—

Elephant car of the Clyde Beatty Circus train was derailed in the Columbus, O., yards while en route here Thursday (24). The bulls escaped from the car and were rounded up quickly. Train arrived at Newark at noon and matinee was three hours late. It drew a half house while the night show was three-quarters filled.

night house. Telegraph mix-up caused delay when the train had to be unloaded backwards, but matinee was not more than 30 minutes late.

Cool weather at Defiance, O., Sunday (20) cut the night house to one-third of capacity but the matinee was three-quarters filled. Matinee was an hour late.

The full houses at Huntington, Ind. (19) gave the best business in several days. At La Fayette heavy rain which ruled out the matinee, lasted until 4 p.m. and the sun came out at 7 p.m., but the night house was only half filled. Biller Bros. lost both shows at La Fayette this spring because of rain.

At Champaign, Ill. (17), the Beatty org had a half house for the matinee after a two-hour delay in starting. The night show drew a three-quarter house.

## Chi Polio Show Draws Weak Biz

CHICAGO, Aug. 26.—Poor business, despite considerable advertising and some press breaks, plagued David Malcolm's Sister Kenny Polio Fund Circus at Soldier Field here. The show bowed August 21 and closes Sunday (27). Turnouts have averaged about 500 persons each.

Act line-up includes Dolly Jacobs' elephants; Senational Milos, high act; Greta Family, high wire; Yacopi Troupe, Risley act; Nick Francis's clown car. Antalek perch act, and Gray's Liberty horses. About 500 persons were on hand for the Friday (23) show, and cold weather sent some home early.

As curtain-raiser the circus uses dance groups from Chicago foreign-born organizations, and Czechs were in for Friday. Another pre-circus act was a demonstration by the drill team of the Grandmothers' Club of Cook County.

### Showers Trim King Biz

LONGVIEW, Wash., Aug. 26.—Showers trimmed King Bros' Circus business here Tuesday (22) to a half house in the afternoon, but clearing skies at night encouraged a three-quarter house to show. Rain was first in a month here.

## DRESSING ROOM GOSSIP

### Siebrand Bros.

Show received a good publicity break in Casper, Wyo., with pix and feature stories being used nearly every day in the local papers. Visits were exchanged with the Voorhees-Fleekies Ice Varieties, which worked the grandstand.

Jump into Boise, Idaho, was made without serious mishap. Pancho Roche's injured foot necessitated Jerry Van Deventer's driving the Roche's trailer, his first experience in this line. Tom Hodgini has invented a water reservoir on a small scale. Marsha Patine suffered a badly cut lip and face scratches when she ran into a small fence in the dark. Bill Hall, boss props, was kept busy last week with the sidewall since sudden and strong winds were a daily nuisance.

Roy Stone Moser, known professionally as SI Stone, old-time circus performer and vaudevillian, was a frequent visitor in Casper.—**JOE HODGES HODGINI.**

### Ringling-Barnum

Wisconsin's cool weather caught us this week. Business was good, with our biggest house being a straw Sunday matinee at Madison, where many circus fans were present. Mr. and Mrs. Sverre Braathen gave a party for a number of the showfolk. Kay Clarke Burslem was kept busy with many of her hometown friends visiting. Dr. and Mrs. Bergen and their four children visited, and the two daughters and two sons went in spec. Their son, Mike, has been working in the wardrobe department.

In LaCrosse, Wis. Joey Mayo, son of Dr. and Mrs. Mayo, Rochester, Minn., had a big time showing his family and friends around the lot. Pat Valdo and Doc Henderson both made the trip to Mayo Clinic this week and now are back on the show. Betty Broadbent, of the Slide Show, left to attend her mother's funeral. Willie Krause is doing a swell job as vocalist. He replaces Bill Parker, who closed the season. Lela Henderson, daughter of Doc Henderson, returned to her home in Texas after spending her vacation on the show. Martha Hunter is happy over the new toy wagon Sam Stern of Bloomington, Ill., gave her for the baby gorillas. Bones Brown and Norma (See Ringling-Barnum on page 81)

### Hagen Bros.

Closing day of the outdoor season at Mt. Pleasant, Pa., August 19, was almost lost due to rain. A steady morning downpour and a flooded lot made a matinee impossible. Water receded by evening and a small crowd was on hand. Org had a fair season.

Conley-Ratley family went to their Cincinnati home and then to play fair dates: Wenester Townsend, Lima, O.; Cal and Torchy Townsend, Australia; Larry and Mary Carleton, Fort Myers, Fla.; John and Betty Jessie, Detroit; William Ward, Lorain, O.; Harry and Maxine Allen, Atlantic City; the writer to Pittsburgh for theater dates.

Burt Pettus had charge of the fleet on move to quarters at Tonkawa. Owner Howard Sucs is starting promotions for his Clyde Bros.' Circus, indoor unit, which opens second week in October.—**FRANK CATN.**

### Stevens Bros.

Show had three blowdowns and a dust storm last week in Wyoming. Earl Hammond was a recent visitor. Mr. and Mrs. Tom McLaughlin, Vernon Pratt and family and personnel of Brandon Bros. and Cole & Walters shows visited at Bridgeport, Neb. Paul Pyle, of Dailey Bros., visited en route to Gonzales, Tex.

Dan Carroll, clown, and Bob Howell, pony ride operator, left for the army.

### Polack Western

Reno, Nev., was a big four-day stand with turnaway business, and many of our folks visited the different clubs. Chester Sherman was seen putting two nickels in a machine. Dame Fortune smiled on Hubert Castle, Walter Majeski, Ross Paul and Carl Barnett.

Joe Galasso, Guistino Loyal, Ray and Zetta Perez, Alfred Landon and Nana Woolford left their trailers in Sacramento during the Reno dates because of the mountain driving. The high altitude was rough on Hedy Lajage; she was out of breath after (See Polack Western on page 81)

### Polack Eastern

There was plenty of rain at Johnson City, Tenn. The band there consisted of youngsters who enjoyed playing their first circus. Bill Green's sister, Gertrude, went on a fishing trip and returned with a good catch. In Chattanooga we showed in the Engel Stadium. Guests at a Shrine luncheon were Mr. and Mrs. Clyde Harrison, (See Polack Eastern on page 81)

### Kelly-Miller

Our cookhouse is presided over by Frank N. Fancois with Emma Francois on salads; Thomas Chamberlain, headwaiter; Bonnie Chamberlain, steam table; Sam Carter, chef; Clyde Zeilinger, second cook, and Joe Milan, yard man.

Lee Virtue, Corky Clark and Shirley Logan recently celebrated birthdays. The wardrobe department, headed by Mrs. Frank Cooper, with Isla Miller, Karen Kay Miller, Lee Virtue and Eddie Dullum as assistants, is making new spec wardrobe and refurbishing the old.

Joe Lewis continues to fill his anorthroid ape exhibition to capacity daily. Harold and Jerry Conn purchased a new bus. Phil Enos bought a new car and Leon Snyder a new trailer. Visitors last week included Mr. and Mrs. C. W. Chapman, CFA, and party of Coldwater, Mich.; Joe McKennon, formerly of Hagenbeck-Wallace; Mr. and Mrs. Paul M. Lewis, of Lewis Bros.' Circus; the Harrisons, dog and pony act; Mr. and Mrs. Jack Kofron, Peru, Ind., formerly of Bud Anderson Circus; Dr. Harrison Powers, South Bend, Ind.; John Vogel-sang, Niles, Mich.; John A. Havirland, Chicago; Otto Scheiman and family, South Bend, Ind.; Larry Welch, Saginaw, Mich.; Clark Arderm, Saginaw; John H. Walker, Coldwater, Mich.; Peter Gillan, Chicago; Floyd Lee, 24-hour man with Clyde Beatty Circus; Mr. and Mrs. Joe Myers, Auburn, N. Y., formerly with James M. Cole Circus.—**EDDIE DULLUM.**

### Cole & Walters

Jeannie Kriel has some new props. Lee and Vic Bradley have a new truck, and Jimmie Devine bought their old one. Happy Irwin, Polack Bros.' Eastern unit, has joined for elephant work. Mr. Walters is hobbling around with a lame ankle.

The cookhouse truck went in a ditch again. It seems we are always having trouble with the cookhouse, altho it is a new one. We have two trailer windows out now because of elephants. One is in Rosie Parker's compartment and other is in the writer's trailer. The Nellie Duttons visited at Red Cloud while on their way to play a fair. Wally Ross, head elephant man, suffered a heart attack, and Wayne Newman is working the big three, Joe Wright works the single act and Beverly Vannette supervises during Wally's illness.

Illa Miller's parents, Mr. and Mrs. Gus Beach, visited. Mrs. Lois Kriel supervises the acrobatic class between shows in the big top each day. Crowds are good now that we are back in Nebraska.—**MILDRED WELBES.**

### More Dressing Room Gossip on Page 95

## I WANT TO BUY

### WORLD'S SMALLEST MULE, HORSE OR CATTLE

Cash waiting. Might consider some other similar attraction. (If you do not own the above but know of some one who does, I will pay you \$10.00 for information leading to the purchase of same.) Give full particulars.

BOX D-425, c/o The Billboard, Cincinnati 22, Ohio

## KELLY & MORRIS CIRCUS

### WANTS—TO JOIN IMMEDIATELY:

Boss Canvasmen, Acts for Big Show, Clowns. Agent to book supplies, Rehears, answer Want Promotion Directors for good sponsors, must have references; Billposter with call Acrobats for Teeterboard Act. Girls for Aerial Ballet, Horse Trainer, People for Side Show and Concert. Working Men come on.

Aug. 29, Benton; 30, Matver; 31, Prescott, all Arkansas; Sept. 2, Shreveport; 4, Ruston; 5, Dattrop; 6, Rayville; 7, Winstonsboro; 8, Tallulah, all Louisiana; Sept. 9, Vicksburg, Miss.

## ATTENTION, PROMOTERS, PERFORMERS

Account absence from Ardmore some replies to our previous ad not answered as routes expired. Please write again giving more route or permanent address. Can place Promoters beginning September 1. Following please contact: Al Kayda, Phil Beany, V. E. Tripp, Dick Lehman, H. A. McAdoo, Pat Flannigan, John Shafer and Bill Osborne. Also Ed Widaman and Wally Wallace (Harry Mason, answer. Climp, Seal and Bear Acts write giving lowest.

### WEST BROS.' INDOOR CIRCUS

ARDMORE, OKLAHOMA

## ACTS WANTED

### FOR MY 1951 FAIRS AND CIRCUSES ERNIE YOUNG

203 N. WABASH, CHICAGO I. ILL.

## Bell Bros.' Indoor Circus WANTS

Contracting Agent, Hallock Forrester, answer. Space Exhibit Salesmen. Phonemen on Book, Banners, UPC. All kinds of Concessions. Circus and Novelty Acts for stage only. We operate with Exhibits and Concessions of auditorium floor with circus on stage. All winter's work. Open October 15.

### ED CLARKE

Wire, write or phone 48113, Room 5 at 105 1/2 Bibb St., Montgomery, Ala.

## WANT CIRCUS

### FOR LAWRENCEVILLE, GA.

Some time in October or November. Want good circus for children and adults. Population 3,000, with large agricultural area. **DOROTHY BRANNAN, PRES.** Business & Professional Woman's Club LAWRENCEVILLE, GA.

## PHONEMEN

Tickets, Program, Exhibits, Live Stock Show and Rodeo, Pasadena, Texas (Joint Houston). Fabulous industrial area of a million working people. A chance to make some real money.

### Contact B. M. SLOANE

Pasadena Chamber of Commerce

## HORSE TRAINER WANTED

I want a man capable of training beautiful, golden Palominos into an act that will be in demand from the best shows. One who is capable of developing the act and go with it for showing. No bonus need apply. Please state experience and give references in first letter.

### Prairie Haze Stable

M. L. CONAWAY, Owner Cando, No. Dak.

## NEED CIRCUS

For showing at Blackwell, Okla., September 23 for Kiwanis Kids' Day.

### Wire or call

### LOUIS STRONG

Blackwell, Okla.

## TELEPHONE SALESMEN

Well established officials Labor Newspaper. We only experienced men who can sell Labor Dept. commissions; steady work. Apply **MANAGER** 4416 East Thompson St., Philadelphia 37, Pa. Phone: Cumberland 8-2600

## PHONEMEN

Book, UPC, Tickets, Banners for three good South and Southwestern Deals follow. Phonemen who can handle publicity.

### CHAIRMAN, JUNIOR CHAMBER OF COMMERCE CIRCUS

Room 216, McRae Bldg., 202 W. Capital St. Jackson, Miss. Phone 20381

## WANTED AT ONCE

Competent Side Show Mgr., good promotion. Also need few more Side Show Acts. Route, West Atlantic City, N. J., 30; Bridgeton, 31; Havre De Grace, Md., Sept. 1; Frederick, 2; Charlottesville, Va., Sept. 4. All replies to **Arthur Sturmak, Gen. Mgr.** BILLER BROS./CIRCUS

## HIGH ACTS CIRCUS RIGGINGS

### MADE TO ORDER RICARDO

ADEL, IOWA. Order now while material is still available.

## PHONE MEN—3

Six months steady work. Old friends; contact. No drunks

### CHARLIE WATTS

Boston, Mass. Phone: Copley 7-2868

## CLYDE BROS.' CIRCUS

(WORLD'S BEST DRESSED CIRCUS)

Can use all type Acts and Clowns to open Oct. 9. Write

### HOWARD SUESZ

Black Hotel Oklahoma City, Okla.

## WANTED TO BUY

Second-hand Tent, 70 or 80 ft., round Top with 30 or 40 ft. middle. No Poles. Also want Trained Animal Acts, Dogs, Ponies, Monkeys, Horses and a medium sized trained female Elephant. **ED McGREAL** 28 Fort Charles Place N.Y.C. 63, N.Y. LOrraine 2-8414

## PHONEMEN

U.P.C. and Banners. Largest and best managed Circus on the road. Steady work. Come on all who know me; others answer.

### BILL PHILLIPS

c/o Daniel Boone Hotel, Reading, Pa.

## FOR SALE

Complete Standard Act: One Pony, Two Monkeys, Nine Dogs, Nice Props. Price, \$1,200.00. Come see for yourself at the Farnhaska's Studio. The Oldest and Greatest Bird Trainer in America and still in the same work. **GEO. E. ROBERTS** 3504 N. 2nd St., Philadelphia 40, Pa. 8A5mere 3355

## STEVE BURT

Please write or call me. Reverse charges. Am worried. I have not called anyone. You have mail. **ED**

## NAAPPB Biz Show Nearing Sellout Mark

### Industry Interest High

CHICAGO, Aug. 26.—Space reservations from 72 firms have been received for the annual trade show of the National Association of Amusement Parks, Pools & Beaches (NAAPPB), Secretary Paul Huedepohl reported this week. The show will be held November 26-29 at the Sherman Hotel here.

Huedepohl said this year's show will be larger than the 1949 edition, and all but a few small booths have been sold. Included among the exhibitors will be several makers of nationally advertised soft drinks and other products, 10 coin-operated machine and supplier firms, numerous ride makers and concession supply and equipment houses.

Those who have reserved one or more booths are: A. B. T. Manufacturing Corp., Chicago; Advertising Plates Co., Toledo; Aerobat Manufacturing Co., Lago, Aruba, NWI; Allan Hershell Co., North Tonawanda, N. Y.; Anchor Supply Co., Evansville, Ind.; Animated Display Creators, Minneapolis; Automatic Products Co., New York; Auto-Photo Co., Los Angeles; Bazuka Sales Co., San Diego, Calif.; William B. Berry Co., Boston; Bert's Electric Automatic Snow Cone Machine, Dallas; The Billboard, Cincinnati.

Bisch-Rocco Amusement Co., Chicago; Blevins Popcorn Co., Nashville; Calumet Coach Co., Chicago; Capitol Projector Corp., New York; Cardinal Manufacturing Corp., New York; Challenger Equipment Corp., Harvey, Ill.; R. E. Chambers Co., Beaver Falls, Pa.; Chunk-E-Nut Products, Pittsburgh; the Coca-Cola Co., New York; Como Manufacturing Corp., Chicago; Concession Supply Co., Toledo; Custer Specialty Co., Dayton, O.; Dodgem Corp., Exeter, N. H.

Downey Supply Co., St. Louis; Eli Bridge Co., Jacksonville, Ill.; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; John Fabick Tractor Co., St. Louis; Fascination, John T. Gibbs, Seaside, Ore.; Fly & Harwood, Inc., Memphis; General Register Corp., New York; Gold Medal Products Co., Cincinnati; Greyhound Amusement Device Co., Brooklyn; Robert R. Hammer, Louisville; Hampton Amusement Co., St. Louis.

George M. Harton Agency, Pittsburgh; Charles E. Hires Co., Philadelphia; International Harvester Co., Chicago; International Mutoscope Corp., Long Island City, N. Y.; Jordan Enterprises, Inc., Lapeer, Mich.; King Amusement Co., Mt. (See NAAPPB SHOW on page 68)

## Hunt Fetes Bizmen

### At Wildwood, N. J.

WILDWOOD, N. J., Aug. 26.—William C. Hunt, head of Hunt Amusement Enterprises here, played host to 700 Boardwalk merchants and concessionaires, their employees and friends at the first annual jamboree under the sponsorship of the Boardwalk Merchant's Association Monday (21) at Hunt's Starlight Ballroom.

Highlight of the party was the presentation of a check for \$1,000 to Hunt for the Burdette Tomlin Memorial Hospital fund by Joseph Olwell, who headed the association's committee collecting contributions. Hunt is head of the fund appeal for the hospital.

Jack Clements, manager of Hunt's Strand Theater, served as emcee for the entertainment program.

## Lakeside Gate Nudges 1949 Score But Ride, Races, Dance Spending Falls Short of Mark

DENVER, Aug. 26.—Attendance at Lakeside Park is holding to the 1949 level and has prospects for bettering last year's mark, but business for rides, races and balloon events has fallen below 1949, according to Benjamin Krasner, manager of the spot for 16 years. He credited new rides and successful picnic promotion with keeping the turnstiles clicking. Top-rated among new devices is the stainless-steel miniature train powered by a Diesel engine and operating on a mile and a quarter track, which was put into service July 30 after a promotion campaign which drew an estimated 10,000 persons. Lakeside's 40-year-old steam-powered unit is operated on the same track. Two other rides, Rock-o-Plane and Tilt-a-Whirl, replaced older rides. Scoota-Boat, imported from England two years ago, is holding up well among the spot's rides. However, Krasner reported, over-all ride business is 5 per cent below last season.

### Radio Picnic Tie-In

Well-attended school picnics early in the season included the Denver high school's annual Reserve Officers Training Corps outing. The Gas and Electric Club brought 9,000 to Lakeside, and an outing staged by Station KLZ attracted more than 10,000. Tickets were distributed by merchants and KLZ plugged the event with 81 spot announcements in two weeks. Station talent gave three shows at the picnic. KLZ broadcasts dance music regularly from the park's El Patio ballroom, with the airings going out to the CBS net.

A record crowd of 17,000 turned out for the Gates Rubber Company's annual outing in early August. Two more major picnics still are to come. The Denver Post-Lakeside Back-to-School picnic September 2 is for school kids of all ages and will be publicized by the newspaper. On Labor Day the Colorado State Federation of Labor will celebrate at Lakeside. Each event is expected to score around the 10,000 mark.

The spot's ballroom continued its name band policy this season, open- (See LAKESIDE GATE on page 68)

## Ops, Suppliers Recap 1950, Swap Promotion Programs At NAAPPB Summer Session

### Coney Island Frolic Draws 85 Registrants

CINCINNATI, Aug. 26.—Members of the National Association of Amusement Parks, Pools and Beaches, meeting at Coney Island here Wednesday (23) for a day's funfest, punctuated the frolic with shop talk which ranged from box-top tie-ins to tugs-of-war between antique and new tractors. The event, however, was largely social, with trade problems taking second position.

Recapitulation of the season figured heavily in the trade talk. Ops exchanged tales of poor weather throughout the season, particularly in the first half, and otherwise good business, especially in the second half. For most, the current season will close in another two weeks, but a few spoke of tries for October business.

Problems arising out of the Korean situation were limited to a minimum of conversation among most persons. However, ride makers did show concern over supplies of steel and other materials for next year. Consensus was that the answers lie in government decisions which have not yet been made or announced.

About 85 persons registered for the session. NAAPPB officials and members tabbed the meet a success and noted that it was staged with only

## Weather Slices Palisades Take To a Half-Day

NEW YORK, Aug. 26.—Downpour over last week-end killed business at Palisades (N. J.) Park, according to Irving Rosenthal, co-owner of the spot with brother, Jack. With the rain letting up at the middle of both evenings, Irving said the score was about half what it should have been.

He said that extra dollars were being poured into a last-splurge advertising campaign for the park's final week of operation, which ends September 10. Ride prices will be cut to a nickel during daylight hours and a dime at night. Mrs. America eliminations will provide the attraction for the last four days of operation.

Free act in at Palisades over the week-end were the Dalys, with Noro Morales's rumba ork providing dance music.

### New Park Firm Starts

BENSON, N. C., Aug. 26.—Roll-away Amusement Center, which proposes to operate a general amusement area here, has been chartered by the State. Capital stock is \$25,000. Principals include Mildred Rackleu, H. B. Young and L. L. Levinson Jr., all of Benson.

## Rain Dilutes Week-End \$\$ At Playland

### Rock's Sets Year-Round Flack

NEW YORK, Aug. 26.—Heavy rains both days of last week-end quashed business at Rockaways' Playland here, but the park continued at a pace ahead of last year, according to A. Joseph Geist, president. Arcade biz at the park, in particular, was going well, he said.

Recent decision made by the park management will see the launching of a year-round flacking campaign. At present, the big push is made during the middle five months of the year. Dick Geist, son of the president, heads up the operation.

In line with the increased publicity efforts, the Press Photographers' Association of New York, numbering 180 lensmen, were feted at an outing Tuesday (22). Plans call for the event to become an annual fixture at Rockaways.

The Peter Stuyvesant, vessel of the Hudson River Day Line, will be supplied especially for a Labor Day excursion trip to the park. Geist said the line, which tied up with Rockaways for the first time this year, has expressed satisfaction over its business.

Acro Stylites, booked by the Al Martin Agency, were the free act at the park over the week-end.

## Weather Cracks Whip, Business Hit at Detroit

DETROIT, Aug. 26.—Cold weather sent business here into nose-dive over the week-end, with sharply curtailed crowds skipping the rides and other attractions. Trend apparently is down from the modest peak of a few weeks ago.

Total gross for the metropolitan area will be off this year, although figures are disguised in part by closing of Eastwood Park. Edgewater is slightly under 1949's gross, while Jefferson Beach is ahead because of the elimination of Eastwood and a poor start last season.

Midweek business has been mediocre, but the worst breaks have come on week-ends, when adverse weather has hit repeatedly. Only substantial industrial picnic bookings have kept operation at an acceptable level.

Despite the present conditions, park operators are making plans for major improvements and additions for next year. Harry Stahl flew to Dallas recently to inspect two new rides planned for Edgewater. On his desk are architects' plans for other construction—a new entrance to the Bug, new front on the Roller Coaster, new buildings for a shooting gallery and Derby Racer, and a three-stand concession structure.

## Ramagosa Plans Wildwood Pier

WILDWOOD, N. J., Aug. 26.—Plans to create an amusement pier in Wildwood were revealed by S. B. Ramagosa, operator of numerous outdoor enterprises here.

The proposed pier will be fashioned along the lines of the renovated Million Dollar Pier in Atlantic City and will be built in North Wildwood in front of the Sportland amusement center.

Sportland, which houses an open-air swimming pool, has the land rights necessary for the building of the projected pier.

# CONEY ISLAND, N. Y.

By UNO

Driving rains discouraged attendances for the best part of both weekend days (August 19-20). . . . Labor Day week winds up all free promotional activities. . . . A canvass made disclosed that, while many ops favored the Mardi Gras, others believed that the season would be prolonged without it. It will be the fourth time since its inception in 1903 that it will not be held.

Bernard and Dave Katz, execs of the Star Amusement Company, control and operate at 1510 Surf a large arcade that extends the major part of that block to 1515 Bowery, where other possessions include concessions of their own and two of outsiders, also two other arcades, one on the Boardwalk and one at Broadway and 51st, New York. In the Surf arcade, day manager is Morris Rosenberg; night manager, Arthur Goldsand; chief mechanic, Louis Arreche; assistant, Gerald Katz; head cashier, Annie Berger, and platter and record chief, Mildred Isenberg. Pockerino manager is Irving Feldner. His helpers are Lewis Schneider, George Parker and Jerry Kolick. In charge of merchandise premiums are Fannie and Lillie Katz. Max Levin is in charge of skeeball alleys; James Donlon, shuffleboards, and Bernard Glasfer, Bango-O. Privately owned Bowery concessions are Bat-Em, with Al Fine, manager; Irving Berman, Stuart Berman, Robert Lawson and David Byrd, assistants. Greyhound racer, Frederick Strusser, manager; Arthur Aron, assistant. Toss-a-Ring, Herbert Rabinowitz, attendant, and fishing game, Arthur Vitketskys, angler guide. Leased concessions are Anna Morano's penny pitch and Thomas Zanie's shoot-til-u-win. Boardwalk Penny Arcade has Martin Zitomersky, manager; Seymour Geisser, attendant, and Lillie Berman, cashier. New York Arcade employs Stanley Super and Nat Feldman as operators.

George and Fred Moran operate five rides located in a two-block area on the Bowery and Kensington Walk—Thunderbolt, Hi-Ball, Spitfire, Bubble Bounce and Tunnel of Laifs. Ticket sellers are Al Malucci, Chuck DeDonna, Jack Katz, Tony Parente and Sal Oliveri. Thunderbolt mechanics are Artie Kramer and Bill McNamee; brakemen, Artie Beckenhausen and Scottie McLean. Ticket taker is Marvin Strakes. Spitfire operators are Winn Palkus, George Whitaker and Al Bostian. Bubble Bounce operator is Charles Sinclair and ticket taker, Harold Todd. Tunnel of Laifs operator is Joe Ross. Hi-Ball operator is Johnnie Jones; ticket taker, Jack Kramer.

Harvey Glassman, who is a student in accounting at the University of Illinois and grandson of Sam Steinhardt, manager of Sindell's Girlie Show, has been installed as ticket seller for the remainder of the season. . . . Harry Nelson moves his baseball striker out of his Coney shop to the Mineola (L. I.) Fair for September 11-17 week. . . . Isadore Sperber, formerly a real estate, has no assistants, and has piloted 40 units of Pockerinos all by himself the last three years on Surf. . . . Julia Gerity, warbler, has shifted from Sindell's stable to the Buxbaum's Shamrock Irish house.

Fred Canfield's three concessions and two bottle games, one on Jones Walk and the other on the Bowery, and 10 units of the Star ball-rolling game, keep General Manager Leo Shushan busy; Sam Richman is at the Star, and Richard Weaver, former movie actor, and Al Sheffield are at the bottles. . . . Sid and Lou Daniell, after the Island season, take their balloon game and riding toss to the Allentown (Pa.) Fair, opening September 17. . . . Morris Davis, 23 years a frozen custard dealer, operates four units on Surf and West 10th in front of the Cyclone, with Mike Soliz managing, and two Davis daughters, Barbara and Bertha, and Marguerite Drohy, assistants. . . . Bob LaVerne, talker, moves from

Dave Rosen's freakery to burlesk, in which he will do a specialty act for 20 weeks in Hirst Circuit houses. . . . Tirza, Winc Bath Girl and Bettis Lee, dancer with the show, are graduates from the same Public School, No. 69, New York.

Prompt action for the City of New York to approve the construction of the long proposed Aquarium, to cost \$7,100,000, was urged by Park Commissioner Robert Moses recently. Cost includes \$600,000 for the installation of exhibits and would be borne equally by the city and the New York Zoological Society. Moses also proposed an agreement between the city and the society whereby the project would be expected to be self-sustaining from admissions fees of 35 cents for adults and 15 cents for children under 12.

## Elements Hex Eastern Spots

NEW YORK, Aug. 26.—Business at the beach resorts along the New Jersey, New York and New England Atlantic coastal areas was almost completely washed out by heavy rains and rough surf the past weekend.

Saturday (19) was not a complete blank for the bigger resorts, as thousands of out-of-towners arrived at such spots as Coney Island and the Rockaways by charter busses or excursion boats. Rain held off most of the latter part of the afternoon and evening and rides, shows, eateries and concessions chalked up fair business. Bathing establishments and boardwalk concessionaires were harder hit, as rough surf and spray drove most of the visitors away from the beach and into the amusement areas.

Turnouts, Saturday (19), at Coney Island, the Rockaways and Jones Beach were about a third of normal. Rockaway Beach reported 300,000 visitors and Jones Beach registered 50,000.

Jones Beach held its 13th annual Circus Day Wednesday (23). Feature attraction was Gangler's Circus, with its dogs and ponies, clowns and trained bear.

Both Coney Island and Rockaway Beach are included in expansion projects of the New York Park Department for 1951. Budget for 1951 include the Park Department's request for \$17,197,000 for expansion of New York's park system. Among the projects listed are additional recreational facilities at Rockaway Beach, to cost \$180,000, and development of auto parking lots, with a capacity of 840 cars, on city-owned plots fronting on the Boardwalk at Coney Island.

## Blaze Destroys Arcade At British Shore Spot

LONDON, Aug. 26.—Large amusement arcade building in Dreamland Park, at the popular shore resort of Margate, was completely destroyed by fire the night of August 8.

The arcade, built in 1932, covered almost an acre and was occupied by a shooting gallery, games and concessions, all of which were destroyed or badly damaged. Fire was brought under control before it could spread to rides and attractions.

## Conn.-N. Y. Trips Extended

BRIDGEPORT, Conn., Aug. 26.—Officials of the Meseck Steamboat Company, Inc., announced this week that John A. Meseck, excursion boat operating daily between this city and Rye Beach, N. Y., will run thru September 9, instead of discontinuing operations September 4 as previously planned. Spokesmen said that the Rye Beach trips this year have proved successful.

# NAAPPB Summer Session Attracts 85 Ops, Suppliers

(Continued from opposite page)

graphical cross section of membership. Operators from New England to Louisiana and Oregon were on deck. Distinction of being the greatest distance from his home base went to John T. Gibbs, Seaside, Ore.

### Take River Cruise

Luncheon and dinner at Coney's outstanding restaurant accented the hospitality. The afternoon was free for inspection of the operation and a cruise on the Ohio river aboard the Miss B, a chartered vessel, attracted a large portion of the group.

Evening festivities again centered at the ballroom. A number of the members stayed over until Thursday and several made stop-overs at Le-Sourdsville Lake Park, Middletown, O., and National Amusement Device Company's plant in Dayton, O., on their way home.

### Registration Lists

Registration lists included: Fannie Hubbs Mason and Elmer Mason, Holyoke, Mass.; T. J. Tamblin, Chattanooga; William W. Muar, Mr. and Mrs. Donald Colvin, James Donovan, and Frank Kaufman, Roseland Park, Canandaigua, N. Y.; Mr. and Mrs. T. Cavaller and Edward Campbell, Idora Park, Youngstown, O.; Mrs. Pearl Visoky and Mrs. Pearl Stockton, Puritas Springs Park, Columbus, O.; H. P. Schmeck, Philadelphia Toboggan Company, Philadelphia; Anton J. Femoglio, Arogon Park Pool; Mr. and Mrs. E. E. Freeland, Conneaut Lake Park, Conneaut, Pa.; Mr. and Mrs. Nicholas Twell, Dreamland, Huntington, W. Va.; John A. Carpillo, Dogem Corporation, Lawrence, Mass.

John A. Carlin and Mrs. Elizabeth Fischer, Carlin's Amusement Park, Baltimore; Chauncey A. Hyatt, Hologen Supply Company, Chicago; Mr. and Mrs. Frank J. Philipps, Philipps Swimming Pool, Cincinnati; Fred J. Wesselmann, Ralph G. Wachs, Edward L. Schott, and Shirley Watkins, Coney Island, Cincinnati.

Tom Burke, Glacier Orange Company, Cincinnati; John L. Coleman, Riverview Amusement Park, Indianapolis; Robert L. Plarr, Dorney Park, Allentown, Pa.; E. E. Foehl and Joseph L. Barnes, Willow Grove Park, Willow Grove, Pa.; G. D. Kincaid and C. J. Carmine, Joyland Park, Lexington, Ky.; Robert Langenwalter, Joyland Park, Wichita, Kan.; Fred W. Pierce Jr., Fred W. Pierce & Company, Detroit; Mr. and Mrs. Otto Criss and A. Moorman, Sandy Beach Park, Russels Point, O.; R. M. Spangler, Rolling Green Park, Sunbury, Pa.

### Ops Suppliers In

Carl Sinclair, Meyers Lake Park, Canton, O.; Mr. and Mrs. B. H. Brockway, Concession Supply Company, Toledo; Mr. and Mrs. H. L. Walter, New Toledo Beach, LaSalle, Mich.; Harry J. Batt, Pontchartrain Beach, New Orleans; Fred T. Lauerer, Lauerer Bros., Chicago; A. B. McSwigan, C. E. Henninger, and Robert F. Hcnninger, Kenneywood Park, Pittsburgh; Frank J. Meneur and Mr. and Mrs. C. Meyer, Exhibit Supply Co., Chicago; F. W. A. Moeller and "Turk" Nelson, Waldamir Beach Park, Erie, Pa.; Mr. and Mrs. William B. Schmidt, Riverview Park, Chicago; John T. Gibbs, Fascination Games, Seaside, Ore.

Paul H. Heudepohl and Miss Belle Cohn, NAAPPB, Chicago; Miss Ruth Meyer, Chicago; J. L. Campbell, J. L. Campbell Company, Baltimore; Aurel Vaszin, William de L'horbe Jr., and H. D. Keefer, National Amusement Device Company, Dayton, O.; Mr. and Mrs. J. R. Singhiser and Mrs. Marie Brinkman, Fontaine Ferry Park, Louisville; Ida E. Cohn, Chicago; Don Dazey and Walter Delseamp, Le-Sourdsville Lake, Middletown, O.; Mr. and Mrs. L. L. Custer, Custer Specialty Company, Dayton, O.; Walter Evans, William Sachs and Tom Parkinson, The Billboard; Harold K. Barr and V. Sturbin, Washington Park, Michigan City, Ind.



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## Kansas City Zoning Opinion Threatens Three Kiddielands

KANSAS CITY, Mo., Aug. 26.—One kiddieland here has been ordered closed and two others face a similar fate as a result of zoning rulings by the city.

A. N. Rice, operator of a kiddieland which opened this summer, was ordered to close and a license refund was ordered for him after a city legal opinion defined the operation as an amusement park which could not be permitted in that zone of the city.

Earlier the kiddieland had been classed in the same group as carnivals and thus qualified for permits. Rice had not closed at the end of the five days allowed him by the city.

Subsequently, action was started against Pla-Mor, Inc., operator of a kiddieland at one location and a combination pony ride and miniature golf course at another spot.

## Steel Pier Extends Run Thru Sept.

ATLANTIC CITY, Aug. 26.—Instead of the early September closing originally planned, George A. Hamid, Steel Pier operator, announces that he will keep the spot open thru the month. It is planned to present week-end shows featuring name bands and stagshows, movies and additional attractions.

Frank Sinatra, who appears at the pier September 1-4; ork leaders Charlie Spivak, Art Mooney, Lee Vincent, Sam Donahue, and such stage attractions as Alan King, the Montana Kid, Roy Douglas and the Taylor Brothers are some of the entertainers scheduled to play the pier during September.

Special events slated for September include the Miss America beauty pageant during Labor Day week-end and a Shriners' Fall Frolic, September 15-17, which will bring 20 Temples from mid-Atlantic areas to the resort.

## NAAPPB Show Nears Sellout

(Continued from page 66)

Clemens, Mich.; Krispy Kist Korn Machine Co., Chicago; Lusse Bros., Inc., Philadelphia; Manley Inc., Kansas City, Mo.; Messmore & Damon, Inc., New York; Miniature Train Co., Rensselaer, Ind.; Mike Munves Corp., New York; National Amusement Device Co., Dayton, O.; Northwestern Bottle Co., St. Louis.

Orange Crush Co., Chicago; Overland Amusements, Lexington, Mass.; Perey Manufacturing Co., New York; Philadelphia Toboggan Co., Philadelphia; Poblacki & Sons, Milwaukee; Port Morris Machine & Tool Works, New York; Pretzel Amusement Ride Co., Bridgeton, N. J.; Rocket Express Systems, Oak Park, Ill.; Saunders Manufacturing & Novelty Co., Cleveland; B. A. Schiff & Associates, Miami; Scott Port-A-Fold Seat Co., Archbold, O.; Seltner Manufacturing Co., Fairbault, Minn.; Sparkler Manufacturing Co., Mundelein, Ill.; Steel City Co., Youngstown, O.; Sutphen Products Corp., New York; Theel Manufacturing Co., Leavenworth, Kan.; Thrift Novelty Co., Denver; Traver Enterprises, Inc., Painesville, O.; Van Camp Do-Nut System, Chicago, and Verd-A-Ray Corp., Toledo.

## Mass. Solons Kill Beach Grab Move

BOSTON, Aug. 26.—Gov. Paul A. Dever's recommendation for a new State agency to expand and improve public beach facilities was killed Tuesday (15) by a 108-89 vote in the House. The House rejected a compromise bill passed by the Senate, which can be revived now only by a special message from the governor.

Beach legislation, virtually the last remaining bill before the House, had been the subject of controversy during this session of the Legislature. Opponents blasted the measure as a State land grab and said it was a plan to make honky-tonks out of Massachusetts beaches.

## St. John Considers Funspot

ST. JOHN, N. B., Aug. 26.—The city has authorized a survey for possible municipal operation of a park, with concessions, bandstand and dance pavilion, on the mainland and islands at the mouth of the St. John River. Action followed a Dominion rule that development of an amusement park there would not be permitted.

## Lakeside Gate Okay But Other Facets Fall Off

(Continued from page 66)

ing with Glen Gray May 12. Others were Jimmy Dorsey, George Olsen, Les Brown, Frankie Carle, Tex Beneke, Blue Barron and Claude Thornhill. Each played a two-week stand except Brown, who was in for one day.

Attendance at the dances was below expectations and Krasner said the future of this policy is being weighed.

Midget auto racing failed to produce attendance figures equal to past seasons at the stadium and speedway. Auto giveaways and stock car races were introduced to hype attendance. The success of stock car events, assures skidding of more such events.

An ultra-modern cocktail lounge, Riviera Club, putting in its first full season, is proving a moneymaker. Four speedboats now are operated on the lake. The funspot also operates an indoor swimming pool.

## Rutner Assists

Assistant to Krasner is Marjorie Rutner. Other key employees include Hugh Thornsberry, maintenance superintendent; Pete Giovanni, master mechanic; Vincent Martella, assistant mechanic; Jack Hoffman, electrician, replacing John Flohr who retired this season after 39 years at the park; Pauline Haddon, chief cashier; Carolyn Imes, office manager; Isabel Smart, assistant bookkeeper, and Jeanette Meyers, Laura Collins and Aline Swenson, assistant cashiers.

Bob Ware is the midget auto race manager; Bill Asay, assistant and track manager; Charles Byers, ballroom manager; Raymond Isley, assistant; Chet Brum, college promotion manager; Carl Parker, pool manager; Roy Whitfield, assistant; Herman McCoy, Funhouse manager; Carl Wallenstrom, ride foreman; Lyle McLaughlin, speedboats; Leo Peterson, park police; Ray Henry, Riviera Club manager; Thomas Clifford, pedestrian gate keeper, and Andrew Yancek, auto gate keeper.

James Stewart and Ross Stevenson operate the miniature steam train. William C. Gibson operates the Diesel train. All three are former railroad locomotive engineers. Mrs. M. Rutner, assisted by Toby Egan, Julia Karns and Anna Fottrell, operates the catering service. Jim Farquhar is account executive of Max Goldberg Advertising Agency for park advertising and publicity.

## Paragon, Nantasket Spots Set Bargain Nights, Days

HULL, Mass., Aug. 26.—Special promotion for Paragon Park and Nantasket Beach called Bargain Nights, with all rides set at 14 cents, was announced this week, with Tuesday and Thursday nights designated for the special price.

Bargain days for children under 12 at Nantasket, which went into effect yesterday (25), offers 10 rides, regularly \$2.50, for 90 cents until 6 p.m. The Nantasket Boat offered a round trip for the kids to the spot, regularly 70 cents, for a quarter.

## Ocean Beach Eliminates Night Admission Charges

NEW LONDON, Conn., Aug. 26.—Ocean Beach Park Board, which supervises the city-owned-and-operated funspot here, voted to eliminate admission charges at the park after 7 p.m. nightly. The board also asked that the city council provide \$700 more in the 1950-'51 beach budget to cover pay increases for beach personnel.

September 10 has been set as closing day for Ocean Beach.

# WOM SCORES BIG AT OTTAWA

## Hennies Gets Strong Start At D. Moines

### First Day Gross Up 26%

DES MOINES, Aug. 26.—Hennies Bros.' Shows, here for the Iowa State Fair, registered a big opening business Friday (25) that added up to a gross 26 per cent ahead of last year's opening day. Rain threatened to slow Saturday's business.

The midway increase was scored altho the fair gate's figures of 60,663 showed total attendance was below the corresponding day last season.

Top money winner among shows was the Motordrome. Second spot went to Ice Classic, which has added a low stage since its Springfield, Ill., appearance. Bill Naylor, Hennies press man, said the ice show gross here Friday nearly equaled a full week's take at the Illinois annual. Following in order were Hodges Side Show, Holiday in Tropicanna and Showboat.

Winner of biggest gross among the rides was the Scooter. Crazy Cruiser, which is spotted across from the office wagon here, admitted 4,500 persons by 9:30 p.m., Friday, to put in its best day's business. Previously, it has been in the back end.

## Joyland's Fair Biz Matches '49 Figures; Still Dates Decline

CROWN POINT, Ind., Aug. 26.—Thomas Joyland Shows, owned and managed by L. I. Thomas, was running a few percentage points below '49 here Thursday (24), with two days of the Central States eight-day fair yet to go. Kid's day Tuesday (22) drew large crowds, and more than 25,000 9-cent ride tickets sold.

Org is in its fifth fair here. Grosses at fairs have been running about even with last year, according to Thomas. Still dates were off due to weather, he said. The Thomas unit next week will move to Rantoul, Ill., with fairs to follow in Illinois, Indiana, Ohio, Kentucky and West Virginia.

A new Dipper, from the Allan Herschell Company, Inc., North Tonawanda, N. Y., and a Speed Boat Ride by King Amusement Company, Mount Clemens, Mich., were added here. Org had 22 rides in the line-up, 42 shows, and over 60 concessions.

Staff is unchanged from the season's opener. In addition to Thomas, Mrs. L. I. Thomas is secretary-treasurer; Buck Saunders, general agent and publicity; Ross Reed, concessions manager, and Henry McCauley, Diesel superintendent.

## Ike Lepley Victim Of Trailer Blaze

MASON, Mich., Aug. 26. — Ike Lepley, chef with the Steven's cookhouse at the Ingham County Fair here, died when the trailer in which he was sleeping caught fire.

Death apparently was from suffocation.

## La Rand, Manager Married at Toledo

TOLEDO, Aug. 26.—Sally Rand and her manager, Harry Finkelstein, were married here Wednesday (23) while in the city with Cavalcade of Amusements.

Harold (Beck) Rand, brother of the bride, attended, and Julian Cole, publicity man, was best man. The ceremony was performed by a justice of the peace shortly after 200 persons watched the couple apply for their license.

Miss Rand, born Helen Gould Beck, said she was 46 years old, and had been divorced from Thurkel Greenough about three years ago. Finkelstein, 40, has been married twice before, once to Georgia Sothorn, dancer. He has managed the Rand show for some time.

## Pomona Signs Crafts Third Year in Row

### Contract Same as '49

POMONA, Calif., Aug. 26.—Orville N. Crafts' 20 Big, Exposition and Fiesta shows will be combined to play the Los Angeles County Fair opening here September 15 for 17 days. The contract, calling for the Crafts' shows to play here for the third straight year since the war, is virtually the same as other years. C. B. (Jack) Afferbaugh, fair's president and general manager, said.

Rumors earlier in the year that the fair would set up an independent midway failed to materialize, with Crafts signing to handle the fun section. Afferbaugh said the fair had constructed concession booths for 300 feet on each side of the entrance to the new carnival area and was taking care of these sales. All of the area in the carnival zone is being handled by the shows.

Crafts moves in here following the close of the California State Fair, Sacramento, September 10.

## Polio KO's Smith Booking

SCALP LEVEL, Pa., Aug. 26.—Contract held by the George Clyde Smith Shows to play New Castle (Va.) Fair, September 4-9, has been cancelled by the fair board due to a polio epidemic in that area, reported F. A. Norton, of the Smith organization.

John Howard joined Virginia Greater Shows at Crisfield, Md., with his Mickey Mouse Circus. On the same org, Cane Rack is now operator of the short-range gallery, and Rex Allen is slated to join with a Girl Show. . . . Mr. and Mrs. Jim Cooper visited the shows during the Crisfield date.

## Gross Climbs 10G in 3 Days, Indicating \$150,000 Handle; Special Rail Move Granted

### Bergen Awarded 1951 Pact; Flash, Power Mark Midway

OTTAWA, Aug. 26.—With two of the best days remaining, Frank Bergen's World of Mirth Shows were a hefty \$10,000 ahead of last year and heading for a \$150,000 plus handle at the Central Canada Exhibition here. Continuing favorable weather, apparently the only factor of consequence, is promised for today's final sessions.

Bergen was awarded the 1951 midway contract yesterday (25). The occasion marked only the second time that the fun zone contract has been awarded prior to the regular winter meeting. The first was last year when Bergen won the contract.

Thru yesterday the edge was taken off the joyousness of the occasion when it appeared that the show's physical equipment would be stranded here until Canada's nationwide railroad strike was settled. The org, scheduled to open at the Champlain Valley Exposition, Essex Junction, Vt., Monday (28), was faced with the possibility of a gilly move.

However, A. R. Mosher, president of the Canadian Brotherhood of Railway Employees and Transport Workers, announced yesterday that the World of Mirth would be allowed to make its scheduled move to Burlington, Vt.

Permission was granted after Bergen, George A. Hamid, grandstand impresario, and Jim McHugh, of The Billboard, visited the American embassy to make an appeal on behalf of the American organization and its personnel of 750. Mosher was contacted by embassy officials and permission of the special move was granted by a joint strike committee meeting held in Montreal.

Prior to receiving the special permit, Bergen, Bernard (Bucky) Allen, concessions manager; L. Harvey Cann, traffic manager, and Gerald Snellens, general representative, were working around the clock in an effort to devise a way of moving to Essex Junction in the event the rail strike would not be settled. The possibility of trucking 40 carloads of equipment across the border resulted in minimum bids of \$30,000, an impossible fee.

As things stand now the cars need only to be moved five miles over strike-bound tracks to the still operating New York Central. Rather than gamble with the possibility of making the move, Bergen had earlier sought to obtain 35 system flats from the New York Central. This would have made it possible to move the bulk of the equipment even tho a haul up to 18 miles might have been involved.

Aiding the increased fun zone take was an upsurge in attendance. The

gate hit 217,139 in the first three days, an increase of about 27,000 over 1949, and of nearly 50,000 over 1948. On opening Monday (21), Kiddies' Day, the midway gross jumped \$4,000, and Tuesday (22) the take soared \$3,000 over last year's handle.

### Moderate Fees Charged

The tremendous take is especially notable in view of the 10-cent top fee for moppets which holds good thruout the week, and the 50-cent top which applies to all other segs, including wagon front units. Bergen (See WOM Scores Big on page 78)

## Stockton, Calif., Yields Okay Biz For Foley & Burk

STOCKTON, Calif., Aug. 26.—Foley & Burk Shows, in the eighth day of its nine-day stand at the San Joaquin County Fair here, reported business satisfactory.

The West's only railroad show will move from here to San Francisco for a centennial celebration. Opening this year in Hanford, the org followed its usual procedure of playing only California towns. It has not appeared outside the State in 20 years.

Here, F & B had 10 major and 4 kid rides, 5 shows and about 35 concessions, 17 of which are owned by C. F. Albright. Albright also operates the Penny Arcade.

Personnel for the Albright concessions include:

M. E. Ellison, treasurer; James H. McGoughlin, stockman; Cookhouse: William Bagg, mgr.; Mittle Bards, J. C. Schoonover, Contr. Kroger, Bud Brand and Ted Macka. Grab: Jay Bencher, Lois Bencher, Mary Hurbut and T. J. Sneed. Bingo: Ted Texera, Mary Texera and Manuel Perira. Bird wheel: Ernie Santanni; ham wheel: William Lindstedt; grunt derby: Barton Silver; balloons: James McGoughlin; bottle game: Nick Perira; long range: Dave McCarron; fish bowl: John Munn Jr.; string store: Creighton Hayward; duck pond: Archie Wilson; coke bottles: Ronald Toothman; scales: Bill Quinn and George Kilgore; corn-on-the-cob: A. L. Baker, and arcade: Robert Dignan, Harry Starr and Gordon Bell.

### Concessions

Independent concessions: Grocery wheel, Barney Stevens, owner; Leona Stevens, Grab; Ernest Fitzgerald, Flossie Fitzgerald and Henry Finch, Ball game, balloon store, cork gallery; Bill Cavensub; owners: Marion Keikelston, Ernest Wiseman and Walt Russell. Party pups: Clara and Vic Fisher. Balloon store and cuckoo clock wheel: Walter Weljchka, owner; and Dollie Pennington, Duck pond; Frank Latten; spot stand, Frank Galter; Sr.; candy floss, Euri Wright, and Ted and Artie Wright, Johnny Darling, Boyd Armitage, Pauline Berth and Louis Sneed. Doll wheel: Chickie and Johnny Provansall. Ham store, fish pond, bird wheel, glass wheel: Louis Cecchini, owner; Hugh Randolph, manager; Charlotte Randolph, Johnny Nelson and Ray Todd. Photo gallery: Ebel and Lee Smith; shooting gallery, Lee Smith, Jack Ross; monogrammed hats, Dorothy and Newton Slove.

### Rides

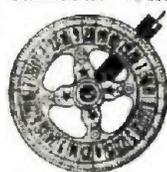
Kid rides (independent): Airplane, Bernice Summers, owner; Rocket; Dollie and Gene Cardosa. (Others show owned.) Side Show; A. J. Budd, owner; Marie Ledoux, manager and outside talker; Don Hill, talker; Tommy Kenney, Bill Pennington, tickets; Dollie Burtes, lecturer; Rosie Hill, electric girl; Ernie Francis, mentalist; Ruth Edwards, sword box; Johnny Mullens, fire-eater; Mignon, penguin girl; Schiltze, pin-head; Georgie, two-headed baby, and Joyce Sams, alligator skin girl.

## The Commies and You

On Page 3 of this issue Ben Atlas, chief of The Billboard's Washington Bureau, outlines the Communist effort to infiltrate all American industry, including show business, and reviews thru interviews with top legislative and judicial personalities the adequacies and inadequacies of our present and proposed laws to combat the Commie menace. On the first page of the Radio Department in this issue there is a list of organizations declared subversive by the Department of Justice and the Attorney General, many of which are actively waging Communism's war against this country. We urge you to read these items.

**NOW DELIVERING!**

**New**  
Apex 4 Star  
**Carnival Wheels**



Apex 4 Star  
**BINGO BLOWERS**



Complete Bingo  
Supplies, also  
Amplifiers  
**SEND FOR FREE  
CATALOG**

Heavy Duty Mounted  
**BINGO CARDS**  
in various colors

**MORRIS MANDELL, INC.**  
26 East 13th St. (Dept. 3) New York 3, N. Y.  
Phone: ALgonquin 5-5912

**Pla-Park Shows**

**WANT FOR**

**GRAND PRAIRIE, TEX.**, Aug. 28-Sept. 2;  
**CLEBURNE, TEX.**, N. CENTRAL FAIR,  
Sept. 4-9;  
**CORSICANA FAIR AND RODEO**, Sept. 25-30;  
**LIBERTY TRI-COUNTY FAIR**, Oct. 17-21;  
**PASADENA FAIR AND RODEO**, Oct. 23-28  
(over 200,000 advance sales tickets);  
**BAYTOWN FAIR AND EXPO**, Oct. 30-  
Nov. 4;  
**EAST END LIONS' CLUB FAIR**, Houston,  
Nov. 6-12;

Other fairs pending.  
Shows and rides not conflicting, with own  
transportation. Want: Concession Agents  
who know us, come on.

**BOB HAMMOND—RALPH WAGNER**

**FOR SALE**

**1949 Concession Trailer**

17 Ft. Long with Living Quarters, has Bottled  
Gas and Electric Refrigerator. Now is used  
for jewelry, can be used for other things  
with little or no alterations. Owner must sell  
and will sacrifice because of other business  
interests. Trailer can be seen at the follow-  
ing Ohio fairs: State Fair, Columbus, Aug. 26-  
28; Sept. 1; Canton, Sept. 4-10; Wooster, 12-16.

**P. MORRIS**

**CARNIVAL PLASTER**

**HIGH GLOSS AND TINSILED**

at Mattel's on Madison Street. Large stock  
on hand, 77, 106, 251 E. O. Louisville.

**G. C. J. MATTEI COMPANY**

927 E. Madison  
Louisville 4, Ky.  
Phone Jackson 1277

**FOR SALE**

1 Semi-Trailer, built for Walkaround Show,  
35' long, \$750.00; 1 Mirror Show, 10 mirrors,  
12x20 Top, Banner, P.A., \$750.00; Con-  
cessions—4 Country Store, Penny Pitch, Aero-  
plane, P.C., P.C. Wheel and others, around  
\$200.00 Stock, all \$300.00; 1 Poscorn Trailer,  
Aluminum, all Glassed in with Enamel Asale  
Kettle and Sno Cone Machine, \$250.00;  
1 Studebaker Commander to pull same,  
\$500.00 or \$400.00 takes all.

**GEORGE H. BANKS**

1361 Penn  
Denver, Colo.

**DICKERSON SHOWS**

**CAN PLACE**

For all fairs starting in North Carolina

next week.  
Few more Stock Concessions, Bingo and  
Grab. Fred Munn, answer. Don Johnson has  
for sale one Educated Horse, 3 years old;  
does 20 tricks. Also one Saddle. All replies  
Dickerson Shows, Earl Miller, Bus. Mgr.,  
Lakeview, S. C.

**CLARENCE THAMES**

**WANTS GIRLS**

Pay Every Night.

Wire, don't write.

**Jerry Ingram, Billie Jean,  
Maemartin, contact.  
Woodstock, Virginia.**

**LESLIE'S TRAILER PARTS AND ACCESSORIES**

Complete line of Trailer Parts and Accessories  
available at all times. Mail orders our specialty.  
Shipments made within 24 hours to all points  
in the U. S. A. Write for free catalog.  
1920 Stewart Ave., S. W. on Highway 41 going  
south, Atlanta, Georgia. Fairfax 1626.

**ATTENTION**

Showmen or circuses. Ideal location for winter  
quarters. Plenty room, fishing, hunting, safe  
and camp; high power electric line, gas; supply  
tows rose by. Phone 2402, Donaldsonville, La.,  
or write Belle Rose, La. Camp Bayou Corne.

**LOUIS AUCOIN**

**MIDWAY CONFAB**

The Great Nahala, magician, recently  
joined the Gulf Coast Shows. . . Mr. and Mrs. Ray Balzer, now  
out of showbiz, renewed ac-  
quaintances on the Royal American  
Shows when the org played Su-  
perior, Wis. The Balzers were en  
route from Milwaukee to visit relatives  
in Northern Minnesota. . . E.  
A. (Burt) Denham, with the Ted  
Webb frozen eustard concessions this  
season until he became ill, is in the  
John Moses Veterans' Hospital,  
Minot, N. D., and would like to hear  
from friends.

J. C. McBride, who recently suffered  
a stroke and was hospitalized, is  
reported to be up and at it again  
down Amarillo, Tex., way. He has  
been working for trade journals  
the last few years. . . Peggie Ewell,  
with the United States Shows, in-  
fores that she has added 35 feet to  
her Python Show and purchased all  
new banners. According to Peggie,  
the new fluorescent-flashed front  
has increased biz 40 per cent over  
last season. Dava Kerwood is out  
front. . . George (Amber) West and  
Roxanna Fink, on the United States  
Shows, purchased a new Illusion  
Show, Flashed under blue canvas,  
with fluorescent lighting, biz has  
been good, according to George.

Charles K. Sleet, trouper for many  
years and better known as Prince  
Yellow, is in the Mobile (Ala.)  
County Home recuperating from an  
operation and would like to hear  
from friends. He can be reached  
at R. R. 7, Box 59, Mobile. . . Ill-

ness kept L. C. King, special agent,  
off the road for the first time in 40  
years. King adds that he was given  
a surprise birthday party by Lady  
Jacoba at her Deer Park, L. I., N. Y.,  
August 13. Among those attending  
were Mrs. E. Jacobs, Wally Bledsoe,  
Mr. Alberis, Doc Hubert, Mrs. J.  
Burghardt, Mrs. Anna Angle and  
Mr. and Mrs. Thomas. . . G. O. Case  
has returned to Burdick's Greater  
Shows from his home in George-  
town, Miss., where he buried his  
sister-in-law.

Mrs. Ada Dufour has been dis-  
charged from the Jewish Hospital,  
St. Louis, where she underwent 11  
weeks of treatment for arthritis. . .  
John Gallagher, owner of Play-  
land Shows, recently entered the  
Harper Hospital, Detroit, for treat-  
ment of a hip condition. . . Paul  
Greeley, secretary of the Michigan  
Showmen's Association, was in Bay  
City, Mich., recently for the benefit  
jamboree staged on the Cetlin &  
Wilson Shows.

Stella Ackley, wife of A. V. Ack-  
ley, is in Riverside Hospital, Miami,  
and anxious to hear from friends. . .  
Billy Clark is back in Miami  
for a brief vacation before beginning  
his winter activities. . . It is re-  
ported that Louis Condell, of the  
Endy Bros.' Shows, was injured re-  
cently en route to Johnstown, Pa.,  
but details are lacking. . . Cecile  
Bowen has returned to Los Angeles  
after several years in Texas. . .  
Ray and Daisy Marion, who have  
been sojourning in the Catalina Is-

**JUNIOR MILITARY ACADEMY**

Chicago's only military school  
for small boys, ages 6-15



Homelike atmosphere. Small  
classes, individual attention  
Progressive education. Quali-  
fied instructors. Comfortable  
dormitories; modern facilities.  
Gym. Many extra curricular  
activities; all sports, hand.  
Fall term Sept. 11. Tuition \$78  
per month. Camp Homestead  
Lodge (boys 6-14) affiliated

Col. Robt. W. Coe, Depr. B.  
5026 Greenwood Ave. Chicago 15, Ill.

**STAR AMUSEMENT CO.**

**WANTS**

Stock Concessions except Ponds, Bell Racks;  
Glass Pitch open, privilege \$21.75. Side Shows  
of merit. Athletic Show talent, in and out,  
at once. Ride Help—A-1 Wheel Man or Merry-  
Go-Round Man who can drive and must stay  
sober. Full pay every Wednesday on this  
show; no promises. Need you now. We have  
proven route that is always the best. Will  
keep out small unit after Nov. 1 in best ter-  
ritory. Would book one Flat Ride now, Bay,  
Ark., Fair this week; Hazan, Ark., Fair,  
Sept. 6-9. Wire or come on.

**B. E. MILLER, Mgr.**

**FREDDIE'S BINGO**

New 30x40 Walk-In.

Well stocked. Available week  
September 18. Preferably in  
Pennsylvania. Wire or call

**FRED BLYTH**  
ANGOLA, NEW YORK

**WANTED**

Foreman for No. 5 Ell and Mix-Up; must  
drive; top salary if you can produce. Agents  
for Skillo and Roll-down, Hinky Panks, come  
on, low privilege. Managers with talent for  
completely framed Girl Show.

**YOG'S SOUTHERN AMUSEMENT**

Belton, Tex., Aug. 30-Sept. 1; Robertson  
County Fair, Franklin, Sept. 11-16; Walter  
County Fair, Sept. 16-24.

**FAIRWAY AMUSEMENTS**

Want now: Ride Help for Tilt, Jenny, Wheel,  
Prefer Semi Drivers with license. Good  
Bingo Caller, Fun House Man, Concession  
Agents, Ticket Sellers. Contact

**C. A. BAIN**

Lake Rhea, Attala, Ala.  
Small Fairs in Mississippi, Arkansas, wire.

**PURVIS SHOWS**

Want for Firemen Celebration, Aug. 28-  
Sept. 2, Gloucester County, Bens, Va.; fol-  
lowed by Providence Forge, Va.; then Kil-  
marnock Colored Fair; then Powhatan Fair,  
Hinky Panks, Photos, Mitt Camp, Fish Pond,  
Duck Pond, Penny Pitch, Small Grab, Nov-  
elties, Candy Apples, Poscorn. Edith Rice,  
Pauline Wilson, Elmer Wilcox, come on or  
wire, also Pete Stevens. All answer this  
week Bens, Va., Care Fire Dept.

**SHUFORD STANFORD**

Important you contact

**CHARLES A. LENZ**

1492 4 St. N., St. Petersburg, Florida, or  
Citizens Casualty Company  
116 John St., New York City  
On accident May 19, 1948

**WANT AGENTS**

For Skillo, two Count Stores, Pin Store and  
Hinky Panks, Eldorado Springs, Missouri, now,  
Labor Day spot; then Morris County Fair, Ver-  
sailles, Missouri. Other fairs to follow in  
Southern Missouri and Arkansas. Contact

**CONCESSION MANAGER**

**MOUNTAIN STATE SHOWS**

**RITA RAYE WANTS**

Girls or Impersonators for Girl Show, Talkers  
for same. This show works every week. Also  
Talker for Side Show, Darl Arnette, Day Sherry,  
Billy Dean, Ted Blank, Jack Boyer, Dick King,  
Conan, Rita Raye, c/o Dumont Shows, Wash-  
ington, N. C.

**FOR SALE**

**LONG RANGE GALLERY**

Mounted, Short Range mounted, Custard  
mounted on truck, Smith & Smith, Chudropane,  
Kiddie Train and track complete. JOE E. KAUS,  
Wrightsville Beach, N. C.

**EVANS' NEW CIGARETTE WHEEL**

**NEW FLASH!**

**NEW EARNING POWER!**



Great new fast playing cigarette  
store! Plenty of punchy appeal! 40'  
wheel operates on excellent per-  
centage, giving from 2 to 5 packages  
of cigarettes on every spin, with ball  
indicator adding live-action bally!  
Beautifully colored, mounted on  
nickel-plated stand at about 45  
degree angle. Evans quality-built  
to give you many seasons of big  
earnings. This is the right one!  
Don't wait!

Write for information and latest catalog.

**H. C. EVANS & CO.**  
1524 W. Adams St. Chicago 7, Ill.

**HORSE RACE WHEELS • BIG SIX WHEELS**

All Other  
Types, Too



**MONEY WHEELS • PENNY PITCH BOARDS • MER-  
CHANDISE WHEELS • OVER-UNDER • LAY DOWN  
CLOTHS • BEAT THE DEALER • DICE CAGES • CHUCK-  
A-LUCK • ELECTRIC PENNY PITCH • PENNY PITCH  
CLOTHS.**

Write for Catalog • Buy Direct and Save

**CARDINAL MFG. CORP.**

430 Keap St. Brooklyn 11, N. Y. Evergreen 7-5027

**BAKER'S GAME SHOP**

**THE BEST, NOT THE CHEAPEST**

Wheels, all sizes, both flat and upright; Skillo, Spindies; Tracks, 12, 15 & 24 numbers;  
Chuck and P. C. Wheels, Bazaar Mide Wheels, Baker Four Ball Trucks (also may style  
old fashion Buckets), new Six Cats and Big Tom, Razies, Roll Downs, Charts and  
Poni End Board Outfits, Wheel Laydowns, Under and Over Cloths, Beat the Dealer Cloth;  
new Country Store Slum Spindie size 28x28 inches; new Ping-Pong Blower Alley, all  
lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned  
here.

**CATALOG TO PROFESSIONAL OPERATORS ONLY**

8108 DESOTO

DETROIT, MICHIGAN

**FOR SALE—24 SEAT CATERPILLAR**

Recently overhauled and painted; in good shape. May be seen in  
operation at Silver Lake Amusement Park in Virginia, Minnesota.

**Virginia Fire Department Relief Association**  
Virginia, Minnesota

# SHOW TENTS

CARNIVAL — CIRCUS CONCESSION QUALITY and FLASH WORKMANSHIP SERVICE

Ask the man who owns one. 30 Years' Experience **BILL SANDERS**

## AMERICAN TENT & AWNING CORP.

132-4-6 W. Main St., Norfolk 10, Va.

### AGENTS WANTED

For Fish Pond, Cork Ball Games, Glass Pitch, Also Bingo Help. For our nine Alabama and Mississippi Fairs, including Columbus and Meridian, Mississippi, leaving from Deput, Ill., after three-day Labor Day stand.

Contact **JOHN DE LANEY**  
c/o Gajm City Shows, por route.

### COLORED GIRLS WANTED

Top salary paid nightly. George Jackson, come on. Contact

#### CHIEF CONGO

a/o Wolfe Amusement Draper, N. C.

### \$250 TAKES ALL

1936 Dodge Truck, State Inspected, Steel Body 6x7 1/2, good condition; 2 new 8-hp line-up Tents, Frames; 750 Watt Power Plant, running; 12 Wagner Measurite Dispensers; Ethol Ice Shaver, electric and gas powered; Snow Spoon; Batteries; 7-inch Coleman Burner; Coleman Lamp; other items. Pa. Plates in 24 hours, \$26. Make any offer 218 Diamond St., Bethlehem, Pa.

lands since spring, will leave there soon for a month's vacation before settling in Los Angeles.

E. Red McFarlin, formerly with Burdick's Greater and D. S. Dudley shows, has been released from Veterans' Hospital, Dallas, but on advice of doctors will remain off the road. He is at home, 1819 Lear Street, Dallas. . . . Jack Galluppo, who opened the season early in March with the Gold Medal Shows, is still going strong with his cookhouse and Girl Shows, featuring Pauline Gibson and Princess Pat. His daughter, Mary Lu, returns to Ursaline Academy after a brief vacation. . . . Fernando Almanza, emcee in Rock Island, Ill., night clubs, attended the fair at Danport, Ia., and visited with old friends on the Imperial Shows, among them were Mr. and Mrs. Jess McCormick, Jack Pugal, Bob Perry, Jim Hayes, Mr. and Mrs. Pete Freeman, Mr. and Mrs. Harry Ward, Mr. and Mrs. Bill Hanson and Harry Clark. . . . C. F. (Slim) Dunlap has been in bed the past several months undergoing treatment for cancer. His address is 911 Ashley Avenue, Charleston, S. C.

While playing in the Pottstown, Pa., area Mr. and Mrs. Jerry Gerard renewed acquaintances with many friends. Mrs. Anna Slout, of Pottstown, who is the daughter of Mr. and Mrs. H. N. Endy, accompanied them to Mt. Zion Cemetery where they placed wreaths on the graves of Mr. and Mrs. Endy. . . . Walter Lankford, former band leader, now operating a cookhouse at Southern fairs and celebrations, infos from Fayetteville, Tenn., he will leave the road after this, his 48th season, to open a fruit stand and drive-in.

Johnny J. Jones Exposition will come in for a good publicity break when television stations in Kansas City and St. Louis show films shot on the midway at Missouri State Fair, Sedalia. Benny Grass and Ben Stone joined the Jones org with auction jam at Sedalia.

enroute . . . or on location . . .

Enjoy



HOME COMFORT!

DESIGNED WITH YOUR COMFORT IN MIND

#### A MODERN APARTMENT

Smart interiors for thrilling new living comfort.



#### YOUR CHOICE OF BEDROOMS

Island or twin beds, a floor plan to suit your need.



#### EFFICIENCY KITCHENS

Spic 'n' span utility—modern to the last detail.



#### SHOWER AND TOILET

New independence, makes New Moon a real home.

"Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure beats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made".

NOW! THE NEW MOON E-Z PAYMENT PLAN FOR SHOW PEOPLE

WRITE today for details on E-Z payment plan for show people and free literature on the New Moon Fleet.

**Redman TRAILER COMPANY**  
54 BRIDGE STREET, ALMA, MICHIGAN

## WANT for HOT SPRINGS, ARK. WANT

"The Big Garland Co. Fair" September 4-9

Due to misrepresentation we must have TILT, OCTOPUS, CHAIRPLANE, SPITFIRE; any major Ride for this date only or balance of 8 more Fairs, with 2 Celebrations, Joe Fredrick, where are you? Wire.

CONCESSIONS—Duck Pond, Custard, Novelties, Balloon Darts, Long Range, Blower, Country Store, Ice Cream Bars, Apples, Popcorn, Stock Stores of all kinds; ONLY 2 of each, and 8 Louisiana Fairs to go. Arcade, Funhouse can't miss here.

SHOWS—Excellent opening for clean Shows with own equipment. Space and time is limited. Wire all replies to

### FLOYD O. KILE SHOWS

GREENWOOD, ARK., Fair now; HOT SPRINGS, ARK., next; followed by MENA, ARK., FAIR, then LOUISIANA FAIRS.

## WILSON SHOWS

WANT FOR EVANSTON, WYOMING, LABOR DAY CELEBRATION, SEPT. 2, 3, 4

Agents for Floss, Glass Pitch, Ball Game, Swinger. Ride Help that can drive. Corn Game, Photos, Mitt Camp open. Will be out till December in Arizona.

LLOYD WILSON

## TWIN CITY SHOWS

Want Hanky Panks of all kinds, Pan Game, Rat Game.

Marshall, Mo., Fair, Aug. 30-Sept. 2; Corinthia, Mo., for Labor Day, Sept. 4, 30,000 attendance last year; Ava, Mo., Fair, Sept. 6-9; then in the Cotton Country, 7 of the best Arkansas Fairs.

Our till the show files. No phone calls, please wire

GEO. CRABLE, Marshall, Missouri

P.S.—Can use Wheel Foreman after Labor Day. Also Swinger Agent.

## FOR SALE—TUCKER CAR SHOW—FOR SALE

"The World's Most Talked About Car"

Topping the Midway wherever shows.

Complete show already booked five State Fairs. Can be seen in operation Iowa State Fair, Aug. 23 to Sept. 24; Nebraska State Fair following. Write, wire, phone 1120 Park Ave., Des Moines, Iowa.

# W.G. WADE Shows

ALPENA CO., MICH. FREE FAIR

5 DAYS & NIGHTS  
SATURDAY, SEPT. 2  
WEDNESDAY, SEPT. 6

PINCONNING, MICH. ANNUAL FREE FAIR

2 DAYS & NIGHTS  
FRIDAY, SEPT. 8  
SATURDAY, SEPT. 9

ANNUAL FAIR & LABOR DAY CELEBRATION

CAN PLACE—LEGITIMATE CONCESSIONS and EATING STANDS, large and small. BALL GAMES and DARK RIDE are excellent money makers at these locations.

WRITE OR WIRE!

W. G. WADE SHOWS

OSCODA, MICH., till Thursday, Aug. 31; then Alpena, Michigan.

P. S.—Following Pinconning, Mich., is the Clare Co. Free Fair at Harrison, Mich.

## WANT WANT WANT

For Prince William County Fair, Manassas, Va., Aug. 31 to Sept. 2, Three Big Days and Nights; Lexington Park, Md., Air Base Firemen's Carnival to follow; then Chesterfield County Fair, Chesterfield, Va., ten miles south of Richmond, Va.

Can place Rotaries, Duck Pond, Balloon Darts, Pitch-Til-You-Win, High Striker, Blower or any other concession that works for stock. Want man to put up office-owned concessions; must drive. Can place Rides and Shows that do not conflict with what we have.

All replies to

HAYES & FLYNN, J. & B. SHOWS

Manassas, Va.

### AMERICAN LEGION CARNIVAL

Standardsville, Va., Sept. 4 to 9

Auto given away the 9th

Livingston, Va., Sept. 11 to 16

FIREMEN'S ANNUAL CARNIVAL

YADKIN COUNTY FAIR, EAST BEND, N. C., WEEK OF SEPT. 26

WANT SHOWS—Girl Show, Grind Shows (Blondie Mack, can place you on any of above dates, low percentage), Snake, Working World, Wild Life. All shows must have own equipment. Want small Cook House, Custard, Snow Ice, Ball Games, Penny Pitches, Glass Pitch, Fish Pond, Blower, Skillo, Buckets, Darts, Balloons, Novelties, Long and Short Range, Cigarette or any Legitimate Concession. Want one Flat Ride, Tilt or Octopus. Herbie Mace, contact. Can place Ride Help for Wheel and Plans; \$35.00 a week. Long season, Martinsburg, W. Va., on the streets this week; Standardsville, Va., to follow.

Write or wire I. K. WALLACE, Martinsburg, W. Va.

**ARIZONA STATE FAIR**  
PHOENIX—NOV. 3 TO 12

**GRAND NATIONAL LIVESTOCK EXPOSITION**  
COW PALACE, SAN FRANCISCO  
OCT. 27 TO NOV. 5

**LOS ANGELES COUNTY FAIR**  
LOS ANGELES—SEPT. 15 TO OCT. 1

CRAFTS will book Crind Shows or any Show that does not conflict. **SIDE SHOW—Jeff Friffin wants Freaks and Working Acts for Fairs. ROY SHEPHERD wants Ride Foreman and Second Men; extra money for Semi Drivers. Join Sept. 12. Pomona. Shows out until Nov. 15th. Top Salaries—Good Treatment.**

WRITE—WIRE—PHONE  
20  
**CRAFTS BIG SHOWS, INC.**  
2293 Bellara, North Hollywood, Calif.      SUset 2-3131

**LAST CALL FOR CONCESSION SPACE**

**Central Amusement Company**  
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR FOLLOWING FAIRS: **BADEN COUNTY FAIR AND FARMERS' CELEBRATION**, Clarkton, N. C., week of September 11-16; followed by **ROBISON COUNTY FAIR**, Pembroke, N. C., September 18-23; **LIONS' COMMUNITY FAIR**, Seaboard, N. C., September 25-30; **PERQUIMANS CO. FAIR**, Hertford, N. C., October 2-7; **FIREMEN'S PEANUT FESTIVAL**, Scotland Neck, N. C., October 9-14; **NORTHAMPTON COUNTY FAIR**, Jackson, N. C., October 16-21; **THE GREAT LORIS FAIR**, Loris, S. C., October 23-28; **AMERICAN LEGION FAIR**, Andrews, S. C., October 30-November 4; **BEAUFORT CO. FAIR**, Beaufort, S. C. November 6-11.

These Fairs are proven spots; we have been showing them for many years. Tobacco, cotton and peanuts are the best in years. Prices high, plenty money around here now.

We want Street Concessions, also FC. If you have other Concessions. Can place Cookhouse, Grab, Photos, Novelties, Jewelry, Ball Games, Custard, French Fries, American Pastry (no apples). Can place all Hunky Punks, etc. No Grift. Can place Kiddie Rides. Good proposition for Motordrome. Want one more Free Act. Want Shows. What have you? We have some top. Want Minstrel, Show, Glee, 10-in-1, Animal; low percentage. Want to buy 30x30 used top, good shape. Want Ride Help. Want Man for Little Beauty 2 Aboard, Man for Wheel top salary. Useful show People in all departments. All contact

**SHERMAN HUSTED, Manager**  
CENTRAL AMUSEMENT CO., Myrtle Beach, S. C., until September 7, then Clarkton, N. C. No phone calls, please.

**SUNSET AMUSEMENT COMPANY**

Want for **PIKE COUNTY FAIR**, Bowling Green, Mo., September 6 to 9; **SOUTHEAST MISSOURI FAIR**, Cape Girardeau, September 11 to 16

Ball Games, Fish Bowl, Penny Pitch, non-conflicting, percentage; Hunky Punks. Can use Side Show and several other non-conflicting shows. Can place Ride Help who drive for Ferris Wheel, Caterpillar, Octopus, Spitfire, Dodgem, C-Cruise.

Sally Brunette wants Dancers for shows.

Central Iowa Fair, Marshalltown, until Labor Day; Bowling Green, Mo., to follow.

**K. H. GARMAN**

**WANT WANT**

Concessions of all kinds—Novelties, Bingo.

Coshocton, Ohio, Labor Day Celebration, Sept. 3-4; Newark, Ohio, Labor Day on Streets, Sept. 4; Groveport, Ohio, Celebration on Streets, Aug. 31-Sept. 4; Cardington, Ohio, Celebration, Sept. 5-9; Butler, Ohio, Celebration, Sept. 5-9; McConnelsville, Ohio, Fair, Sept. 6-9.

**POWELSON AMUSEMENTS**  
BOX 125 Phone 1088M COSHOCTON, OHIO

**WANT WANT**

Concessions of all kinds—Novelties, Bingo.

Coshocton, Ohio, Labor Day Celebration, Sept. 3-4; Newark, Ohio, Labor Day on Streets, Sept. 4; Groveport, Ohio, Celebration on Streets, Aug. 31-Sept. 4; Cardington, Ohio, Celebration, Sept. 5-9; Butler, Ohio, Celebration, Sept. 5-9; McConnelsville, Ohio, Fair, Sept. 6-9.

**POWELSON AMUSEMENTS**  
BOX 125 Phone 1088M COSHOCTON, OHIO

**ANCHOR TENTS**

CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS  
**—ANYTHING IN CANVAS—**

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

EXPERT WORKMANSHIP  
5 DAYS' SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

## CLUB ACTIVITIES

### Showmen's League of America

400 S. State St., Chicago  
CHICAGO, Aug. 26.—First meeting of the fall season is skedded October 5. Secretary Joe Streibich, accompanied by Bill Carsky, Wolfe Carsky and their families, and Sol Wasserman, visited Thomas Joyland Shows at Crown Point, Ind.

Returns on the Buick award are coming in gradually. Requests have been received for tin can banks and Ned Torti advises he has additional banks available.

Pete Andrich left the hospital and headed for Hot Springs for further treatment. Membership application for Richard Cutler, sent in by Milt Cohen, and one for Fred Shufelt from Ed Schofield have been received. Al Rossman and Lou Leonard were in Chicago for a few days before returning to the Royal American Shows at St. Paul. Jack Meisterman and Joe Ansher dropped in for a visit. Clif E. Wallace and his son also stopped in the clubrooms.

Other visitors included Max Cohen, William Meyers, Max Brantman, J. W. Farrell, Andre Dumont, Morris L. Goodman, Howard Holly, Frank J. Bligh, Paul Studebaker, Pete Andrich and Carl Sherman.

Banquet and ball reservations received from Lloyd I. Thomas and Joe Murphy Giachero. Banquet November 29 will again be chaired by Sam J. Levy. Al Sweeney is chairman of the President's Party November 26, with Ed Sopenar in charge of the memorial services the same day. George W. Johnson will handle convention reservations.

### Ladies' Auxiliary

Margaret Filograsso, president, is visiting her daughter and son-in-law in Flushing, N. Y. Phoebe Carsky will visit the St. Paul fair with her daughter, Lynne. Mrs. L. M. Brumleve spent a week-end with her cousin, Ann Miller, in Wisconsin. Marie Brown is busy with her custard concession at Sportman's Park, Chicago.

Mae Sopenar and Rose Jarboe returned from Quebec. Bertha Dutcher letters she is back in her Hot Springs apartment. Virginia Halstead wrote from Lewiston, Me. Carmelita Horan, chairman of the ticket books, reports good progress. Carmelita, her husband and daughter, Sharon, planning a New York vacation.

Pat Seery, treasurer, left for a week's visit in New York. Delgarian Hoffman is on the mend. Dorothy Belden, daughter of Ann Belden, released from a Chicago hospital following an operation.

Edith Streibich given a surprise birthday party at her Delavan Lake, Wis., home by her sister, Jeanette Wall. Lottie Mayer's husband, Kenneth, is recuperating from a heart attack at Leona and Bob Piker's home in Delavan Lake.

Ida Chase letters from the Black Hills and Rose Page infos she is vacationing at Crestline resort in California.

### Miami Showmen's Association

236 W. Flagler St., Miami  
MIAMI, Aug. 26.—Chet Dunn visited the office to report that he has completed his new home at 650 N. E. 7th Street, near the Dave Endy home. A. R. Whiteside visited the club office as did Luther Sinclair.

Secretary has received replies to his letter from William Tucker, Charles E. Rose, Clemens Schmitz, Carl Barlow, Edward C. Wagner, Anthony Pietro, Gerald Bury, George A. Hamid, George A. Sunderland, Joseph L. Racioner, Louis Russell, Jack Ressel, John N. Hoffman, P. J. Finnerty, Joseph Cenmane, Newell Taylor, Ralph P. Flannigan, Walter Devoyne, S. Tommy Carson, Raymond McDonald, Frank L. McMillan, Joseph A. Rowan, Andy Markham, and Jack Markham.

### National

#### Showmen's Association

1564 Broadway, New York  
NEW YORK, Aug. 26.—Sympathy is extended to Isidor Trebish, co-owner of I. T. Shows, whose wife died Monday (21) after a long illness. On the sick list at Baker Memorial General Hospital, Boston, Mass., is Murray Zand.

Max Miller, of the Ringling-Barnum concession department, flew in from the West last week-end to attend the wedding of his niece, daughter of Herman Moskowitz. Phil Cook, NSA representative on the World of Mirth Shows, writes that he expects to bring in a number of new members before the season is over.

Among recent visitors were Irving Sherman, Philadelphia; Leo Nacht, Victor Weinberg, Al Katzen, Edward Elkins and James Peterson. Letters were received from Sol N. Alper, William Rabkin, David Solomon, J. N. Zachry and Al Martin.

Main assembly room will be redecorated for fall activities.

### Pacific Coast

#### Showmen's Association

1235 S. Hope St., Los Angeles 16  
LOS ANGELES, Aug. 26.—Al Flint, PCSA secretary, left here Thursday (24) for a four-week tour during which he will visit several shows. Carnivals he plans to visit are California, Foley & Burk, West Coast, Crafts 20 Big, Golden West, Ziegler's, Browning Bros., Imperial Exposition and Douglas Greater. Flint will catch the Douglas org in Puyallup, where a show-within-a-show is planned.

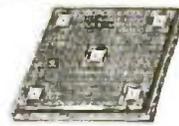
At the regular semi-monthly meeting held Monday night (21), Pat President Harry Fink presided with Al Weber, treasurer, and Lou Manly, secretary, on the rostrum. The attendance was small as most of the members are on the road.

Sam Koomas reported seriously ill in St. Patrick's Hospital, Missoula, Mont. When his condition permits, he will be brought to Los Angeles.

Sam Brown, who has been on the sick list, is out again and attended the meeting.

During Flint's absence, Ben Beno, custodian, will keep the clubrooms open.

**PENNY PITCH GAMES**



Size 44x44", Price \$42.50  
Size 68x48", Price \$47.50  
With 1 Jack Pot, \$50.00  
Size 48x48", With 5 Jack Pots, \$55.00

**PARK SPECIAL WHEELS**  
36" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$27.50

**BINGO GAMES**  
75-Player Bingo, Complete \$4.00  
100-Player Bingo, Complete 8.00  
1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
176-172 W. Illinois St. CHICAGO, ILL.

**HARRY W. LAMON**

WANTS FOLLOWING PEOPLE

To get in touch if at liberty, Frenchie Moore, Kid Bruce, Humpy Etheridge or any good player. **HARRY LAMON**, care Western Union, Marshalltown, Iowa, this week.

**FOR SALE**  
BRAND NEW  
**KIDDIE CHAIRPLANE RIDE**  
Contact **HARRY NASH, VALLEY PARK, MISSOURI**  
(Phone: Valley 36883)

**SECOND HAND SHOW PROPERTY FOR SALE**  
Baby Show, 13 Specimens in Glass Jars, Cheap.  
523 Concession Tent, 8x14 ft., Top only.  
53 Wood Female Figures, Frant Girl Show.  
52 Men swallowing sword, bust only, gl. straps.  
525 Penny Arcade Camera, Frant Transfer, Bargain  
**WELL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 4, Pa.

**WANTED**  
**Carnival or Independent Shows and Rides Hanky Panks**  
 For Biggest Celebration in Southwest  
 Sponsored by San Antonio Chamber of Commerce, Mexican Chamber of Commerce, Governor of Texas and the Government of Mexico.  
 Dates—September 16 Through 24. Downtown Location.  
 Send representative or wire  
**SAN ANTONIO CONVENTION AND TICKET SERVICE**  
 Gunter Hotel, San Antonio, Texas.

**WANT**  
 Motordrome Manager with Riders and own machine. We have large new drome, loads on two semi trailers, will turn over to capable operator, or will book Drome balance season. Whitley Lutz, wire, join now or Marshall, Tex., Fair week Sept. 18. Will book Concessions, Shows, Rides for Marshall, Tex. Ride Help who can drive semi trailer, come on.  
 Address  
**L. C. McHENRY, Mgr.**  
 Rollo, Mo., Fair this week; Batesville, Ark., Fair week Sept. 4.

**CRESCENT AMUSEMENT CO. WANTS**  
 Organized Colored Minstrel Show, 12 or 15 people, join on wire. Have complete outfit. Or can place Musicians, Comic, Blues Singer. Wire Doc Anderson. Concessions and Ride Help, come on. Boisey, wire me. Address  
**L. C. McHENRY, Mgr.**  
 Rollo, Mo., Fair this week; Batesville, Ark., Fair week Sept. 4.

**BENNIE WELLS**  
 Painter of Beautiful Shows  
 Decorated this year 2 complete carnival units for CHAS. OLIVER, LAWRENCE GREATER SHOW, including set of side show banners, and the second season with JOHN H. MARKS SHOW, address, Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

**FOR SALE**  
 Tuk, Merry-Go-Round, Wheel, Fun House, Bingo, Neon Front, Concessions, Tractors and Trailers for all. Perfect, small show. No promoters. Money talks. Contact  
**C. A. BAIN**  
 Lake Rhea, Attalla, Ala.

**ATTENTION! COMMITTEES!!**  
 Have three fine Rides, Fun House and Concessions open for small Fairs in Georgia, Mississippi and Arkansas. Phone or wire  
**C. A. BAIN**  
 Lake Rhea, Attalla, Ala., until Sept. 6. P.S.—Ride Help, Agents, contact.

**ALABAMA STATE FAIR**  
**BIRMINGHAM, ALA. — WEEK OF OCTOBER 2**  
 SPACE AVAILABLE FOR LEGITIMATE MERCHANDISE AND CATERING CONCESSIONS  
 Novelties, Scales, Age, Candy Apples, Cotton Candy and Ice Cream Have Been Sold Exclusive. Contact:  
**J. C. McCAFFERY**  
 203 N. Wabash Ave. Chicago, Illinois

**COL. "SPEEDY" BABBS**  
 The Act out of this World, The Man From Mars, Motorcycle Rocket and Globe of Death Act. Has some open time, owing to placing trust in mortal man instead of God. The Feature Act with positive box office appeal, flash, neon, color, sound, fluorescent wardrobe. Positively new and different from the usual Circus and K&A Act presentation.  
 My Motto since 1927: "I DEFY DEATH TO THRILL YOU." Says Honolulu Advertiser: "The most death defying thrill act ever to appear in the Pacific Paradise." San Diego Tribune: "Speedy Babbs, the iron man, probably been given up for dead more than the average Guinea pig to a laboratory." Says Los Angeles Times by Hollywood columnist: "Speedy worked with an utter disregard for his life. His untimely end marks the end of the Famous Stuntmen and Doubles. A braver soul he never lived."  
 "It was a mistake. I fooled the doctors again. 35 bones broken in the last 2 years—45 in all to date. "I DEFY DEATH TO THRILL YOU." This is not a broken case act.  
 Address ALWAYS: The Billboard, Cincinnati 22, Ohio—ALWAYS

**Show-Folks of America, Inc.**  
 145 Turk Street, San Francisco  
**SAN FRANCISCO, Aug. 26.** — President Mike Krekos was in the chair at the regular meeting. Ted Levitt, James McCaffery and June Gilligan filled in for absent officers.  
 New members approved included Mario DeSilva, John J. Munn, William Gallagher, Harry Lowellyn Wood, Ralph N. Emerson, Ernest Gordon, Merle J. Nelson, Elmer J. Davis, Martha L. Davis, Donald F. Nelson, Ernest E. Santanni, Flossie M. Fitzgerald, Harry L. Finch Jr., Henry Serb, Eugene Darnell, John C. Brott, Nicholas C. Costa, Virgil Lattiker, John Snobar, Charles Carpenter, Dorothy Eastman, Frank B. Eastman, Victor A. Fisher, and Laurine F. Woodward.  
 Following attended for the first time or after long absences: Moc and Lillian Eisenman, Ted and Marie Levitt, Ivan and June Gilligan, Dave and Estelle Rosenthal, Jack Chesney, Phil Sapira, Fred and Frances Weidman, Mike Genoff, Joe Borell, Bobby Cohn, O. H. Mattley, James McCaffery, Lee Hahn and Ginger Kearns. Kay Harper and Sadie Powers were guests of Elveta Bostrum.  
 Correspondence was read from Red Hildebrand, Temple, Tex.; Mary and Teddy Texeira, Foley & Burk Shows; Helene DeCenzie, Philadelphia; Irwin C. Foster; Mary Regan Kanihe, Benton, Ark.; Mr. and Mrs. Rex Jewell, Portland, Ore.; Congressman John F. Shelley, Washington, D. C., and Mrs. Myrtle Nicalaus, Sacramento.  
 Sam Landesman took the pot of gold. Fred Widemann donated \$15 for the purchase of two more club-room chairs.

**Regular Associated Troupers**  
 106 E. Washington, Los Angeles  
**LOS ANGELES, Aug. 26.**—The system of special hosts and hostesses to serve refreshments during the summer has proved successful. Those who served in this capacity include Nancy Meyer, Rose Fitzgerald, Martha Levine, Pete Steinkellner, Harold Robideau, Fred Smith and Lucille King.  
 Past President C. H. Allton was tendered a surprise picnic party at Sunland Park. Nell Robideau and Martha Levine held a recent buffet dinner followed by bingo which garnered a good profit for the club. Ernest Barrickman introduced his bride, Sally, at the party.  
 Myrtle Hutt and daughter, Doris, have been on the sick list, along with Marge Chipman. Spot Ragland is also confined to his home.  
 Ethel Krug and Tillie Palmateer, co-chairmen of the bazaar, are working hard on their display. Jetta Clancy has returned here and is expected to undergo an operation soon. Zola Wise and Zoe Wick info that they will return here in the fall.  
 Secretary has announced dues are payable September 1.

C.C. (SPECKS) GROSCURTH PRESENTS  
**BLUE GRASS SHOWS**  
 FEATURING THOROUGHbred ENTERTAINMENT

**WANT FOR THE MAMMOTH MINERS ANNUAL PICNIC**  
 MAMMOTH MINERS' ANNUAL PICNIC  
 BOONVILLE, INDIANA, SUNDAY, SEPTEMBER 3  
 AND LABOR DAY, SEPTEMBER 4.  
 FOLLOWED BY 10 BONA FIDE SOUTHERN FAIRS  
 "LOOK THEM OVER—NONE BETTER"

<b>MONTGOMERY COUNTY FAIR</b> Clarksville, Tenn.	<b>CONCESSIONS OF ALL KINDS</b> HIGH STRIKER SLUM SPINOLE BALLOON OART BALL GAMES SHORT RANGE COKE BOTTLE ACE AND SCALES	<b>AMERICAN LEGION COMMUNITY FAIR</b> Fitzgerald, Ga.
<b>GILES COUNTY FAIR</b> Pulaski, Tenn.	<b>CAN PLACE</b> Sobor. Experienced BILLOPSTER for balance of season. Must have own transportation.	<b>THE OCMULGIE FAIR</b> McRae, Ga.
<b>NORTHWEST ALABAMA FAIR</b> Jasper, Ala.		<b>COLOQUIT COUNTY FAIR</b> Moultrie, Ga.
<b>COBB COUNTY FAIR</b> Marietta, Ga.		<b>BAY COUNTY FAIR</b> Panama City, Fla.
<b>GREENE COUNTY FAIR</b> Greensboro, Ga.		<b>JACKSON COUNTY AGRICULTURAL EXPOSITION</b> Marianna, Fla.

Address **C. C. GROSCURTH SULLIVAN, INDIANA**

Percell's  
**PIONEER SHOWS**  
 high class mid attractions

**ORBISONIA, PA., LABOR DAY WEEK CELEBRATION**  
 SEPTEMBER 4 TO 9 — PARADES — FIREWORKS NIGHTLY  
 Then 59TH ANNUAL BEAN SOUP PICNIC, McClure, Pa., Sept. 13 to 16,  
 Day and Night—Draws 40,000 People—Free Gate  
 WANT Concessions, no exclusive.  
 WANT Shows of merit. Come on or wire me McConnellsburg, Pa.  
**MICKEY PERCELL**

**AMERICAN EAGLE SHOWS**  
 WANT FOR ONE OF MISSISSIPPI'S LARGEST COUNTY FAIRS—NEW ALBANY, MISS.  
 TWO LARGE COOKHOUSES, MOTORDROME, SNAKE SHOW, CONCESSIONS OF ALL KINDS, SOME PERCENTAGE OPEN. ANY RIDE THAT DOES NOT CONFLICT. CAN USE KITCHEN GADGET PITCHMEN, GOOD SECOND MAN FOR MERRY-GO-ROUND, CALLER FOR BINGO, TICKET SELLERS. MORE GOOD SPOTS TO FOLLOW. ALL ADDRESS:  
**DANNY ARNETT, MGR.**  
 Windsor, Ill. (Homecoming), Aug. 28-31.

**SOUTHERN VALLEY SHOWS**  
 WANT—FOR FOLLOWING STRING OF GOOD FAIRS—WANT  
 Wynna, Ark. (Fair), Aug. 28-Sept. 2; Benton, Ark. (Fair), Sept. 4-9; Arkadelphia, Ark. (Fair), Sept. 11-14; Coushatta, La. (Fair), Sept. 16-23; Olla, La. (District Fair), Sept. 25-30; DeRidder, La. (Fair), Oct. 2-7; Alexandria, La. (Central State Fair), Oct. 9-14; Winnboro, La. (District Fair), Oct. 16-21; Arcadia, La. (Fair), Oct. 23-28; Baytown, La. (Legion Fair-Downtown Lot), Oct. 30 thru Nov. 4. Good Cotton Spots to follow. Out till Xmas.  
 CAN USE MERCHANDISE CONCESSIONS OF ALL KINDS. ALSO LONG AND SHORT RANGE GALLERIES. SHOWS WITH OWN OUTFITS, FUN HOUSE, BIG SNAKE, MONKEY SHOW, 10-IN-1, ETC. CONTACT:  
**EDDIE MORAN, MGR.** Wynna, Ark. (Fair), this week; Benton, Ark. (Fair), Sept. 4-9.

**ROMEO, MICH., PEACH FESTIVAL**  
 3 BIG DAYS AND NIGHTS, FREE ACTS, BANOS, PARADES  
 MOTOR STATE SHOWS  
 Want legitimate Concessions, Ride Foreman, Octopus. Have few other dates, then south.  
**JOE FREDERICK, Mgr.**

# WOLFE Amusement

MARTINSVILLE, VA.

## 5. COUNTY COLORED FAIR

SEPTEMBER 4 TO 9 — FAIRGROUNDS IN TOWN

Wire at once for space. Lot will be laid out Saturday, September 2.

Wire your space today.

EVERYTHING WORKS—EVERYTHING OPEN  
WANT FREE ACT FOR MARTINSVILLE LABOR DAY WEEK AND  
BALANCE OF TEN WEEKS' SEASON.

OUR COMPLETE ROUTE PUBLISHED 2 WEEKS AGO.  
ALL FAIRS AND CELEBRATIONS TO NOV. 11.

**DON'T MISS THIS DATE**  
STONEVILLE, N. C., THIS WEEK  
ALL WIRES—BEN WOLFE

# GARDEN STATE FAIR

LABOR DAY WEEK, SEPTEMBER 4-9

MT. HOLLY, N. J. (1st Since War)

WITH DOYLESTOWN, PA., FAIR TO FOLLOW

SEPTEMBER 11-16 (1st Since War)  
PARADES, HORSE RACING, GRANDSTAND REVUE, FIREMEN'S PARADE,  
DRUM CORPS COMPETITION.

CONCESSIONS—Will place Merchandise Wheels, Hanky Panks, Ball Games, Eating Stands, Photo, Drinks. Will book several P. C. Concessions with Hanky Panks, Short Range and Long Range, Basket Ball, Arcade, Mitt Camp.

SHOWS—Fun House, Drome, Monkey Show, Colored Show, Flash Williams, contact. Want two Grind Shows.

RIDES—Rolloplane, Caterpillar or Whip.

This show will stay out until November 11. Have six Southern Fairs.

Watch for Puerto Rico announcement

WRITE OR WIRE

**ROSS MANNING**

Ballston Spa, New York.

# KY. STATE FAIR, Louisville, Sept. 10-16

Will Book for Our Midway—Large, Well Equipped Eating-Drinking Stand.

One Combined Apple-Floss, one Snowball Location, one Waffle.

Must be clean and well flashed for operation on our Midway.

**GOODING AMUSEMENT CO., INC.**

1300 Norton Ave., Columbus, Ohio. Phone: UN. 1193.

# BREWER'S UNITED SHOWS

Want Foreman for No. 8 Ell Wheel, Foreman for 32 ft. Parker Merry-Go-Round. Will book Kiddie Rides, Airplane, Boat Ride, Chairplane, Pony Ride, any Kiddie Ride except Auto. Will book Tilt, Octopus, Spitfire, Caterpillar. Will book Shows of any kind with own transportation. Will book Stock Concessions of all kinds. Speck Holbrook wants Agents for Stock Stores, White and Ethel, contact. Frankie Brewer wants Agents for Roldowns, Rattles, Wheels, Skittles. Scuffin Jammie, Frank Bye, Eddie Neal, Tommy Mason, D. W. Allen, Cecil Allen. 6 Fairs.

Tomball, Texas, Fair, Sept. 12-16; Taylor Fair, Sept. 19-23; Anderson Fair, Sept. 27-30; Schulenburg Fair, Oct. 7; Glens Park Fair, Oct. 16-19; Eagles Lodge Fair, Houston, Texas, under auspices of 45,000 Eagles.

BREWER'S UNITED SHOWS, 1601 Congress St., Houston, Texas

# SRADER SHOWS

Want for our remaining Kansas, Colorado and Oklahoma Fairs.

CONCESSIONS: Eating Concessions. Will hold exclusive for a modern, up-to-date Cookhouse. Hanky Panks of all kinds, especially want Giam Pitch, Penny Pitch, Scales, Age, Pitch-Tilt-You-Win, Cake Bolls, Country Store, Agents for P.C. SHOWS: Have two 20 by 30 Tops complete with banner line, Banners, Baby Cloth and T. Forms for any kind of Show other than Girl Show. Grind Shows with own Outfit. Gary Hern wants Assistant Manager for a complete framed 20 by 30 Side Show, also a few more Working Acts for same. Jean Renee, sit in touch with me. M. A. SRADER SHOWS, St. Francis, Kansas, August 28 to Sept. 1 (Fair); Cheyenne Wells, Colorado, Sept. 4 to 9. (Fair)

# FOR SALE—COMPLETE MOTORIZED CARNIVAL

Consisting of 4 major Rides: Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, 2 Kiddie Rides—Addison Train, A.H. Auto, Gruner Air-Plane. Tractors and semis to carry rides all in A-1 condition with special built rack—no ride has to lay on ground before up or down. Complete Cook House and Bunk House combination on 34 ft. semi for help. Transformer semi with 75 KW. transformer. All new ground cable—junction boxes. All this equipment must be seen to be appreciated. Price, cash \$30,000. Buyer can have contract for rest of season. All fairs. Sickness weak for selling.

**SKERBECK AMUSEMENT CO.**

Norway, Mich. (week of Aug. 28), Sept. 1-2-3-4; Pickford, Mich., Sept. 5-9-10; Allenville, Mich., Sept. 13-14-15-16-17.

# GAYLAND AMUSEMENTS

WANT FOR BIG ANNUAL OLD SETTLERS CELEBRATION AT LAPAZ, INDIANA, AND PORT JEFFERSON, OHIO, CELEBRATION Baseball, Basketball, High Sticker, Jewinry, Photos, Custard, Grab, Fond, Dart Balloons or any legitimate Concessions that do not conflict. Also want Kid or Major Ride, Second Men on all Rides, but no drinks, chasers or know-it-alls. Save your time and mine. Lapaz, Indiana, Aug. 31-Sept. 2; Port Jefferson, Ohio, Sept. 1-4. All contact M. KLENKE at Lapaz, Indiana, or W. KLENKE at Port Jefferson, Ohio

# TEXAS CITY FAIR & EXPOSITION

Awards Midway to

# UNITED EXPO. SHOWS

Contract for this event drawn up by the Exposition's attorneys were signed by H. E. Benson, general agent for the show, and W. J. Peterson, secretary of the fair board. Event is sponsored by the Business Men's Division of the Chamber of Commerce, November 1-5.

# FROM THE LOTS

## Kinland Amusement Co.

MOULTRIE, Ga., Aug. 26.—Shows moved here from Marietta, Ga., where they had the biggest week of the season until the week in Moultrie. Grosses on rides were 40 per cent over last year's take during tobacco sales.

Staff remains the same as at opening; H. H. Scott, manager; H. Henry, owner; Mrs. Betty Scott, secretary-treasurer; Russell Powers, legal adjuster. Bob Everling has the Ferris Wheel; George Prather, Chairplane; Frank McConnell, kiddie auto and Fly-o-Train; Ned Hunter, Merry-Go-Round, and Art Jones, Fly-o-Plane. Show line includes Caroline-Johnny Girl Show and Smitty Stowe's 5-in-1.

Concessions: Mrs. Bob Everling, penny pitch; Mrs. Al Vanmeter, pan game; Bama Gilman, pea pool; Alex Miller, sling shot gallery; Harry H. White, skillo; Lolo Tinsley; Hank and Pat Stulkin, pung rack and fish pond; Mrs. Joseph Adams, mitt camp; Willie (Humpy) Hewitt, set and heart pitch; Jack Collins, agent; Mr. and Mrs. Horace Williams, mug spot; Al Vanmeter, high striker; Walter Hardin, snow balls; Thomas H. Kines, glass pitch; J. R. Tanner, popcorn and apples; Mr. and Mrs. Ed Morey, cookhouse; Eddie Loranger, clothes pin pitch; J. G. McCarroll, razzle dazzle; Jack (Pop) Price, set spindle; Henry Powers, set spindle; Stonewall Jackson, swinger; Mrs. B. Scott, under and over; W. L. Frazier, cork gallery; Jack Morris; Mrs. Russell Powers, string game; Tony Powers, boards; Roy Herbert, g. top.—H. H. SCOTT.

## Crystal Expo.

WISE, Va., Aug. 26.—Shows moved here from Churchill, Tenn. The first two days of the fair in Wise were busy ones in preparation for the official opening Wednesday. Work was completed last week to rebuild the kiddie auto ride and also the bomber ride. The bomber ride is a new kiddie ride. All other rides have been repainted.

Walter Bunts returned from his home in Florida, where he attended the funeral of his brother, William Bunts. Mrs. W. J. Bunts and daughter, Irene, were visiting the show at the time of the sudden death of the youngest son, William.

Dave Adams also returned this week after a six-week stay in the Middlesboro, Ky., hospital because of serious burns that he suffered when the cookhouse burned down in Tazewell, Tenn., six weeks ago.—LUCILE BUNTS.

## Morris Hannum

DALLASTOWN, Pa., Aug. 26.—During the org's successful run at the Great Dallastown Fair, which closed here Saturday night (19), Owner Hannum and Business Manager Maxwell Kane entertained many friends. Bob Hallock, general agent for Larry Sunbrock, visited the shows here, and Mr. Whitmire and Mr. Scarborough, of the Ephrata (Pa.) Fair, which this org plays, also were on hand.

Committee here, headed by Harold Jamison, was extremely co-operative. The public wedding staged during the fair's run drew the biggest crowd of the week. A local dairy sponsored kid matinees and the baby show. Local newspapers and radio stations plugged the event well.

Red Barlow is recuperating from his recent illness. The two-headed cow and the Great Shaffer, free act, continue to draw.

## Frank Elliott

DIGBY, N. S., Aug. 26.—Org moved here from a five-day stand at Clarke's Harbour, N. S., first show to play the spot in over 15 years. Fog and freezing temperatures there hurt business.

Show was trucked 35 miles over a newly built causeway from Shelburne to Clarke's Harbour. The Whip was not set up in the latter spot.

# INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

# Cumberland Valley Shows

WANT

A-1 Wheel, Merry-Go-Round and Octopus Foremen. A few more Legitimate Concessions open for 3 more bona fide fairs.

**ELLIS WINTON**

Crossville, Tenn., this week; then Cookeville, Tenn.

# DELTA AMUSEMENT

WANTS AGENTS

Capable of making money. Office owned Concessions: Darts, P.C., Popcorn, Sels. Can place clean Ride Help. Weir, Miss., this week; Sallis, Miss., to follow. P.S.: Mike Conway, contact me or come on. IMPORTANT!

# DROME RIDERS & TALKER

WANTED FOR CANADIAN NATIONAL EXHIBITION, TORONTO, THEN LONDON, LEAMINGTON, LINDSEY AND SIMCOE, ALL ONTARIO, TO FOLLOW

Good Salary and Tips if you are with it. You pay your wires, I'll pay mine. Drunks and Chasers won't last here.

Address **GOLDY RESTALL, c/o Conklin Shows**  
Midway Office, Canadian National Exhibition, Toronto, Ontario, Canada.

# CAN PLACE ORGANIZED GIRL SHOW

For South Dakota State Fair, Huron, Starting Labor Day; Spencer, Iowa, To Follow.

Have outfit complete ready to open. Wire what you can furnish.

**IMPERIAL SHOWS**

Fargo, North Dakota, this week.

# WANT TO PLACE BINGO AFTER LABOR DAY

Reply to **LOUIS WEINSTEIN**

Fairgrounds, Stoneboro, Pa.

**RIDES FOR SALE**

**KIDDE AEROPLANE RIDE**, with five planes driven by electric motor, each plane has propellers and landing wheels. Beautifully illuminated and in A-1 condition. Photographs of ride sent on request. Price \$1200.  
**KIDDE MERRY-GO-ROUND**, two abreast, Mangle make, with 16 aluminum jumping horses, two chariots. Ride has stainless steel scenery and driven by electric motor. Ride is as good as new and is beautifully illuminated. Price \$3000. Photographs sent on request.  
**DOUBLE LOOP-O-PLANE**, in A-1 condition, brand new electric motor, beautifully illuminated with fence and ticket box and with two wheel trailer to carry tube. Price \$1000.  
**SMITH & SMITH CHAIR-O-PLANE**, good as new, with brand new La Roi motor, with iron fence, ticket box, beautifully illuminated. Price \$1000.  
**13 ELI FERRIS WHEEL**, seats, good condition, no struts. Price \$400. One 1946 Autocar truck, 3 1/2 ton, heavy duty with special built 20 foot open top steel body, in perfect condition. Price \$1000.  
**MAX GRUBERG**  
 P.O. Box 191 Philadelphia 8, Pa.

**WANTED**

for  
**RHODELL, W. VA., LABOR DAY CELEBRATION ON THE STREETS, AUGUST 31-SEPTEMBER 9; NEXT SOPHIA, W. VA.**

Chairplane. Due to disappointment, small Bingo. Grab or any legitimate concessions. Plenty money here, everybody working.

**LOZIER AMUSEMENT**

Martin Lozier.

**Victory Exposition Shows**

HAVE TWO COUNTY STORES OPEN. NEED CRIND STORE AGENTS OF ALL KINDS. Have 20 Celebrations. WIRE, WRITE OR COME ON. ADDRESS: IOLA, KAN., THIS WEEK; THEN PER ROUTE

**WANT DROME TALKER**

Must be sober and reliable for long season. Speedy Loftis, Pep Hartley, answer. Address **CLIFF HOFFMAN** JOHNNY T. TINSLEY SHOWS ATLANTA, GA.

**Midway Exposition Shows**

**WANT WANT**  
 For seven fairs and cotton towns until December  
 Grind Shows with own equipment. Concessions not conflicting. Ride Help who drive semi. Wheel and Ferris Foreman, fifty a week. Carl Davis, Bob Bales, contact J. C. Snell. All replies J. R. Leersicht, Mer., Stockton, Kan., now; then per route.

**JAY GOULD CIRCUS**

**DUE TO DISAPPOINTMENT**  
 HAVE IMMEDIATE OPENING FOR KIDDE RIDES. ADDRESS: **JAY GOULD, MGR.** Palmyra, Ill., 28-29; Petersburg, 30-Sept. 2; Elgin, 3-4.

**MERRY MIDWAY SHOWS WANT**

Big Labor Day Celebration, Mount Vernon, Ill., Aug. 30-Sept. 6.  
 Concessions that work for stock such as Lead Gallery, Photo, Ace, Seals, Pitch-Till-You-Win, Bumper, Buck Rogers, Glass Pitch, Hoopla. Any Grind Show or small Arcade—no Bingers or Copsies. Want two Kid Rides after Labor Day for southern tour. Contact **Manager, Merry Midway Shows** Mt. Vernon, Ill.

**JIMMIE CHANOS SHOWS**

**WANT**  
 FOR BIG LABOR DAY CELEBRATION, NEW LONDON, OHIO, SUNDAY AND LABOR DAY  
 Legitimate Concessions of All Kinds. Real Spot for Bingo.

Now booking for Brookville, Ohio, Centennial, September 18 to 23. Ball Games, Photo, Fish Pond, Jewelry, Pitch Till You Win, Glass Pitch or any legitimate concessions. All replies to

**JIMMIE CHANOS SHOWS**

Paulding, Ohio, Fair.

P. S. — Want Second Man on Ferris Wheel.

**W. G. Wade**

**MT. PLEASANT, Mich., Aug. 26.**—Units moved here from the Ingham County Fair, Mason, Mich., which produced good ride and show crowds but spotty spending at the concessions. Curley and Alice Stephensen and Wimmie and Frank Waznick, however, reported better than average grosses.

Jack Daniels, with the Burge Rides, and John Corby, Mammias Rides, are running a race each week for the first up and down. Billie McLaughlin is getting ready to leave for school. Ralph (Rusty) Brown has repainted the kiddie boats and Dave Gray installed a light star in the Ferris Wheel. Ken (Snuffy) Smith completed the fluorescent lights on the Merry-Go-Round. Tommy Comstock is piling up considerable mileage with the callope, touring surrounding towns.

Pearl and Mike Ceffery rejoined with jewelry. Korhn's Glass House and arcade have been overhauled. Red Harrington has organized a band. Ray Sleepers added a second novelty joint. Chester (Red) Boyd is handling the griddle in Fred Miller's cookhouse. Clemintine Coffey has taken over the front on Peggy From Paris. Betty Miller and Jean Moulin left for Punxsutawney, Pa. Madame Remonta and C. Jack Schafer joined the Side Show. Hazel Busho has taken over as office runner.

Visitors at Mason, all relatives of W. G. Wade, owner-manager, included Hazel Crane, Judy Gallaway, Mr. and Mrs. Pat Manley, Mr. and Mrs. Delano, and Mr. and Mrs. Ralph Mullinens.

**Gem City**

**TRENTON, Mo., Aug. 26.**—Sunday opening of North Central Missouri Fair and Horse Show was lost due to rain. However, org opened at 6 and ran to midnight with light showers most of evening. A good crowd turned out in boots and rain-coats giving shows and concessions a surprisingly brisk play. Balance of week was fair and cool with shows having best grosses. Midway entrance was just inside main gate to fairgrounds and grandstand. Monday was Kids' Day with excellent results.

Four semi-trailers skidded off the slippery highway into the ditch a few miles east of Trenton. No one was hurt. Damage to trucks and equipment was slight. The Sky High Duo, free attraction, presented twice daily at fairs is paying dividends. Many fair officials and friends of Manager Tom Hickey in this part of Missouri visited. General Agent W. E. (Bill) Snyder is in the South, handling promotions for several fair dates in September and October. A new line of billing and newspaper publicity is being made ready for the Southern tour.

Mrs. Louise Chavanne has fully recovered from her recent illness and is back as emcee in the Cavalcade of Wonders. Al Kennedy has re-designed the front of his Penny Arcade with flasher signs and neon. Visitors included Mr. and Mrs. John Wuetherick, Mr. and Mrs. Charles Cole, Mr. and Mrs. Howard Halpern, Thomas Malone, Frank Perkins, Joan Franklin, Oscar Wilcox and Nathan Weinberg.—DAVE CARROLL.

**ROYAL**  
 Exposition Shows

**WANTS FOR THE FOLLOWING:**

- PUTNAM COUNTY FAIR, Eatonton, Ga., Sept. 11 to 16
- LEGION ANNUAL FUN FESTIVAL, Sylvania, Ga., Sept. 18 to 23
- EVANS COUNTY FAIR, Claxton, Ga., Sept. 25 to 30
- COFFEE COUNTY FAIR, Douglas, Ga., Oct. 2 to 7
- MIDDLE GEORGIA FAIR, Milledgeville, Ga., Oct. 9 to 14
- BULLOCK COUNTY FAIR, Statesboro, Ga., Oct. 16 to 21
- JEFFERSON COUNTY FAIR, Louisville, Ga., Oct. 23 to 28
- BACON COUNTY FAIR, Alma, Ga., Oct. 30 to Nov. 4
- CENTRAL GEORGIA COLORED FAIR, Macon, Ga., Nov. 6 to 11
- LEGION ANNUAL GALA-WEEK AND FAIR, Pelham, Ga., Nov. 13 to 18

These are proven spots, and any capable showman should get himself a winter's B. R. from this circuit. Want any worthwhile Show not conflicting. Dan Riley, are you coming? Want Motordrome, Funhouse, Midget Show, Snake Show or any Show with worthwhile Attractions. Can use Tilt and one or two Kiddie Rides, preferably Autos and Choo-Choo Train. We can use several clean cut Concessions, especially, Custard, Long Range, Candy Floss, Potato Chips, etc. Want one or two American Palmists. Dixie Kepyly wants Diner Help. Julian, if interested, contact. Can use a sober and reliable Wheel Foreman who drives semi. NOTE: We lay off Labor Day week to paint and repair. Address this week, Social Circle, Ga.; then Eatonton, Ga., until Sept. 14. J. P. BOLT, Gen. Mgr.

**PRELL'S WORLD FAIR SHOWS**

Want for Warsaw, Va., Fair, Sept. 4-10; Rutherfordton, N. C., Follows

Want Long-Rango Shooting Gallery, Derby Racer, Palmistry, all kinds of Hanky Panks, Eating and Drinking Stands, Age and Scales, Novelties. Want Motordrome, Unborn Show, any kind of show worth while. Speedy Ayers, get in touch.

Can use all kinds of Ride Help, semi drivers preferred.

Want Griddle Men and Waiters immediately for office-owned Cookhouse.

All answers:

**JOE PRELL or JOHNNY VIVONA**  
 WOODSTOCK, VA.

**FAIRS—Page Bros.' Shows—FAIRS**

Want for the following FAIRS: Williamson County Fair, Franklin, Tenn., now; Warren County Fair, McMinnville, Tenn., next week; Robertson County Fair, Springfield, Tenn., week Sept. 11; Cheatham County Fair, Ashland City, Tenn., week Sept. 25; Tenn. & Ala. Fair, Ardmore, Ala., week Oct. 2; Albertville, Ala., Fair, week Oct. 9; 3 more to be announced later.

Popcorn, Grab Stands, Foot Long, Jewelry, Fish Pond, Pitch To Win, Ball Games, Basketball; in fact, any Hanky Park. Some PC. open, must have other outfits. Will book Fly-O-Plane, Roll-O-Whirl, Roll-O-Plane, any Ride not conflicting. Want Tilt Foreman, must be able to cut it and drive. Ride Help on all Rides. We have not played a blank all season. Catch the Gravy Train now.

**W. E. (Shotgun) Page, Manager; V. L. Collier, Ass't Mgr.;**  
**Fred Cantrell, Supt. of Operation**  
 Franklin, Tenn., Fair now; McMinnville, Tenn., Fair next.  
 P.S.: Still want to buy Circus Top, etc.

**PECK AMUSEMENTS WANT**

FOR 10 BIG FAIRS IN MISSISSIPPI

Grind Stores that work for stock. Sit Down Grab that will cater to show people. Shows with own outfits; no Girl Shows.

**RIDES**—Will book Flat Ride or Fun House. Second Men on rides who can drive and stay sober. Will book High Act for rest of season.

**C. S. PECK**

Hernando, Miss., this week; Macon, next week.

**MINGO JUNCTION, OHIO, LABOR DAY WEEK**

FOLLOWED BY MIDDLEPORT, OHIO, HARVEST FESTIVAL ON THE STREETS AND NINE SOUTHERN FAIRS

Good opening for Glass or Fun House. Want Ferris Wheel Foreman who is sober and knows his business. Will place Stock Concessions of all kinds. Address

**JAMES H. DREW SHOWS**

Blanchester, Ohio, this week.

**WANTED FOR THE ORIGINAL AND ONLY SOUTHERN STATES SHOWS**

America's Cleanest Carnival

Experienced, Dependable Ride Men, must drive truck on moves. Especially want Ferris Wheel Man, also Merry-Go-Round Man. Other useful Ride Help. Have opening for 2 Concession Operators (office owned), free more Stock Concessions. Good opening for small Cookhouse. Opening in the best spot in Southern Georgia after Labor Day. All answers to **JOHN B. OAVIS, Southern States Shows, Long Beach Resort, Panama City, Fla.**

## PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

**WANTED—GET WELL WITH PRELL—WANTED**  
ALWAYS OPENS ON LABOR DAY, EBENSBURG FAIR, PA.  
COVINGTON, VA., FAIR TO FOLLOW

**WANTED**—Novelties, Photo Galleries, Penny Arcade, Derby Racers, Rotories, Eat and Drink Stands, all kind of Grind Stores; space limited. Those booking now will get preference for 12 more fairs in Virginia, North Carolina, South Carolina, Georgia and Florida.

**WANT SHOWS**—Fat Show, Midget, Mechanical City, Unborn, Hillbilly or any show with merit.

**WANT**—High-class Dancing Girls for Scandals, Posing Show Girls.

**WANT**—Al Renton, outstanding Freaks for Side Show.

**All Answer SAM E. PRELL**  
Indiana, Pa., this week; Ebensburg Fair, September 4-9.

## CAPELL BROS. SHOWS

America's Cleanest Midway

**WANTS FOR THE FOLLOWING FAIRS:**

APACHE, OKLA., DISTRICT FAIR, Aug. 28-Sept. 2  
CARNEGIE, OKLA., TRI STATE FAIR, Sept. 5-9  
BRISTOW, OKLA., CREEK CO. FREE FAIR, Sept. 11-16  
OKMULGEE, OKLA., FREE FAIR, Sept. 18-25  
HARRISON, ARK., TRI STATE FAIR, Sept. 27-30  
MELBOURNE, ARK., DIST. FAIR, Oct. 2-7

This show will stay out until the snow balls fly. Can place at once, Hanky Panks of all kinds. No Ex. Will place nicely flashed Skills Count Stores (Jimmie Geddes, contact). Will book one Mitt Camp (Johnny Binbo, wire). Want Second Man for 10 rides. Will book Athletic Show with own frame-up or any independent Show. Want Man and Wife to work in Side Show. All replies to

**BOB or JACK CAPELL, Mgrs.**  
**BILL STARR, Concession Mgr.**  
Apache, Okla.; then as per route.  
P.S.—Shorty Dennis is not connected with this show in any manner.

## JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

FEATURING  
**THE GREAT WILNO**  
"World's Greatest Cannon Act"

WANT                      WANT                      WANT  
FOR

**MARIETTA, GA., ANNUAL LABOR DAY CELEBRATION**

Six days beginning Labor Day, Sept. 4, and the finest route of Fairs ever offered by a Motorized Show. (Refer to our route in Billboard dated August 19.)

**HIGH CLASS SHOWS:** Especially interested in Side Show, Monkey Circus, Midget Show or any new or novel attraction. **NEW AND MODERN RIDES:** Will book Spitfire, Moon Rocket, Tilt, Scooter or any Major Ride not conflicting; also place Train, Boat or Buggy Ride. **CONCESSIONS:** Can place Hanky Panks and legitimate Merchandise Concessions of all kinds. Novelties, Jewelry, Pennants and Hats still open.

**All address JOHNNY T. TINSLEY SHOWS, Atlanta, Ga.**

**WANT                      INLAND SHOWS                      WANT**

6 BIG DAYS                      LACLEDE COUNTY FAIR AND LABOR DAY CELEBRATION                      6 BIG NIGHTS  
LEBANON, MO., SEPT. 4 TO 9  
Money in 12 ft. Cage Trade, \$350.00.

**RIDES:** Octopus, Rolloplane, Merry-Go-Round. **SHOWS:** Will book Girl Show with own equipment. **CONCESSIONS:** Hanky Panks, come on, will book you. One Fan Game. Agents for Office Owned Outfits.

**FOR SALE**

Ferris Wheel, \$4950.00, with 1940-1947 Ford Trucks, after Sept. 9. Four Giant Rheus Monkeys in 12 ft. Cage Trade, \$350.00.

ADDRESS: Adrian, Mo., Aug. 28-Sept. 2; then Lebanon, Mo.

## AGENTS                      WANTED                      AGENTS

**Dave Picard Wants Agents for 14 Weeks' Work**

PERCENTAGE DEALERS, WHEEL OPERATOR, COUNT STORE AND PIN STORE AGENTS

Have very Big Labor Day Celebration at Boonville, Ind.; then down south, closing Armistice Day. Contact: DAVE PICARD, c/o Davis Hotel, Sullivan, Ind., this week.

## WANTED                      WANTED                      WANTED

Hanky Panks of all kinds, Milk Bottle, Scale, Ago, Balloon Dart, Glass Pitch, Jewelry. Shows: Monkey, Glass House or Mechanical Show.

Jerseyville, Ill., Aug. 30 to Sept. 4; St. Charles, Mo., Sept. 6 to 10.

## BIG FOUR AMUSEMENTS

### From the Lots

#### Virginia Greater

CRISFIELD, Md., Aug. 28.—Playing the three-day Chesapeake Bay Fishing Fair here last week, Thursday (17) thru Saturday (19), under American Legion auspices, shows opened to fair crowds. Friday night biz was good, with the Legion band giving a midway concert. Ideal weather for a kids' matinee Saturday coupled with a street parade, made it a big day.

Takes for Monday and Tuesday (14-15) here were good, but rain spoiled business Wednesday (16). Committee here was highly co-operative and was under the chairmanship of J. Edwin Tawes. The stand marked the eighth straight year for the org.

Jim Harrington will add five more concessions for fair dates, starting at Keller, Va. John (Pop) Garrett, cook-house operator, received a shipment of cups and saucers here.

A collection was raised among personnel while here, and a wreath was purchased and placed on the grave of Joe Conley, who died here last year. He had been a member of the org for 10 years prior to his death.

#### Mid-Way of Mirth

GREENVILLE, Ill., Aug. 26.—Org moved from the Nashville, Ill., Fair where rain held down business.

Dick Thornton's new Mickey Mouse Show has been clogging. George Barrett, whose trailer was recently demolished in an accident, took delivery on a new Modern trailer. Barrett is operating two shows and working units in schools, so will close his bingo, being replaced by Mr. and Mrs. Carl V. Pope. Billie Bob Barrett, who has the basket ball, leaves soon to return to school.

Morris Simmons, who started the season with one concession, is now operating seven. Frank Hines, Roll-o-Whirl bp, is keeping the ride among the leaders.

#### Gold Medal

SALEM, Ill., Aug. 26. — Norman Anderson, owner of the bingo stand, has received stand-by notice from the Army Officers Reserve Corps. Donald Lee Anderson has returned to Knoxville where he will enter school. Visiting the Dentons are Mrs. Denton's mother, Mrs. W. C. Daly, Mrs. John Masterson, Johnny Masterson Jr., Barbara Jean Masterson and Mrs. Joe Pedigo.—JOHNNY RICHMOND.

#### I. T.

MORRISTOWN, N. J., Aug. 26.—The unit opened Monday at the fair here but was rained out. Tuesday and Wednesday biz was good. Unit No. 2 is playing in Smithtown, L. I., N. Y., for the American Legion. Units will combine for the Mineola Fair, September 12-16. Out of respect to Mrs. Isidore Trebish who died Aug. 21, both units were silent for an hour in the evening.—LOUIS SCHERER.

## WANTED BILLPOSTER

Must Post, Tack, Lithograph and be able to handle detail. Must have car or truck. Wingy Schaffer, if at liberty, get in touch. Top salary. Must join on wire.

**C. C. GROSCURTH**  
**BLUE GRASS SHOWS**  
Sullivan, Ind.

## WANTED FOR CLARKSVILLE, ARK., FAIR

September 4-9. All Arkansas and Louisiana Fairs through October.

Sober Ride Help on all rides. Shows of all kind. Rides that do not conflict. Stock Concessions of all kind. Agents for office Outfits. Pat Collins wants Agent for Store, only one on Show.

## RAINES AMUSEMENT

St. Paul, Ark., this week.

## GEORGE VOGSTAO

### WANTS

Help in all departments; anlarging for our Fair.  
Care CAVALCADE OF AMUSEMENTS  
Toledo, Ohio, to August 29; then Detroit, Mich.

## WANTED GOOD CLEAN CARNIVAL AND SHOW FOR HARDEE COUNTY CUCUMBER EXPOSITION

WEEK NOVEMBER 6 TO 11  
AMERICAN LEGION  
Wire or write CARL HANNA  
Weuchula, Fla.

## WANT

Week of Sept. 18-23, Maysville, Pa.  
**FIRST ANNUAL FIREMEN'S FAIR FESTIVAL**  
Ball Game, Hoopla, Novelties, Acc. Photo, etc. One of a kind. Also Shows with own equipment. Rides, Bingo and Eat already booked. No Flat Stores will be booked. Write: SONNIE JEAN GIFTS, Greenville, Pa. Five miles west of Greenville, Route 358.

## WANTED

CONCESSIONS AND SHOWS FOR  
**DENVER, IND., FALL FESTIVAL**  
6 FREE FAIR, SEPTEMBER 20-23, 1950.  
**NORMAN L. HAY**

## WANTED

Weight Concession Agent for Dallas State Fair, October 7-22. Agent to furnish stock, State st.

**G. W. HYLER**  
5501 Military Dr.                      Dallas, Texas

## WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST  
MIDWAY

### CHEBOYGAN, MICH., FAIR, Sept. 5-9

**WANT**—Unborn, Mechanical, Animal, Snake, Girl and other shows of merit.

Can place Merchandise Concessions of all kinds. Will sell exclusive on Photos, Derby and Long Range. Eating and drinking privileges of all kinds.

Ride Help on all rides who drive semis. Foremen for Caterpillar and Octopus.

**JOHN QUINN**

Warsaw, Ind., Fair, August 28-September 2.

# AMERICAN LEGION LABOR DAY CELEBRATION

JACKSONVILLE, N. C., SEPTEMBER 4 TO 9

WANTS Independent Rides, Shows and Concessions. September 5 will be the biggest Marine pay day in three years.

WANT to hear from good Minstrel and Girl Show with your own outfit.

CONCESSIONS—Custard, French Fries, Sit Down Grab, Hanky Panks of all kinds. Place Grind Stores, Wheels, Percentage if you have Hanky Pank to go with it.

Harry Weston can place Ride Men who drive semis.

All address

**BILL PORTER, Jacksonville, N. C.**

# LAWRENCE GREATER SHOWS

*America's Most Progressive Carnival*

LAST CALL FOR VIRGINIA STATE FAIR  
AND ALL FAIRS UNTIL NOVEMBER 1

**CONCESSIONS**

Custard, Novelties, Guess Your Age, Scales, Ball Games, Buckets, Cook House, Derby Races, All Eating and Drinking Stands, Photos, Legitimate Merchandise Stores or any kind of Hanky Panks.

**SHOWS**

Motordrome (want to hear from Speedy Sayres), Fat Show, Hillbilly, Mechanical City, Wild Life.

**RIDES**

Dark Ride and Little Dipper. (Harry Beach, get in touch.)

**HELP**

Want Operator for Fun House, Caterpillar Foreman, Useful Ride Help and Canvas Men, Mechanic who can cut it, Ralph Clawson, get in touch with us.

Address all replies to **SAM LEVY, William Byrd Hotel, Richmond, Virginia**

## FAIR AMUSEMENT & BAZAAR CO. AND RAFTERY SHOWS COMBINED

Want for following fairs and celebrations, starting Sept. 11-16, Nashville, N. C.; Sept. 18-23, Pinetops, N. C.; Sept. 25-30, Robersonville, N. C.; Oct. 1-7, Ayden, N. C., then two Madras pay days to follow; then the **BIG ONE, Warsaw, N. C., Annual Armistice Cels., Nov. 6-11.** Want Girl Show Operator with Girls, Freddie and Tony Lee, come on. Also want Single-O Show, Want Minstrel with own equipment, Motordrome or any reputable Show with own outfit.  
**CONCESSIONS**—All open, No exclusive, starting at Nashville. Can place a few choice Concessions, P.C. dealer (Red Myers, be in Nashville). Especially want Cookhouse that caters to show people. Guaranteed to work Popcorn, Apples, Custard, French Fries, Age and Scales, Ball Game, Novelties, Demonstrators and jewelry. Want to hear from sensational Free Act for balance of season. Capt. Geo. Hanson, contact. Can use useful Ride Help to join at Nashville.  
**All address J. E. Tiernan, Gen. Mgr., or Mrs. Carrie Raftery**  
Aberdeen, N. C., this week; Chadbourn, N. C., Firemen's Fair, Sept. 4-9.

## CRYSTAL SHOWS

CAN PLACE FOR FARMERS' FAIR, CLINTWOOD, VA.; SCOTT COUNTY FAIR, DUNGANNON, VA., AND OTTAWA, TENN., GREENE COUNTY FAIR

Concessions of all kinds. Want Foreman for Wheel and Octopus. Can place Grind Shows with own equipment. Want Diggers Photos, Guess Your Age and Weight, Custard, Jewelry and 3 Mitt Camps. Want Mechanic with own tools.

GREENEVILLE, TENN., this week.

## LARRY NOLAN SHOWS

**WANT WANT WANT**  
Ride Help who drive and can stay sober. Will book a few more Hanky Panks. We close in Arizona Dec. 2. Chas. Scott wants Man and Wife for Ball Game and Photo Booth, good deal. Joe Divino needs Agents for High Striker. Office will book Animal Show or any small Grind Show other than Girl or Athletic Shows. Do not want any more Rides and no Camps. All wire **LARRY NOLAN, MGR., Trinidad, Colo., this week; Las Vegas, N. M., Sept. 4 to 10.**  
"KEEP ROLLIN' WITH NOLAN"

Always a long season—Winter in the Land of the Sun, Beautiful Arizona.

## GREAT LAKES SHOWS

Sensor, Mich., Labor Day Celebration, Sept. 2-4. This is one of Michigan's largest Labor Day Celebrations. Has doubled previous year for four years. 25,000 people last year. This show will stay out until Xmas.  
Will book Concessions of all kinds, Ball Games, Darts, Basket Ball, Scales and Age, small Cookhouse, Jewelry, High Striker, String Game and American Palmistry. Can place Shows with own outfits. Want Girl Show with or without outfit. Can place Rides that do not conflict, especially small Merry-Go-Round. Want Ride Help on all rides who drive semis; Man to take charge of three Kiddie Rides and Foreman for Chair Swing. We are absolutely going south. All replies Manager, Great Lakes Shows, Sareed, Mich., Aug. 27-31.

# FOLK CELEBRATION SHOWS

Want for Big String of Fairs and Celebrations

This show will stay out all winter. Sierra Co. Fair & Rodeo, Hot Springs, N. M., now named Truth or Consequences, located in heart of city, September 7-11 inclusive.

CAN PLACE first-class Cook House for season. Will sell X on Novelties, Scales, Guess Your Age, Frozen Custard, Derby Racer. First-class Billposter with own truck.

CONCESSIONS—Can place Milk Bottles, Cat Rack, Long Range, Pitch-Till-You-Win, Photo Gallery, Short Range, Bumper, Darts, Knife Rack, Bowling Alleys, High Striker, Mitt Camp, Glass Pitch, Penny Pitch, Hoopla, Merchandise Wheels that work for stock. Other Concessions, write or wire.

RIDE HELP—Can place Ride Superintendent, Merry-Go-Round Foreman, Wheel Foreman, Octopus Foreman, Spitfire Foreman, Tilt Foreman, Merry-Mixup Foreman and Second Men on all rides.

SHOWS—Can place Minstrel Show, 10-in-1, Monkeyland, Glass House, Working World, Girl Show and other shows.

Write or wire, Silver City, N. M., until September 5; then Hot Springs.

**LONE STAR SHOWS**

★ ★ ★

J. I. McSpadden  
Manager



★ ★ ★ ★

W. Barry  
Secretary

Myrtle McSpadden  
Treasurer

**WANT WANT WANT WANT WANT**  
For Kalida, O., Pioneer Days, starting Tuesday, August 29, and running thru Saturday, Sept. 2. Want Hanky Panks of all kinds. Those joining now will be given preference for our long list of fairs, including eight weeks in Florida. You can get well in Kalida. 25,000 people a day right in the heart of the town on the target. Wire at once for space, for it is limited. Our Labor Day spot is the best in Ohio. The reason we don't list it is that we have more Concessions than we can handle. But we do want at once a first-class Cookhouse, one which will cater to show people. RIDES—Will book any Ride not conflicting with the 10 we now have. SHOWS—Will book any Show if you have your own equipment. Want good Girl Show with two or more Girls to join on wire. Can use good Monkey Show, as we feature a big Kids' Day matinee, with two bikes given away every week. RIDE HELP—Please do not answer this ad if you drink, as we have had our belly full of drunks and 40-milers this season. Can use good Merry-Go-Round Foreman; also good Rolltoplane Foreman, Second Men on all Rides. Top wages and good treatment if you can produce and drive semis. J. R. McSPADDOEN, Kalida, O., August 29 thru September 2. Then as per route.  
P.S.—Al Wilson wants at once a Count Store Agent, Peck Store Agent, good No. 1 Wheel Man. Contact A. WILSON, OUMONT HOTEL, OTTAWA, O.

# SPLINTER ROYAL WANTS

STARTING AT EATONTON, GEORGIA, SEPTEMBER 11

Agents for Pin Store, Count Store, Bowling Alley, Beat the Dealer, Pea Pool. Also capable Man for Bingo and handle same. Notice—Bill and Eve Spitzengel, you should get in touch with me. George Lantz, get in touch.

Social Circle, Ga., this week; then Eatonton, Ga., and ten more fairs to follow. We will have a small show out in Florida this winter. All answer to **SPLINTER ROYAL**, care Royal Exposition Shows.

## BARNEY TASSELL SHOWS WANT

For Orange, Va., right in town, week of September 4.  
Concessions—Age, Scales, Long-Range, Penny Pitch, Novelties, Devil's Bowling Alley, Hoopla, String Game, Country Store, Basketball, Photos and Penny Arcade.  
Week of September 13, Victoria, Va., also right in town; tobacco and railroad pay. Followed by two colored fairs in the bank-roll spot of the year, Brookneal, Va. Write, wire this week, Princess Anne Speedway, Princess Anne County, Virginia.

## MAGIC CITY SHOWS

Open Midway Anderson County Fair, Clinton, Tenn., Next Week.  
**CONCESSIONS**—Popcorn, Custard, Apples, Sit-Down Grab and Hanky Panks of all kinds. Will book one Count Store. **SHOWS**—Can use Shows with own equipment and transportation, especially want two Girl Shows with large tops. Can place any Rides not conflicting with what we have. Especially want Kid Rides for Kiddieland. All replies this week East Tennessee Colored Fair, Knoxville, Tenn.  
**O. O. (Bud) Point, Mgr.; Henry Wilson, Bus. Mgr.**  
P.S.—Gold Tooth McCarthy, expect you at this spot.

# Morris Hannum Shows

One of the Great Eastern Shows

**LEHIGHTON, PA., FAIR, STARTING LABOR DAY, SEPTEMBER 4, FOLLOWED BY SOME OF THE BIGGEST STREET FAIRS IN THE EAST, INCLUDING EPHRATA, PA.**

**SHOWS**—Independent Shows with own equipment. Room for one more Girl Show. A Motordrome gets well here. Speedy Sayres, wire me. All those joining now, given preference at Street Fairs. We close the middle of October.

**RIDES**—Space available for Caterpillar, Tilt or any Flat Ride. Shapiro and Spence, wire me. Can place you on the streets later.

**CONCESSIONS**—Especially want two sets of Parker's Diggers. Can place well-framed, clean Cookhouse; Jewelry, Hats, Eats and Drinks. Photos, Custard, Pop-Corn, Hanky Panks and any Concessions that can work for stock.

**CAN PLACE** experienced Ride Help who drive semis.

**FOR SALE**—1947 Allan Herschell Kiddie Autos. No top, modern aluminum cars. Good shape. Now operating. \$1,750.00.

**All replies MORRIS HANNUM**

Mansfield, Pa., Fairgrounds now; then Leighton, Pa., Fair Sept. 4-9.

## INTERSTATE SHOWS

LAST CALL

LAST CALL

**FOR GIBSON COUNTY FAIR, TRENTON, TENNESSEE, SEPTEMBER 4-9 FOLLOWED BY TIPTON COUNTY FAIR, COVINGTON, TENNESSEE**

**SHOWS**—Will book any worthwhile Show with own equipment, 10-In-1, Snake Show, Monkey Show, Fgt Show, Wild Life, Fun House, Glass House, Want Organized Minaret Show to join immediately. Will give good proposition to Motordrome.

**RIDES**—Will book one or two more Flat Rides.

**RIDE HELP**—Want Foreman for Roll-o-Plane and Chairplane. Second Men on all rides.

**CONCESSIONS**—Can place all Hanky Panks. Also all Eating and Drinking Stands. Will sell exclusive on Frozen Custard. Want A-1 Billposter to join on wire.

**All replies H. B. ROSEN, Mgr.**

Princeton, Ky., this week.

## BOHN & SONS UNITED SHOWS

OPENING FUNLAND PARK, LEESVILLE, LA., AUG. 30

LOOKS BETTER THAN IN '43

HAVE OPENING FOR FEW CONCESSIONS, ARCADE, DIGGERS, BALL GAME, CLASS PITCH, HOOPLA, DARTS, PITCH-TILL-YOU-WIN, COCA-COLA, BASKET BALL, POPCORN, or WHAT HAVE YOU. NO MITT CAMPS.

We are here to stay. Plenty of soldiers here. Will book BLOWER OR PIN STORE WITH SLUM STORES; MUST OPERATE FOR 25¢ AND 50¢. Privilege \$15.00 on Hanky Panks. HAVE OPENING FOR A THRILL RIDE, PREFER TILT. (TOM FUZZELL, ANSWER.) WILL BOOK GRIND SHOWS (NO GIRL SHOWS). All wires and mail to

**CARL BOHN or N. L. (WHITIE) DIXON**

Leesville, La. (Phone: 9110)

## GATTIS AMUSEMENTS

WANT

WANT

WANT

**FOR SAPULPA, OKLA., FAIR, SEPT. 4 TO 9, AND MORE TO FOLLOW**

Can place Concessions of all kinds. Can use one more Mitt Camp. Will book Tilt, Pony Ride and Train. Can place good Ride Help who drive semis; come on. Will book nice Shows for committee money. Bill Paris, come on and get bonus on arrival. Contact

**JIMMIE GATTIS, Mgr.**

c/o Chamber of Commerce, Sapulpa, Okla.

## UNITED EXPOSITION SHOWS

Want Men for well-framed Geck Show, Peg Morton, wire. Want Independent Shows. White Nauty, wire or come on.

**RIDES**—Want Foremen for Holo-plane and Merry-Go-Round, Blackie and Beans, wire. Ride Help, come on; will place you if you drive.

**CONCESSIONS**—String, Cokes, Six Cat, Photos, Custard, or what have you? Blackie Bushong wants Cooks and Waiters for Cookhouse. Top salaries. Fairs from now on.

**BIGGEST LABOR DAY CELEBRATION** in Southern Illinois; West Frankfort starting Sept. 1 to 4; Texarkana, Tex., Four-State Fair starting Sept. 16 for eight days. Wire as per route now to reserve space. Belleville, Ill., to Aug. 30; West Frankfort, Ill., Sept. 1 to 4.

**C. A. VERNON**

**FOR SALE**

**FOR SALE**

18 Car Caterpillar, with new Tunnel this year, very good condition. Will consider taking in Octopus as trade.

1 25 KW. DC. Generator (Mounted).

WANT

WANT

Chairplane Foreman, must be sober and reliable.

**E & B AMUSEMENTS**

900 Grand Concourse

Bronx, New York

**RALPH N. ENDY**

**JOHN A. BASS**

# WOM Scores Big at Ottawa; Special Rail Move Granted

(Continued from page 69)

said the low fees for youngsters had worked well all season, since the small fry patronized units until their funds were exhausted.

Bucky Allen's concession units have also been more than holding their own, altho the possibility of curtailed spending was predicted for the final sessions because of the railroad strike which has resulted in widespread unemployment. All games are in a compact area, each separated by massive pylons bearing a number of fluorescent strips.

### Striking Appearance

As usual, Bergen had the org looking its eye-filling best at this spot. Considerable new canvas, including tops for most major units, and fresh paint everywhere was in evidence.

A fourth Ferris Wheel, outlined in fluorescent tubing, has been added, and a special decorative front, lavishly embossed with neon, provided an entrance to Kiddieland. The new front is similar to the one constructed especially for the main midway area of this spot a year ago. The midway show is also behind a wagon front this year.

Bergen also added Ken Maynard, flicker cowboy star, to the kiddie area as a free attraction. Maynard presents three shows a day and his appearances to date have drawn hefty crowds. The \$1,000 plus talent fee involved for the free attractions indicates the importance of the midway date.

### Zorita Unit Clicks

Zorita, gal show feature, appeared headed for a record unit handle. Seg has had to belly the sidewalls to handle the crowds and could just as easily get a \$1 as the mandatory 50-cent top. Unit was newly flashed for this and the remaining fairs at a cost of \$6,000.

Zorita unit has had a phenomenal season, winning big dough at every stand and tabbing nightly still date takes up to nearly \$2,000 on several occasions.

World of Mirth came into this spot with ample cash on hand even tho it expended upwards of \$30,000, all winnings, on improvements since it hit the road. Execs noted the current season, which has seen still date grosses in excess of \$25,000, as the best experienced in many a year. Few, if any, units came in here on the nut, and with reasonable luck the season ought to be a banner one.

Altho the weather in the org's Eastern territory has been abominable most of the time, the World of Mirth to date has lost but one night to the elements. Dates which have proved mediocre for others have paid

off big for Bergen. A four-day stop-over at Rumford, Me., a rural community, also paid off, even tho it was calculated only to break the jump here.

### Ready for Opening

By cutting its preceding day short, the show was on the grounds and completely set up Sunday. As a result, the 9 a.m. influx of thousand of kids was easily handled. As is customary, Bergen and Allen contributed dolls and other prizes for about 500 moppets.

Despite the many stories of national import, the press and radio were lavish in their contributions of space to the midway.

Visitors to this spot were numerous, as usual, despite the rail strike. Included were Mrs. Matthew Riley, widow of the show owner; Paul V. Moore, general manager of the South Carolina State Fair, Columbia, and Howard Singmaster, president of the Allentown (Pa.) Fair.

Ralph W. Smith, who retired as road treasurer of the org this spring, after more than 40 years of activity, visited for the first time. Smith has been doing a moderate amount of traveling while residing with his sister in Syracuse, N. Y.

### Picnics Good for Collins

KEARNEY, Neb., Aug. 26.—After playing Nebraska county fairs for 30 years, the Collins United Shows passed up the annuals this year in favor of celebrations and picnics, reports R. L. Collins. The latter have been proving good sources of business, according to Collins, who has been playing two spots a week with 7 rides, 4 shows and 18 concessions. Events have been booked until late October.

## WANT

Ride Men who are semi trailer drivers for Octopus, Tilt-a-Whirl, Little Dipper, Rock-o-Plane. Long season's work.

Concessions—Cookhouse open balance of season; need Hanky Panks of all kinds.

**L. J. HETH SHOWS**

Oncida, Tenn., now; Jamestown, next week.

**FRED MELIO & JOHN STANKY**

(Sign Painter) Contact

**BABE FRANCIS**

Soldiers' Home, St. James, Mo.

Going south in few weeks.

## FIDLER'S UNITED SHOWS

WANT

WANT

Concessions of all kinds. Shows with own outfits. For Alton Waterfront Celebration, Alton, Ill., Sept. 13 to 16; Blytheville, Ark., Fair to follow, together with 14 other Arkansas Fairs.

Can place Ride Foremen for our second unit. Other Ride Help who drive semi trailers. Out till the snow flies.

Contact **SAM FIDLER, Mgr., Olney, Ill., this week**

## BINGO COUNTER MEN

\$60.00 per week. Start Sept. 5 at Bowling Green, Mo. Semi Drivers given preference.

**VINCE McCABE, SUNSET AMUSEMENT CO.**

Marshalltown, Iowa, this week; Bowling Green, Mo., next week.

## WANT

Grind Store Agents, Count and Pin Store Men, one Wheel Man, Six Cat and Bucket Agents. All to join Bowling Green, Mo., Fair, Sept. 5. Ten more fairs. No more Iowa fairs. Bingo Counter Men. All contact

**VINCE McCABE, SUNSET AMUSEMENT CO.**

Marshalltown, Iowa, now; Bowling Green, Mo., next.

## FOR SALE CHAIRPLANE

Smith & Smith, two years old. This ride good as new, complete, lights, fence and ticket box, \$1,800. Juggy, this would be a good ride for you.

**S. L. NUGER**

Romney, W. Va., this week; then Front Royal and Berryville, Va.

## TIOGA VALLEY FAIR

TIOGA, PENNA., SEPT. 13-16

Everything open except Cook Houses, Pop Corn, Floss, Apples and Bingo. Booking everything else. Want Girl Show.

## BUFFALO SHOWS

This week Sheffield, Pa.

## HOME STATE SHOWS

WANT FOR FAIRS AND CELEBRATIONS

Redwood Falls Fair, Sept. 6, 7, 8; Watermelon Days at Kellogg, Sept. 9 and 10. All Minnesota

Want Bingo Help, Ride Help, Stock Concessions, Shows.  
Winona, Minn., this week.

## WANTED

Ringo Caller and Counter Men, good salary. Garnett, Kan., this week; Joplin, Mo., Labor Day; then for route.

## PARADA SHOWS

H. C. SWISHER

## RIDE HELP WANTED

Relief Clutch Man for Twin Big Ell Wheels, Second Men on Wheels and other Rides; good salary; come on. Can place Stock Concessions.

## H. C. SWISHER, PARADA SHOWS

Garnett, Kan., this week; Joplin, Mo., Labor Day.

## DYER'S GREATER SHOWS

WANT

Drome, outstanding Shows, Pony Ride, Rolloplane. What have you? Stock Concessions, Second Men who drive trucks. Manover, Ill., now; followed by Mineral Point, Wis.; Amboy, Ill.; Thayer, Mo.; West Helena, Ark., and outstanding fair or we are not there.

## CAN PLACE

Floss, Popcorn, Novelty Game, twenty-five per cent gross. Must furnish own power unit. Also want Beam Canvasman, Whitwell, Tenn., Thursday, Viola, Friday-Saturday; Alexandria, Monday-Tuesday; Ashland City, Wednesday-Thursday.

## AMERI-CONGO ANIMAL EXPEDITION

## CARNIVAL WANTED

**RUSSELL COUNTY FAIR**  
Lebanon, Va., Sept. 18-22.

Wire collect Ralph E. Bessie, Sec., Russell County Fair Assn., Inc., Lebanon, Va.

## CARNIVAL WANTED

FOR PERRY COUNTY FAIR

at Linden, Tennessee for the week of September 7-9, 1950. Write or call.

D. L. ALLEN or TOM GODWIN  
LINDEN, TENNESSEE

## DIXIE EXPOSITION SHOWS Want

For FRIEMEN'S CARNIVAL, Denton, N. C., week Sept. 4; LEGION JUBILEE, Carthage, N. C., week Sept. 11; STOKES COUNTY FAIR & STOCK SHOW, King, N. C., week Sept. 18; ALEXANDER COUNTY FAIR, Taylorsville, N. C., week Sept. 25; five more fairs to follow.

Can place small Cookhouse or Sit Down Grab, Bingo that works for stock, Fish Pond, Pitch-Tui-You-Win, Bell Games; All Hanky Panks open, some P.C. open. Place Snake, Monkey, 10-in-1, any Show with own outfit. One Girl Show to join at King. Place Kiddie Auto, Train, Swings, boat—any Kiddie Rides. Want good Free Act to join at King. Address this week Reidsville, N. C.  
P.S.—Dick Palmantier, get in touch. Need Hanky Pank Agents.

## Stockton Briefs

STOCKTON, Calif., Aug. 26.—Pat and Raymond Treanor again had the novelties on the San Joaquin County Fair midway here. This marks the 30th year the firm, Pat Treanor & Son, has played the date. Handling novelties were Gilbert O'Toole, Billy Cannon, F. Gori, Chuck Eckfeldt, Leon Mates, F. and D. Stephens, Duke Dubuc, James McKnight, Dan and Carl Gordon, and Bill Gilligan. . . . Chickie and John Provanzani have a doll wheel on the midway. . . . Joe Krug, PCSA president, came up from Los Angeles the day before the fair to get things rolling. . . . Lucille King helping out at the eatery during the event. Also at the stand were Bob Crawford and Al Bruce.

Jewel and Bill Hobday arrived from a brief stay in Long Beach to open their mentalist stand. They go from San Joaquin to the California State Fair in Sacramento. . . . Velma Lisher has the Gremlin Orange concessions at the Stockton event as well as other fairs running. . . . Mary Taylor has her ice cream stand on the midway here and moves to Sacramento, then to San Jose and Fresno. With her are Earl King and Bud Rasmussen. . . . Ed Kennedy and Mae Reed (Missy Zip) at the same spot near the grandstand entrance with their scales.

John Backman again on the fair midway with his glass-blowing exhibit. . . . Bob Matthews put his chimp show on the fair midway after operating it on the Foley & Burk midway. After this date, he returns to the carnival spot. Billed as Marvis Matthews's Chimp Show, in addition to Bob and Marvis there is Harry Matthews Jr. . . . Mike Kirby and Elwood Lorman pitched Guitare lipsticks in the commercial exhibit building. They work Sacramento and Pomona.

Grace and Harry Merkel stopped off to visit friends. They were on their way to Grass Valley for the Nevada County Fair. . . . F. W. Lutz and E. (Rosie) Ritro visited the fairgrounds. . . . Ted LeFors was among the showmen making the rounds here. . . . Dave Cavagnaro, circus fan and parade enthusiast, down from Napa. He has resigned as a member of the Napa fair directors. . . . Cal Lipps added a new snake display case with air conditioning here. . . . Ed Ross and John Brannan were spotted just off the fair promenade with their Foot Oscillators.

Fred and Frances Scott Weidmann here for the big doings. It marked Fred's 23d year here with soap. . . . Felix Burke, veteran wire worker, down from Sacramento to visit with the old-timers. He just marked his 90th birthday. . . . Johnny Modusa, who was injured earlier in the year, was unable to attend. Doctor ordered him to rest.

## FAIRS AND THEN COTTON COUNTRY

Out all winter—Winter rates  
Want Advance Agent for winter unit and 1951 who has car and Concessions. Want a few 10¢ Concessions. Photos, Lead Gallery, Striker, Clothes Pin, String, Add a Block, Hoopla, Cigarette Pitch and any not conflicting. Need #5 Ell Wheel Foreman, other Help, Agents, any useful Show People. Strictly legitimate, no racket. For sale, 14x28 Bingo, A-1 shape; 36x36 Athletic Show, new top, four wheel trailer, ring banners and front; will trade either or both. What have you? Want Light Plant, AC, and small Merry-Go-Round, Fletcher, Ohio, Sept. 6-8; Gettelo, Tenn. all fairs. Answer to Sentinel, Okla.

Dickson United Shows

# PENN PREMIER SHOWS

world's clearest \* midway

## 12 FAIRS—No More Still Dates—12 FAIRS

CONCESSIONS—Can place Long Range Gallery, Novelties, Jewelry, Derby Racer, Hoopla and any other Legitimate Concessions.

SHOWS—Want high class Minstrel Show to join at once. We have entire show complete. What have you to offer? Can also place Wild Life, Arcade, Animal or any other Show not conflicting.

RIDES—Can place Immediately Ferris Wheel for dual. Can also place Spitfire, Fly-o-Plane or any other Ride not conflicting. Also Train or Pony Ride.

RIDE HELP—Want Merry-Go-Round and Chairplane Foreman, also Second Men on all Rides. Come on, long season.

AGENTS—Law Burnstein can place two Agents for Count Stores; two capable Bowling Alley Agents, one Wheel Agent, two Spot Game Workers. Must be sober and tellable.

Address all mail and wires

## LLOYD D. SERFASS, PENN PREMIER SHOWS

Tyrone, Pa., this week; followed by the Great Fort Royal, Pa., Fair next week; followed by twelve of the best Southern fairs.

## Graceland Greater Shows

WANT FOR CENTRAL TRADE UNION 23D ANNUAL LABOR DAY CELEBRATION,

Fairgrounds, Mt. Vernon, Ill., Sept. 1-9

NINE BIG DAYS AND NIGHTS

MAMMOTH STREET PARADE, FIREWORKS, FREE ACTS NIGHTLY

SPEAKERS: Senator Scott Lucas, Dickson and others  
20,000 last year

**THIS IS IT—YOUR CHANCE TO GET WELL CONCESSIONS**

Can place 10-in-1, Animal, Monkey or any Grind Show with own equipment. Cookhouse, Photos, Short and Long Range, Ace and Weight, High Striker and Hone Mill Camp.

## RIDE HELP

Formen for Chairplane and Merry-Go-Round. Top wages if you can run R. Wesley Edwards, contact Grace. Want Second Men on all Rides. Must drive semi and must be sober. This week Assumption, Ill.; Celebration until Thursday, then the BIG ONE at MT. VERNON, ILL., on the first.

All replies to Harry Alkon

Graceland Greater Shows, Assumption, Ill., this week.

P.S.—Headins for the cotton, cane and rice.



"HONESTY IS OUR POLICY"

Want for VAN BUREN COUNTY FAIR, Spencer; HICKMAN COUNTY FAIR, Centerville; HARDMAN COUNTY FAIR, Bolivar; CARROLL COUNTY FAIR, Huntington; All Tennessee Fairs.

Concessions Wanted—Novelties, Short Range, Bill and Miss, Buckets, Six Cats, Coke Bottles, Photos, Penny Arcade, American Palmistry, only, No grades, Madame Pearl Griffin and Helen Garfield, contact, Peal, Pool Dealer for office owned Concession, contact; must drive semi. Want Octopus Foreman, must drive semi. John Bakely, contact.

All replies JOHN PORTEMENT

Lexington, Tenn., this week.



Want for AMHERST, VA., LABOR DAY CELEBRATION, Sept. 4-9; APPOMATTOX, VA., TOBACCO FESTIVAL, Sept. 11-16.

High Striker, Water Games or any other Concessions; no racket. SHOWS with own transportation, good Girl Show. RIDES not conflicting. Want sober Ride Help. You must drive. Want Agents for Bingo, Stock Stores and PC.

Wire Wm. V. Mespell, Owner, or Thomas Scott, Bus. Mgr. Goshen, Va., this week.

## ATTENTION, THE CREAM OF THE COUNTY FAIRS

In South Carolina, Chesterfield County Fair, Pageland, S. C., Sept. 11-16; Dillon County Fair, Skillet Fairgrounds, Sept. 18-23; Marlboro County Fair, Bennettsville, S. C., Sept. 25-30; Berkeley County Fair, Moncks Corner, S. C.; York County Fair, York, S. C.; Williamsburg County Fair, Oct. 16-21; Kingstree, S. C.; Aiken County Fair, Aiken, S. C., Oct. 23-28; Chester County Fair, Oct. 30-Nov. 4; Rock Hill Fair, Nov. 6-11, with three more fairs in November.

Will book de luxe Bingo, large Cook House, French Fries, Custard, Diggers, Scales and Ace, Novelties, High Strikers, clean Concessions of all kinds. Attention, Showmen—What have you? Attention, Ride Owners—Will book Wheel, Spitfire, Tilt, Octopus, Kiddie Auto, Kiddie Boat Ride, Little Dipper, Minstrel Show Performers and Musicians. Join at once. All replies

MARION GREATER SHOWS

Marlville, S. C., Aug. 25-Sept. 2.

## HELLER'S ACME SHOWS

FRANKLINTON, N. C., FAIR, SEPTEMBER 4-9

Want Custard, Diggers, Girl Show, Side Show, Motordrome and good Carnival Mechanic. Also Rides: Octopus, Rolloplane, Tilt or Caterpillar. Will book Kiddie Train, Whip or Boat Ride.

All address HARRY HELLER

Danville, Va., this week; then all fairs until Armistice week.

## WALLACE & MURRAY SHOWS

Want Cookhouse and Bingo for balance of season. Can place Concessions of all kinds for open midway, Hanky Panks and Custard. Can use Tilt Foreman now, also experienced Ride Help who drive semi.

All replies to AL WALLACE, Mgr.

Mountain City, Tenn., this week; Madisonville, Tenn., Fair next week.

# GEM CITY Shows

THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

## NOW BOOKING FOR SOUTHERN TOUR

Starting Sept. 11, ETOWAH COUNTY FAIR, ATTALA, ALA.; then COLUMBUS, MISS., FAIR; ATHENS, ALA., FAIR; MERIDIAN, MISS., FAIR; to be followed by three others.

WILL BOOK Scales, Age, Long Range, Photo Gallery, Jewelry, French Fries and any other legitimate Hinky Panks of all kinds.

SHOWS—Good Girl Revue, Fat Show, Midget, Mechanical, Hillbilly or any other show of merit. Jimmy Chavanne can use man and wife on Illusion Show. Man to take charge of Mickey Mouse and Geek Show, also working acts for Side Show.

RIDE HELP—Who drive semis (no drunks) and have chauffeur's license. Address all replies to THOMAS D. HICKEY, Mgr.

North East, Mo., Fair, Kirksville, Mo., this week; Depue, Ill., Labor Day Celebration; then as per route.

# GOLD MEDAL Shows

## 10 MORE BIG FAIRS TO GO

### CAN PLACE

For UNION CITY, TENN., FAIR, week Sept. 4, Labor Day; followed by FAYETTEVILLE, TENN., week Sept. 11; MURPHY, N. C.; CHEROKEE, N. C.; NASHVILLE, N. C., with five fairs in Georgia and Alabama.

Concessions—Sell exclusive on Candy Apples, Photo, Mi-Striker, Custard, Novelties; all other Concessions open.

Shows—Snake Show, Wild Life, Glass House, Single-O Girl Show with own equipment, Penny Arcade and Motordrome.

Rides—Can place any Kiddie except Auto Ride. Will book any Dark Ride.

All replies to JOHNNY J. DENTON  
Hopkinsville, Ky., this week.

# B & C'S EXPO SHOWS

PLAYLAND ON PARADE

Little World's Fair, Hemlock, N. Y., Aug. 30-Sept. 2; Brookfield Fair, Brookfield, N. Y., Sept. 6-7; Trumansburg Fair, Trumansburg, N. Y., Sept. 13-14; 4 weeks in Pennsylvania, then south to the Cotton Country.

All classes Hinky Pank Concessions, Eating and Drinking Stands, Mechanical City, Arcade, Ride Help for Merry-Go-Round, Wheel, Tilt, Comet, Swing and Octopus. Must be sober and have driver's license. Answer as per route.

## ORANGE STATE SHOWS WANT

For Tobacco Markets and all winter in Florida

RIDES—Roll-O-Plane, Octopus, Kiddie Train, SHOWS—Girl Show with own outfit, Snake Show, Side Show, Fun House. CONCESSIONS—Can place Cook House for the entire season, Popcorn, Candy Apples, Custard, Scales, Ball Games, Penny Pitch, Photos, French Fry, Palmistry, any kind of legitimate Concessions. Can place one or two more Wheels. Can use Ride Help. Come on. Geo. Hartley wants Acorns for Rattles and Skittles, Concession Help. Dan Riley has three Monkeys for sale. Best offer takes them. Lik to hear from good Talker. Write or wire

LEO M. BISTANY, Norlina, N. C.

## Want for Best Labor Day Picnic in Territory LOUISBERG, KANSAS, MONDAY, SEPTEMBER 4

And long fair season to follow, including Butler, Mo., Fair; Webb City, Mo., Fall Street Festival; Aurora, Mo., Tri-County Street Fair.

CONCESSIONS—Non-conflicting legitimate Stock Concessions, Cook or Grab, Fish Pond, Slum Spinlle, Long Range, Add Darts, Blower, Devil's Bowling Alley, Novelty Hall Games, etc. SHOWS—Any Show with own equipment that can set on streets. RIDES—Will book Kiddie Rides. Want major Rides for Aurora, Mo., Sept. 25-30. HELP—Can use sober Ride Men who can drive semis. Wire, don't phone.

F. C. BOGLE SHOWS, INC.

Girard, Kan., Aug. 28-30; Fort Scott, Kan., Aug. 31-Sept. 2.

## WANT CATERPILLAR AND ROLL-O-PLANE FOREMAN TO JOIN IMMEDIATELY.

CETLIN & WILSON SHOWS  
INDIANAPOLIS, IND.

## AMERICAN UNITED SHOWS WANT

Stock Concessions, no X; Shows of all kinds for 4 of the best Fairs in the Northwest. South-eastern Washington State Fair, Walla Walla, Sept. 1-4; Dawsonport, Tri-County, Sept. 7-9; Northeastern 5 County Fair, Colville, Sept. 14-17; Witeman County Fair, Colfax, all proven spots. Wire or come on.

AMERICAN UNITED SHOWS, Walla Walla, Wash., Aug. 29-Sept. 4

# PINE BARK SHOWS

### WANT

Concessions of all kind. Cookhouse that caters to show people. Will book Bingo. Any Ride that don't conflict. Will book any worthwhile Show, Lyons, Ga., this week and have 10 Southern fairs, Savannah, Colored, Adel, Homerville, Waycross, Swainsboro and 4 Florida fairs.

P.S.—Jack Duncan and Johnny Louella want Agents.

### WANT

# Conklin Midway Biz Zooms 20% Ahead at CNE Preem; 450G Gross Held Possible

## Fun Area Holds to Standards; Velares Show Sky Wheel

TORONTO, Aug. 28.—After noting a remarkable 20 per cent increase in opening-day business yesterday, J. W. (Patty) Conklin, midway impresario at the Canadian National Exhibition, said he had high hopes of hitting the \$450,000 mark for the 14-day run. Previous high of \$432,000 may well be topped in view of a potential increased attendance, indicated by a record 107,500 initial turnout, and the increased earning power of the fun zone, Patty said.

The midway zone, with permanent, semi-permanent and mobile units, sparkles as in the past. There are 21 major rides, 22 kiddie units, 8 shows, 6 funhouses and 42 concession units, including food and games, operated under the Patty and Frank Conklin banner.

### Rail Strike May Hurt

Since business at their other operations, both permanent and mobile, has ranged up to 33 per cent ahead, and in no instance has failed to equal 1949 figures, Patty said that he was confident that the current exhibition would prove a big winner. While the continuance of the rail strike could cut heavily into the gate, the bulk of the patronage results from local transportation facilities. The hefty influx from across the border comes largely by auto and bus and is unlikely to be affected.

The elimination of taxes on ducats up to 15 cents will result in a savings of upward of \$40,000 on the take here, Patty said. The tax cut was effected in Ontario in time to aid all outdoor show operations this season.

### Defies Comparison

Because of its one-of-a-kind status, the Conklin operation here defies comparison. Many of the unit presentations, designed and built by Jack Ray, who this year built the elaborate sets for the grandstand show featuring Danny Kaye, are in a world's fair class.

Among the shows, few major changes have been made from last year. A new Crime Show, and a beauty at that, was described by Ray as a "parttime" endeavor since he was occupied with building sets for the grandstand. Standard attractions for this spot include Ralph Phillip's Water Show, Goldie Restall's Motordrome and Curtis Lorow's Side Show, the last named almost as big as the

### Ringling Side Show.

New to the ride line-up this year, and heading up the fun zone, is the Velare brothers' Sky Wheel, a double Ferris Wheel unit first devised and presented a decade or more ago. The new unit is being presented in the East for the first time to give permanent and mobile funspot operators a look-see since the Velares are interested in marketing it. According to the owners, the ride, constructed of light aluminum alloy, can be made for portable use for about \$20,000.

The lavishly lighted unit, which towers above everything else on the grounds, would come cheap at that price, stripped of embellishments. However, the set-up time, with green crews, is running overly long, as much as two days, for it to be a practical mobile offering. The unit is probably unequaled for flash. Opening day it grossed about \$700 for creditable showing.

### Special Moppet Deal

The moppets, with their own special Kiddieland, get a break with a 10-cent-a-ride six-for-50-cent policy. Patty said that 80 per cent of the business resulted from the sale of combo tickets. Each ducat in the combo deal is good for a ride on any of the units.

Conklin, with the aid of Neil Webb, secretary-treasurer of the midway organization, estimated that the multiple show concessions were flashed with \$100,000 worth of merchandise, while another \$140,000 in prize units was stored in the vast adjoining warehouses. This, they said, would all be disposed of during the run.

### Newspaper Tie-In

Expected to hypo the take on the dull final days is a Conklin-inspired circulation promotion stunt run by The Toronto Telegram since July. The newspaper daily prints a list of the fun-zone attractions, with their regular prices, and appends a coupon which entitles the bearer to ride on any unit for 10 cents. Ducats are redeemable at a special booth at the head of the midway.

The paper has reportedly spent \$30,000 on the promotion, and the demand for ducats, originally figured to be contained within the 1,000,000 mark when redemption ducats were printed, is now estimated to double that figure, Conklin said.

# HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

Want for LOUISBURG FIREMEN'S FAIR IN HEART OF TOBACCO BELT, Louisburg, N. C., with CHESTERFIELD COUNTY FAIR, Pageland, S. C., to follow. Due to disappointment want first class Bingo that can live up to standard of this Show. Slum Concessions of all kind open. All Eating and Drinking Stands open. Age, Scale, Novelties, Diggers, Custard, Long or Short Range Gallery, Fish Pond, American Milt Camp. A few choice Concessions open. We have open midway. Want Girl Show Operator with two or more Girls. Must have sound and wardrobe. Will book Motordrome, Wild Life or any Show not conflicting. Want Rides—Little Dipper, Fly-O-Plane or Spittie Kiddie Rides. Can use useful Ride Help who drive semis. Long season. Dutch Whitesides wants Skittles and Raffle Agents, Wheel and Pin Store Agents. All mail and wires to FRANK HARRISON, Mgr.; JACK LANCE, Bus. Mgr., South Boston, Va., this week; then as per route.

# UNITED STATES SHOWS

Want Monkey Show, Age and Scale, Jewelry, Photos, Candy Floss, Novelties and Custard for North Carolina fairs.

Address L. P. BRADY, United States Shows  
Kermit, W. Va., this week.

# UNDER THE MARQUEE

H. J. Wills visited with Vic Robbins, Fred Mullen and Lora Gibson on the Beatty show at La Fayette, Ind. Org was on a new lot and biz was light, reports Wills. Afternoon performance was lost due to rain.

George F. Cable, former advertising car manager on Gollmar Bros. and Gentry Bros., has caught Mills Bros., Kelly-Morris, Ayres & Kathryn Davies and Dalley Bros.' circuses. Cable states that he will go to his winter home in Clearwater, Fla., about October 1.

Kelly-Morris Circus has contracted Ruston, La., for September 4 and Natchez, Miss., for the 18th. Lions Club will sponsor the Ruston date, Hank Fraser, of Ruston, reports. At Natchez the date will be handled by Norman Lawrence, local promoter, for benefit of an orphan's home. Circus fans Hartman Moritz, Hughy Hart and Virgil Junk will assist. . . . Jean LeRoy, former clown, has his miniature circus on display at Detroit's J. L. Hudson store thru September 2.

Harry and Marge Chipman, Yakima, Wash., together with Harry's mother, Belle Chipman Bennett, visited King Bros.' Circus personnel recently and many from King Bros. stopped in at the Chipmans' Circus Inn. Marge Chipman has been ill recently and is now convalescing. George and Fern Clace, circus fans, and Mrs. Clace's parents attended King Bros. with the Chipmans. Harold B. Kyte, Yakima fan, is mounting a new air callopie in a wagon.

Twenty of the most beautiful heads of

## POLACK EASTERN

(Continued from page 65)

Mrs. Doug Harrison, Mrs. J. J. Polack, Mrs. Betty Proper, Henry Kyes, Al Perry, Clara Lavine and Irene Laferty.

Mrs. Polack made the front pages with a photograph showing her washing an elephant with a hose. The band in Chattanooga pleased Henry Kyes. Nate Lewis turned up in a new white suit.

The staff went fishing at the Chattanooga Shrine club. Incidentally, Doug Harrison is the greatest fishing enthusiast on the show and seems to have the best luck.

Harry May has left to play fairs, and Hedy is a member of the hotel clan now. Vivian Randow left to join the Bob Hope show with her act, the Nelson Sisters.—IRENE LAFERTY.

## WANTED

Experienced, sober and reliable CATERPILLAR MEN

Contact

DAVID BLANCHFIELD RINGLING BROS.' AND BARNUM & BAILEY CIRCUS as per route

## WANTED PHONEMEN

Also Girls for Ladder, Cloud Swing and Web. Can place Clowns, Working Men in all departments. Want good Family Act.

BARKER BROS.' CIRCUS Stillwater, Okla., Aug. 28-29; Shawnee, Sept. 1-1; Wewoka, 4-5; Okmulgee, 6-7.

## WANT

Relief Caller and Countermen; top salary. Saginaw, Mich., Sept. 10-16; Adrian, Mich., Sept. 18-23.

Contact

JOHN CHAPMAN Jackson, Mich., this week.

hair on the Chariot & Tabor Circus belong to two ballet gals and 18 head of ringstock.

When the Polack show was in Chattanooga, acquaintances were renewed between the Flying Wards and Lee and Grace Owens. The latter entertained with a chicken dinner. Topic of the evening was the Owens tour with the Wirth Circus in Australia. The following were at the Owens residence: Jack Harris, Jepp Milan, Walter Long and June and Michael Kocuik. . . . Karl L. King, former bandmaster with Barnum & Bailey Circus, is a patient at Lutheran Hospital, Ft. Dodge, Ia. . . . Terrell Jacobs and Emmett Sims caught the Kelly-Miller show at Rochester, Ind., Wednesday (23). Sims joined Jacobs after closing with Beatty recently. . . . Clyde Beatty show will start its Southern tour from Richmond, Va.

## POLACK WESTERN

(Continued from page 65)

doing her one-arm swings. Centa Catarzi has one of the best hind-leg dogs this writer has seen. It reminds one of Chester Barnette's Trixie.

Alphonse Loyal still is practicing juggling. Arthur Springer had a reunion with Charlie and Grace Miller in Reno. They formerly tramped together on the Al G. Barnes show.

Ross Paul was busy while getting the manifest ready for the jump into Vancouver, B. C. What makes it rough is that we have so many nationalities—German, French, Italian, Swedish, Danish, Hungarian, Australian, Canadian, English and two boys—Hubert Castle and Gus Bell—from Texas.

Billy Griffin got a new truck at Reno, and I think Donner Pass had something to do with it. The Newburys had a visit with their old friend, Jimmy Durante, playing at the Riverside Hotel in Reno. Another personality was Spike Jones at a Lake Tahoe club.

Sick list includes Tripoli, son of Joe and Estrina Galasso, and Ingrid Zenner, who injured a knee in a fall. Visitors included Charlie and Grace Miller, Jimmy Durante, Spike Jones; Joyce, daughter of Millie Keathley; Mrs. Madison Hopes, sister of Silvers Madison; George Westerman, promoter of the Reno date; Bob Raupher, Dorothy Kammamier, Debora James, and Frankie Little, midget clown now with Spike Jones.—FREDDIE FREEMAN.

## RINGLING-BARNUM

(Continued from page 65)

Wright celebrated their birthdays. Joyce Lane and Alfred (Polack) Vidbe were married in Milwaukee.

Visitors: Mr. and Mrs. Mel Miller, Mr. and Mrs. Bill Spaulding, Mr. and Mrs. James Burgoon, Karl Kae Knecht, Margie Towson and daughter, Jack Kolar, Frank Kinder, Ben Oilman, Jackie LeClaire, Mr. and Mrs. Herm Linden, Dr. H. H. Conley, Mr. and Mrs. Deane Adams, Mr. and Mrs. Deane Thomas, Doc and Ivey Wilson, Mr. and Mrs. Wells; Yetty, Arthur, Helen, Carl, Gunther and Carla Wallenda, Rose Behee, Arden Larey, Billy Porter, Ernie Anderson and Don Edwards.—MARY JANE MILLER.

## CARNIVAL ROUTES

(Continued from page 58)

Dan-Louis: (Fair) Brandenburg, Ky.; (Fair) Hardingsburg 4-9.

Davis Am. Co.: (Fair) Tygh Valley, Ore., 1-3.

Delta Am.: Weir, Miss.; Sallis 4-9.

Dickerson: Lakeview, S. C.

Dickson United: Seaside, Okla.

Dobson's United, No. 1: (Fair) Hayward, Wis.; New Richmond 7-10.

Dobson's United, No. 2: (Fair) Cornell, Wis., 1-4.

Douglas Greater: Raymond, Wash., 28-Sept. 4.

Down River Am. Co.: Wayne, Mich.

Drago Am.: Goldsmith, Ind., 1-7.

Drexel: James H.; Blanchette, O.; Mingo Junction 4-9.

Dudley, D. S.: Hollis, Okla.; Elk City 4-9.

Dumont: Greenville, N. C.; New Bern 4-9.

Dyer's Greater: Hanover, Ill.; Mineral Point, Wis., Sept. 4-9.

Eastern Am.: Blue Hill, Me.

Eddie's Expo.: (Fair) Stoneboro, Pa.

Edy Bros.: Charleston, W. Va.

Evans United: Severance, Kan., 3-4; Horton 8-9.

Fair Am. Co.: Aberdeen, N. C.; Chadborn 4-9.

Ferris, Carl D.: (Fair) Little Valley, N. Y.; Dunkirk 4-9.

Ferris Greater: Oxnard, Calif., 28-Sept. 4; (Fair) Lancaster 8-10.

Fiddle United: Oley, Ill.

Fleming, Mad. Co.: (Fair) Blue Ridge, Ga.; (Fair) Ellijay 4-9.

Folk Celebration: Silver City, N. M.

Franklin, Don, No. 1: Brownwood, Tex.; Waco 4-9.

Franklin, Don, No. 2: Eldorado, Tex.

Francis, John: Plymouth, Wis., 1-4; El Paso, Ill., 7-9.

G. & B. Rides: Grafton, W. Va.

Gayland Am.: Laps, Ind., 31-Sept. 2; Port Jefferson 3-4.

Oem City: (Fair) Kirksville, Mo.; DePue, Ill., 2-4.

Geatch, J. A.: Hickman, Ky.

Gifford: (Fair) South Haven, Kan., 30-Sept. 2; (Fair) Ringwood, Okla., 7-9.

Gold Medal: Hopkinsville, Ky.

Golden West: (Fair) Lakeport, Calif.; (Fair) Placerville 4-9.

Gooding Am. Co., No. 1: (State Fair) Columbus, O.

Gooding Am. Co., No. 2: (State Fair) Columbus, O.

Gooding Am. Co., No. 3: (Fair) Burton, O.

Gooding Am. Co., No. 4: (Fair) Napoleon, O.

Gooding Am. Co., No. 5: Fairborn, O.

Gooding American Expo.: (Fair) Charlotte, Mich.

Gooding Greater: (Fair) Jackson, Mich.

Gooding Park Attr.: (Fair) Canfield, O.

Grandland Greater: Assumption, Ill., 28-31; Mt. Vernon Sept. 1-9.

Grand American: Chillicothe, Mo., 28-31; Spickard Sept. 1-2; Mercer 3-4; Unionville 6-9.

Great Lakes: Baroda, Mich., 27-31; Bangor Sept. 2-4.

Greater Rainbow: (Fair) Aurora, Neb., 28-31; Waco Sept. 1-2; Kenesaw 4-6; Davenport 8-9.

Groves Greater: Alexandria, La.

Gulf Coast: (Fair) Vandalia, Mo.

Hagenack's Rides: (Fair) Appleton City, Mo., 28-Sept. 1; Deepwater 4-3.

Hames, W. R.: Fair, Tex.

Hannum, Morris: (Fair) Mansfield, Pa.; (Fair) Lehigh Sept. 4-9.

Happy Attrs.: Ferrysville, O.; (Fair) McConnellsville 6-9.

Happyland: (Fair) Traverse City, Mich.; (Fair) Cadillac 4-9.

Harrison Greater: South Boston, Va.

Henry's Greater: Fomeroy, O.

Heller's Acme: (Fair) Danville, Va.; (Fair) Franklinton, N. C., 4-9.

Hennies Bros.: (Fair) Des Moines, Ia., 28-31.

Heth, L. J.: (Fair) Oneida, Tenn.; (Fair) Jamestown 4-9.

Hill's Greater: Chinook, Mont.

Home State: Winona, Minn., Sept. 1-4; (Fair) Bereof Falls 4-6.

Hoosier State: Columbus, Ind.

Hottel, Buff.: Jackson, Mo.

Howard Bros.: (Fair) Caldwell, O.; (Fair) Marietta 4-6; (Fair) St. Clairsville 7-9.

Inland: Adrian, Mo., 30-Sept. 2; Lebanon 4-9.

Imperial: Alledo, Ill., 28-Sept. 1.

Imperial Expo.: (Fair) Sports, Wis.

Imperial Expo.: (Fair) Fargo, N. D.; (Fair) Huron, S. D., 4-8.

Interstate: Princeton, Ky.

J. & B.: Manassas, Va., 31-Sept. 2.

Jan Am.: Appleton, Wis., 1-4; (Fair) Alto 7-8.

Johnny's United: Lexington, Tenn.; (Fair) Spencer 7-9.

Jollyland: Denon, Mo.

Jones, Johnny J.: Expo.: (Fair) Keokuk, Ia.

Jones United: McLaughlin, S. D.

Karra, Gust: Hopkins, Mo., 29-Sept. 2.

Kaus, W. C.: Blackstone, Va.

Keystone Attrs.: Greensburg, Md.; Shenandoah, Va., 4-9.

Kie, Floyd O.: Sharpwood, Ark., 29-Sept. 1.

Kleinland Am.: Aashburn, Ga.

Klein Am. Co.: George, Ia., 30-31.

Krause Am.: Philadelphia, Pa.

Lagasse Am. Co., No. 1: (Fair) Lancaster, N. H., 1-4; (Fair) Keene 7-11.

Lagasse Am. Co., No. 2: (Fair) Lakeville, Mass.; (Fair) Northampton 7-10.

Lagasse Am. Co., No. 3: Milford, N. H.

Lamb, L. B.: (Fair) Sibley, Ia., 29-Sept. 1; (Fair) Webster City 4-8.

Lane, Sammy: Gainesville, Mo.

Lawrence Greater: (Broad St.) Richmond, Va.

Lee Am.: Columbiana, Ala.

Lee United: Durand, Mich., 28-30; Au Gres Sept. 1-4.

Lois Star: Kaldis, O.

Lozier Am.: Rhodell, W. Va., 31-Sept. 8.

Maine Am.: (Fair) Springfield, Me., 2-4.

Manning Bros.: (Fair) Ballston Spa, N. Y.; (Fair) Mt. Holly, N. J., 4-9.

Magic Empire: (Fair) Madisonville, Ky.

Magic City: (Fair) Knoxville, Tenn.

Mapion Greater: Bartlett, S. C.

Maritz, John H.: (Fair) Roanoke, Va.

Mariam's Midway: (Fair) Columbus, Neb., 29-Sept. 1; Schuyler 2-4; (Fair) Guthrie Center, Ia., 8-8.

Merry Midway: Mt. Vernon, Ill., 28-Sept. 4.

Merryland: Howard City, Mich., 1-4.

Meyerland: (Fair) Newburg, Wis., 28-Sept. 8; Ocoato Falls 4-9.

Midway of Mirth: Golconda, Ill., 28-Sept. 1.

Midway Expo.: Stockton, Kan.

Midwest: (Fair) Ririe, Idaho; (Fair) Malad 7-9.

Mighty Hoosier State: Columbus, Ind.

Mighty Power: Clinton, Va.

Model: (Fair) Princeton, Mo.

Moore's Modern: (Fair) Vandalia, Ill.; (Fair) Oblong 3-8.

Motor State: Romeo, Mich., 2-4; Trenton 6-16.

Hopkinsville 4-9.

Mound City, No. 1: Cuba, Mo.

Mound City, No. 2: Herodasburg, Mo.

Mountain Great: El Dorado Springs, Mo.; Versailles 4-9.

Myers, Wm.: Lynchburg, Tenn.

Nessler's Greater: (Fair) Panna, Ill., 29-Sept. 4.

Noles, Larry: Trinidad, Colo.

Northern Expo.: Sidney, Mont., 31-Sept. 2; Beach, N. D., 4-5; Mandan 7-9.

Page Bros.: (Fair) Franklin, Tenn.

Palmetto Expo.: Dillon, S. C.

Pan-American Am.: (Fair) San Fernando, Calif., 30-Sept. 4; Pasadena 6-10.

Parada: Garnett, Kan., 30-Sept. 1; Joplin, Mo., 4-9.

Paul Am.: Marshallfield, Mo.; Paris, Ark., 4-8.

Peck Am. Co.: Herculano, Miss.; Macon 4-8.

Peoples Celebration Am.: Goshen, Va.

Penn. Premier: Tyrone, Pa.

Pine State: Lyons, Ga.

Pioneer: (Fair) McConellsburg, Pa.; McClure 4-9.

Play-Park: Orand Prairie, Tex.; Cleburne 4-9.

Playland: Hale, Mich.

Playtime, No. 1: (Fair) Windsor, Me., 29-Sept. 4.

Playtime, No. 2: (Fair) Blue Hills, Me., Sept. 1-4.

Powelson Expo.: West Lafayette, O.; Butler 8-9.

Powelson Greater: Groveport, O.; Cardington 5-9.

Prell's Broadway: (Fair) Indiana, Pa.; (Fair) Ebensburg 4-9.

Prell's World Fair: (Fair) Woodstock, Va.; (Fair) Warsaw 4-9.

Purvis: Dena, Va.; Providence Forge 4-9.

Queen City: (Fair) Pennaboro, W. Va.

Raines Am.: St. Paul, Ark.; Clarksville 4-9.

Raney United: Marshall, Minn., 28-30.

Reid, King: (Fair) Rhinebeck, N. Y.

Rocco: Webster, Wis., 29-Sept. 1.

Rogers Bros.: (Fair) Two Harbors, Minn., 30-Sept. 2; Bovey 4.

Rose City: Terrill, Tex.

Royal American: (Fair) St. Paul, Minn., 28-Sept. 4.

Royal Expo: Social Circle, Ga.; Eatonville 4-16.

Royal Crown: (Fair) Peoria, Ill., 28-Sept. 4.

Royal Midwest: (Fair) Alexandria, Ky., 2-4; Brookville 6-9.

Sea Valley: (Fair) Burlington, Kan., 29-Sept. 1.

Schafer's Just for Fun: Norman, Okla.

Shan Bros.: (Fair) Pennington Gap, Va.; (Fair) Sevierfield, Tenn., 4-9.

Siebrand Bros.: (Fair) Fair, Idaho.

Silver Slipper: (Fair) Booneville, Ky.

Sherbeck Am.: Norway, Mich.; Puckford 8-10.

Smith's Funland: Spencer, W. Va.

Smith, George Clyde: Keyser, W. Va.

Smith's Am. Co.: McGregor, Tex.

Snepp Greater: Oshkosh, Wis., 28-Sept. 1.

Spickard, J. A.: Livingston, Tenn.

Strader, M. A.: (Fair) St. Francis, Kan., 29-Sept. 1; Chayenne Wells, Okla., 4-9.

Standard: (Fair) Douglas, Wyo.

Star Am. Co.: Bay, Ark.

State Fair: Scott City, Kan.

Stephens, C. A.: Dalton, Ga.

Styer, James E.: (Fair) Slocum, N. Y., 2-9.

Southern Valley: (Fair) Wynne, Ark.; (Fair) Benton 4-9.

Sunset Am. Co.: (Fair) Marshalltown, Ia., 31-Sept. 3; (Fair) Bowling Green, Mo., 6-9.

20th Century: Belleville, Ill.

Tassel, Barney: Princess Anne Speedway, Princess Anne County, Va.; Orange, Va., Sept. 4-9.

Tatham Bros.: (Fair) Henry, Ill., 28-Sept. 1.

Toluca Sept. 2-4; Mt. Pleasant 6-9.

Texas: Odum, Tex.

Thomas Joyland: Rantoul, Ill.

Tidwell, T. J.: (Fair) Liberal, Kan., 28-Sept. 4.

Tip Top: Chilton, Wis., 4-9.

Titchell Expo.: (Fair) DuQuoin, Ill., 27-Sept. 4.

4: Brownsville, Tenn., 6-9.

Tri-State: (Fair) Greenfield, Mo., 30-Sept. 2; (Fair) Thayer, Kan., 4-9.

Turner Bros.: Grayville, Ill., 30-Sept. 4; Eldorado 6-9.

Twain City: Marshall, Mo.; Carthage 4-9.

Tyler's Williamfield, Ill., 28-31; Glasgow, Sept. 1-5.

United Expo.: Belleville, Ill., 28-31; West Frankfort Sept. 1-6.

United States: (Fair) Kermitt, W. Va.; (Fair) Gary 4-9.

Veterans United: (Fair) West Point, Neb., 27-31; (Fair) Neigh Sept. 1-3; St. Paul 5-9.

Victory Expo.: Iola, Kan., 28-30.

Virginia Greater: (Fair) Keller, Va.

Virona Bros.: Woodstock, Va.

Vogt's Southern Am. Co.: Belton, Tex., 30-Sept. 9.

Wade, W. G., No. 1: Osceola, Mich., 28-31; (Fair) Alpena 2-6.

Wade, W. G., No. 2: (Fair) Marne, Mich.; Farwell 4-7; (Fair) Onekama 6-8.

Wallace, I. K.: (Fair) Martinsburg, W. Va.; Stanardsville, Va., 4-9.

Wallace Bros.: Elkhorn, Wis.

Wallace Bros.: (Fair) Sherbrooke, Quec., Can.; (Fair) Quebec City 7-11.

Wallace & Murray: (Fair) Mountain City, Tenn.; (Fair) Madisonville 4-9.

W. E. J.: (Fair) Pamberville, O., 31-Sept. 1; Stryker 2-4.

West Coast: Medford, Ore., 29-Sept. 3.

Western: Issaquah, Wash., 1-4.

Williams, Ray: Wayland, Mich.; Newaygo (Fair) Hudsonville 6-9.

Wilson, George: (Fair) Mesa, Ill., 31-Sept. 4; (Fair) Sandwich 8-10.

Wilson Greater: (Fair) Parowan, Utah.

Wolf Greater: (Fair) Caledonia, Minn., 30-Sept. 2; Lake City and Chatfield 3-4; (Fair) Cambridge 6-9.

Wolfe Am.: Stoneville, N. C.; (Fair) Martinsville, 4-9.

World of Pleasure: (Fair) Warsaw, Ind.; (Fair) Cheboygan, Mich., 5-9.

Yager's United: Plymouth, Ill., 28-30.

Young, Monte: Tremonton, Utah.

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COOSA VALLEY FAIR ROME, GA., OCT. 16 TO 21 Contact P. E. Henson Son, c/o Henson Drug Store, Rome, Ga.

Wanted Small Carnival Consisting of Merry-Go-Round and Ferris Wheel plus one, two or three clean Shows. (No Less Shows or Gambling.) For HYDE COUNTY FAIR Oct. 12, 13 and 14. Write or wire J. M. WORRELL, President of Hyde County Fair Assn., Swan Quarter, N. C.







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#20 Bears & Pandas, 32" High, Ass't Colors	1 Do. Ct.	\$33.00 Doz.
#100 Bears & Pandas, 30" High, Ass't Colors	1 Do. Ct.	30.00 Doz.
#70 Bears & Pandas, 26" High, Ass't Colors	1 Do. Ct.	26.50 Doz.
#65 Bears & Pandas, 22" High, Ass't Colors	2 Do. Ct.	19.80 Doz.
#40 Bears & Pandas, 16" High, Ass't Colors	2 Do. Ct.	15.50 Doz.
#50 Bears & Pandas, 14" High, Ass't Colors	4 Do. Ct.	10.80 Doz.
#35 China Bears, 29" High, Panda & Honey	1 Do. Ct.	35.00 Doz.
#95 Standing Bear, 28" High, Panda & Honey	1 Do. Ct.	33.00 Doz.
#78 Drum Major, 30" High, Ass't Colors	1 Do. Ct.	33.00 Doz.
#77 Sweetheart Doll, 30" High, Ass't Colors	1 Do. Ct.	33.00 Doz.
#30 Cowboy, 28" High, Ass't Colors	1 Do. Ct.	33.00 Doz.
#90 Jacky, 30" High, Ass't Colors	1 Do. Ct.	33.00 Doz.
#75 Policeman, 27" High, Blue Plush	1 Do. Ct.	33.00 Doz.
#48 Tiger, 16 1/2" High, 28" nose to tail	1 Do. Ct.	33.00 Doz.
#25 Large Lion	1 Do. Ct.	36.00 Doz.
#32 Large Bambi, Ass't Colors	1 Do. Ct.	33.00 Doz.
#45 Sitting Dog & Cat, Ass't Colors	1 Do. Ct.	33.00 Doz.
#210 Plush Doll, 21" High, Ass't Colors	2 Do. Ct.	19.80 Doz.
#211 Plush Dog, 18" High, Ass't Colors	2 Do. Ct.	19.80 Doz.
#212 Plush Cat, 18" High, Ass't Colors	2 Do. Ct.	19.80 Doz.
#18 Scotty Dog, 10" High, 10" Wide	4 Do. Ct.	10.00 Doz.
#22 Drum Major, 16" High	4 Do. Ct.	10.80 Doz.
#27 Cowboy (Illus.), 15 1/2" High, Ass't Colors	4 Do. Ct.	12.25 Doz.
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The Lighter We Picture Is The Lighter You Get!  
2 1/2" HIGH—3" LONG

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**PEARL HANDLE Pistol Lighter \$21.00 DOZ. Sample, \$2.00**

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**\$4.00** Per Doz.

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**SPECIAL**

3-Piece Pen Set, all gold finish  
**\$5.50 Per Doz. \$63.00 Per Gross**  
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These Pen Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00.

**\$2.00 Per Doz. \$22.50 Per Gross**

**FLASHLIGHT KEY CHAIN**

**ALL GOLD \$2.25 PER DOZ.**

**SPECIAL**

Cigarette Lighter and Ball Point Pen combination; beautiful gold finish, that is a beauty, at the special price of \$3.50 per dozen or \$36.00 per gross. All cellophane wrapped. Sells on sight.  
Sample \$04.

**Five-Way Pen Set**

Includes Mechanical Pencil, Ball Point Pen, Lighter, Flashlight & Self-Filling Fountain Pen in beautiful box. Gold finish.  
Per Doz., \$8.00 — Per Gross, \$95.00

The original 3-piece Pen set that has a fountain pen with a self-filler, a mechanical pencil that repels and expels, and a Ball Point Pen consisting of atomic and pastel colors that come in a beautiful box and a gold embossed \$7.50 price tag, and also a guarantee slip at a new low price of \$4.00 per doz.—\$42.00 per gr. This is the same pen set that we formerly sold at \$65.00 per gross. Sample 75c. We guarantee all sets. This is a real buy and the best buy in the country.

25% deposit with order, M.D. or cash, balance C. O. D. We Ship Anywhere in the World.

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**\$1.30** Ea.  
**\$15.00** Per Doz.

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All orders are F. O. B. Chicago. Please include 40c for each pair of Lamps to cover parcel post. **TERMS:** 25% deposit required on all orders—balance C. O. D.

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**\$1.15** Ea.  
**\$12.00** Per Doz.

Made of opal white glass. Colors available: black dots. Height 10 in. Individually packed. 12 to a master carton. Weight 3 lbs. each lamp.

SERVING THE CARNIVAL TRADE OVER 34 YEARS  
**M. K. BRODY**  
1116 S. HALSTED ST. CHICAGO 7, ILL.  
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**SEND FOR CATALOGUE**

We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plated and Silver Plated MEN'S and LADIES' BOUTIQUE BRIDAL SETS — CAMEOS — SIGNETS — BIRTHSTONES — COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$75.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business

**HARRY MAHREN RING CO.**  
303 5th Ave., N. Y. 16, N. Y. Red and White Stone Combination ... \$3.00 Doz.

Engagement ... \$2.43 Doz.  
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**SAVE TIME—SAVE MONEY**

**BUY YOUR ROLLED GOLD PLATE WIRE DIRECT FROM THE MANUFACTURER**

**WIRE ARTISTS**

No order too small or large that cannot be shipped promptly from our large stocks.

25% deposit on all orders, bal. C. O. D.

Write at once for a generous working sample of 1/60 12 Karat in size desired.

Sample will be shipped immediately entirely FREE OF CHARGE

**THE IMPROVED SEAMLESS WIRE COMPANY**  
775 EDDY STREET PROVIDENCE 5, RHODE ISLAND

**SEND FOR Free COPY TODAY!**

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IS NOW AVAILABLE ATTENTION CONcessionAIRES AND NOVELTY WORKERS

Our general Catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Sales Booth Operators, Premium Users etc.

**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST. MINNEAPOLIS, MINN.

**ATTENTION! ENGRAVERS -- DEMONSTRATORS**

**5c**

SAMPLE IDENT ASSORTMENT \$4.00

GRAB BAG MERCHANDISE 3/4 EACH

25% Deposit on all C. O. D. Orders

PLEASE STATE YOUR BUSINESS

**2ND TO NONE FOR VALUES**

604 W. LAKE ST., CHICAGO 6, ILL. FOR SAME DAY SERVICE CALL

**5c**

BACH

NO. 767

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**FRANKLIN**  
2-2567

**"Brisco Pete"**

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YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT

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**NEW Skill Sensation . . .**  
**"WISHING WELL"**  
 Greatest Low Priced Counter Game in Years!  
 PLASTIC INNER-CONSTRUCTION  
 "IT'S LOCKED"



Requires only 6" x 6" Counter Space  
**COLLECTS IN COINS CALORE**  
 "They Drop 'Em—You Collect 'Em"  
**START ROUTE**

**GIGANTIC PROFITS**  
**SAMPLES AVAILABLE NOW!**  
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 IS OUR BUSINESS

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We Have Everything For:  
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Attention, Engravers!  
**NEW CATALOG.**

NO. 105—HOT OFF THE PRESS AND  
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Write for Big Catalog  
 (STATE YOUR BUSINESS)

All Orders Shipped Same Day Received  
**BIELER-LEVINE**  
 5 No. Wabash Ave. Chicago 2, Ill.  
 ALL PHONES Central 4-7966

**DON'T BE FOOLED...**



These are imitation glasses of sparkling amber beer with creamy bubbly foam that absolutely defy detection. For commercial use on back bars or in window and counter displays . . . or as mirth provokers at conventions and parties. 10 oz. size, 35c; 8 oz. size, 23c; any quantity. Free sample to quantity buyers. Write

**LOUISVILLE COMPOSITION PRODUCTS CO.**  
 974 SWAN ST. LOUISVILLE, KY.

**MISCELLANEOUS**

**BELLY TANKS, \$8.95; STEEL, SIX OR TEN**  
 foot also, free picture. Buck's Auto Wrecking, 1625 "I" Merced, Calif. se16

**MEXICAN JUMPING BEANS—FOR IMMEDIATE**  
 shipment; the most original curiosity in the world; the special attention. Joaquin Hernandez, Exporter, Alamos, Sonora, Mexico. se16

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 proofed, complete with grommets and rope; Green or Khaki approximately 8 oz. \$21.00; \$62.74; 7x100, \$72.88; 8x100, \$82.25; 9x100, \$92.00; 10x100, \$101.75; made in any length at above rate per running foot; satisfactory action guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: CADILLAC 5691. se30

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**NEW SHEET MUSIC, 5c; 21 FOR \$1; 100 FOR**  
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**GOING SOUTH WITH FRENCH FRY. HAVE**  
 Photo Booth, will take along; will sell or take agent on good basis; no tearing down. Contacting: John Connor, 2037 E. Clearfield St., Philadelphia.

**WANTED—PARTNER FOR EXCLUSIVE MER-**  
 chandise Bingo rights in large eastern city. Joseph Harrison, 228 Electric Ave., Rochester 13, N. Y. Phone: Glenwood 0175-J.

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 humorous Novelty Stationery (continental) 32 assorted sheets, 32 envelopes, \$1. Gemell Printing Co., 117 Johnson, Winona, Minn.

**MACON, GA., ADDRESS FOR YOUR MAIL—**  
 Will mail your letters and forward your mail; take care of your driver's license and auto tags; \$3 month plus postage. J. P. Greek, 686 Woolfolk St., Macon, Ga.

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 ators get the famous pie crust mirror frames. Capitol Equipment Co., 215 Liberty Ave., Staten Island 5, N. Y. se2

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 Photo Mounts, Chemicals, Paper, Rings and Comic Cards for small photos. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. se23

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 plies. Direct Positive Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. se4

**DIME PHOTO OUTFITS CHEAP—ALL SIZES;**  
 drop in and see them; latest improvements, real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. se28

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 supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds, Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. se28

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**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**

**AGENT-REP. WANTED FOR MGT. OF VO-**  
 cal-comedy-instr'l trio; "pop" and "weat'n"; also radio, songs and record prom-exploitation. Parents, 1722 McMillan, Philadelphia. se1

**ALL GOOD ACTS TRAVELING THIS WAY**  
 contact Joy Theatre. Wanted: Novelty Acts, Singers, Dancing Girls, Exoties, Comies, all good, no drunks. Joy Theatre, West Memphis, Ark. Phone 893. se16

**CAPABLE MUSICIANS ALL INSTRUMENTS—**  
 Draft exempt; Southern locations, territory work, established bands; no drunks or strikers. Box C-131, Billboard, Cincinnati, O.

**GIRL DRUMMER—SMALL COMBO, STEADY**  
 work, wonderful opportunity. Box 377, Billboard, Chicago.

**LADIES TO TRAVEL—MUST BE NEAT AP-**  
 pearance, no age limit, to talk to customers in chain stores. Fred "Six" Cummings, 3122 Boardman, St. Louis 9, Mo. se9

**LEAD ALTO, OTHERS WRITE—MODERN**  
 headquarters band; weekly salary. Box 500, Sioux Falls, S. Phone: 935. se9

**MUSICIANS AND VOCALISTS WANTED—**  
 Female and male. State all Parents, 1722 McMillan St., Philadelphia.

**WANTED BY R.S.R.O.A. ROLLER RINK—**  
 A professional ice teacher; teach children and adult classes immediately; contact Rollarens, 15721 E. 14th St., San Leandro, Calif. se18

**WANT—PIANIST, DRUMMER, ALL INSTRU-**  
 ments; prefer vocals, novelties; name combo and band locations. Box C-132, care Billboard, Cincinnati, O.

**THE NEW EASTMAN IMPROVED TYPE DI-**  
 rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Seid St., Rochester 4, N. Y. se30

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**ALWAYS LOWEST PRICES—THREE-COLOR**  
 14x22 quality Window Cards, \$6.50 hundred; \$57 thousand. Tribune Press, Box 348-B1, Earl Park, Ind. se9

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 43x Envelopes, Hammermill Bond, five lines copy; \$2.25 postpaid; no c.o.d.'s; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. se23

**BUSINESS CARDS—DISTINCTIVE RAISED**  
 lettering, blue or black print, 1,000. \$4. Hilton's, 137 Front, Worcester, Mass. se2

**BUSINESS CARDS (RAISED PRINTING), \$3.75**  
 per thousand; seven lines of type; blue or black ink; fast service. Speedmail Press, 759 Broadway, N. Y. 7. se2

**BUSINESS CARDS—RAISED LETTER PRINT-**  
 ing, blue or black ink, quality thin plate stock; \$3.50 per thousand postpaid; no c.o.d.'s. Ducard Printers P.O. Box K, Tustin, Calif. se2

**DECALS PRINTED—YOUR COPY; 28 EVE-**  
 cating designs write for illustrated folder. Grand, 2506-B 52d, Kenosha, Wis. se23

**MIMOGRAPHING—TRIAL 100 (84x111);**  
 black ink, white paper; postpaid \$1.50. Stowe Mimeo. Box 3988B Bartlesville Okla. se2

**RUBBER STAMPS, 3 OR 4 LINES, \$1 POST-**  
 paid; Stamp Pads, 50c. Smallwood Printery, 2715 Vine, Cincinnati, O. se23

**6 1/2 OR 6 3/4 WHITE BOND ENVELOPES, 100,**  
 \$9; 250, \$1.85; 500, 1.00; 1,000, \$1.61. Letterheads, same price; Hammermill Bond, add 25c. Gem-Lite Press, 12691 Charest, Detroit B-12, Mich. se18

**SALESMEN WANTED**

**MAKE \$1,000 NEXT 90 DAYS—NATIONALLY**  
 advertised item; price protected; merchants need increases business 60%; commissions advanced; outfit free. Schubert, 330-F South Wells, Chicago.

**SALESMEN—SIDELINES: EARN \$3,000 NEXT**  
 5 months selling calendars, advertising specialties; buyers everywhere; big commissions advanced; samples free. Continental Calendar, 312-C South Dearborn, Chicago. np

**\$6 CASH EVERY HOUR SHOWING OUR SEN-**  
 sational 3 in 1 Deluxe Folding Shopping Bag and Purse; women busy sellers; commissions advanced daily; sample furnished. LeNard, 179-C, Washington, Chicago 2. np

**SCENERY AND BANNERS**

**NIEMAN CARNIVAL-CIRCUS BANNERS THE**  
 best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA-6-2544. se2

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, DESIGNS, COL-**  
 ors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 93d St., Los Angeles 3. se7

**EVERYTHING YOU NEED FOR TATTOOING—**  
 Electric Tattoo Machines, Designs, Colors; complete outfit. Illustrated catalog free. Mill Zela, 728 Lesley Rockford Ill. se29

**WANTED TO BUY**

**MILLS PANORAM SOUNDIE MACHINE AND**  
 film in good condition; state best price. Newhouse Electric, Fond du Lac, Wis.

**WANTED TO LEASE—PORTABLE RINK FOR**  
 one year, or to buy; will pay expenses to ship here. Phone 8729 Hudson, N. Y., or write Box 412, Steve and John Struzozky.

**WANTED—ODDITIES BY SEA—SHELLS OR**  
 like specimens. Write Randall, 1 Irvington 64, London, Mass.

**WANT 30 TO 36 FOOT MERRY-GO-ROUND;**  
 any condition, cash. Write James Farrington, Canton, Maine.

**WE POSITIVELY DELIVER THE SAME DAY AT THIS NEW PRICE—NO "IFS OR ANDS"**  
 The newest sensation of the year

**The New HOLLYWOOD GLAMOUR GIRL PENCIL**



**SELLING LIKE WILD FIRE**

**Big Flash.**  
 It propels, ras-pels and has a beautiful cold finish. All you have to do is press the top of the pencil and the barrel lights up and shows the most beautiful girl in the world. It is really a knockout. Assorted beautiful girls.

**Sample \$1.00.**  
 This is one of the outstanding numbers of all time.

Per Doz.

We Ship Anywhere in the World.  
 Terms: 25% deposit, balance C.O.D.  
**HARRIS NOVELTY CO.**  
 1102 Arch St., Phila., Pa.  
 Phone: MA 7-9848 WA 2-6970

**"FAN BLADES MAKES FRIENDS**  
 . . . opens the door to more sales, repeat business and larger profits. No other blade offers as much for the money!"



**DOUBLE OR SINGLE EDGE**

Write for details and sample order.

**FAN BLADE CO.** 32 Green St., Newark 2, N. J.

**SENSATIONAL VALUES!!**  
**WATCHES ★ DIAMONDS ★ JEWELRY**

A complete line of famous make watches, diamonds and jewelry at

**LOW WHOLESALE PRICES**

ELGIN—BULOVA—SWISS—HAMILTON—WALTHAM watches reconditioned and guaranteed like new.

Write for our free wholesale catalogue immediately.

**APLEN JEWELERS**  
 801 Sansom Street Philadelphia 7, Pa.

**HALLOWEEN PARTY HATS—FAVORS**

Flat Crepe Hats . . . \$4.50 per 100  
 Torche Metal Noisemakers . . . 6.75 per 100  
 Blow-outs . . . 3.50 per 100  
 Metal Crickets . . . 1.75 per 100  
 25% WITH ORDER, BALANCE C.O.D.  
 SEND FOR OUR NEW CATALOGUE  
**KRIEGER MFG. CO.**  
 OPA LOCKA, FLORIDA

**ORIGINAL "WOLF PACK"**



Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

**\$9.50** Doz.  
Sample Pack, \$1.25

**\$4.50** DOZ.  
**\$48.00** GR.

Original 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.



**\$6.50** Doz.  
**\$7.20** Doz.  
**\$8.50** Doz.  
**\$10.80** Doz.  
**\$12.00** Doz.

Small Black Handle Gun Lighter  
Automatic Type Gun Lighter  
Large Black Handle Pistol Lighter  
33002 Contoured Black Handle Lighter  
Large Pearl Handle Gun Lighter



#9 Kat Mottle Balloons ..... \$4.80 Cr.  
#11 Mottle Print Balloons ..... 4.50 Cr.  
#14 Kat Mottle Balloons ..... 6.00 Cr.

**HOTTEST NUMBER IN MECHANICAL TOYS THIS YEAR! IMMEDIATE DELIVERY!**

LARGE WALKING BEAR  
SMALL WALKING BEAR  
BEGGING POODLE DOG  
LARGE WALKING ELEPHANT  
ITCHY DOGS  
JUMPING FUR DOGS

25% Deposit Required With All Orders, Balance C. O. D.

**Write for New Catalog!**

**KIM & CIOFFI**

912 ARCH STREET  
PHILADELPHIA, PA.  
MARKET 7-2283



Football Catalog now ready—Write for your copy!

**ATTENTION**



All Crew Hat Operators who work Fairs and Seashore resorts. The original Bee Bop Hats with beautiful pompons and a beautiful braid. This hat is selling like wildfire all over the country.

ASSORTED COLORS  
Gr. **\$6.00**

IMMEDIATE DELIVERY  
WE SHIP ANYWHERE IN THE WORLD

25% Deposit—Money order or cash—Balance C.O.D.

**HARRIS NOVELTY CO.**  
1102 ARCH ST. PHILADELPHIA 7, PA.  
PHONES: MA 7-9848—WA 2-6970

**CARNIVAL, NOVELTY SHOPS, PITCHMEN**  
**When in TEXAS Visit Us**

Large stock always on hand. Novelties, Premiums, Glassware, Feather Dolls, Parasols, Batons, Balloons, Horse Clocks, Spiders, Monkeys, Toys, Rodeo Souvenirs, Slum and hundreds of other items.

**M. NOWOTNY & CO.** 907 ROOSEVELT SAN ANTONIO 2, TEX.

**Popular Styled LIGHTERS**

**PISTOL LIGHTERS**

An excellent reproduction of a pistol on small base. Press trigger and it automatically lights. Highly polished chrome plated with black trim on handle. Overall dimensions: 2 1/2 x 2 1/4 inches with 1 1/4 inch diameter base. Individually boxed.

No. B83J832 **\$6.75**  
Per Dozen

**BETTER QUALITY PISTOL LIGHTER**

No. B83J852 **\$9.00**  
Per Dozen

**Mother-of-Pearl Handle PISTOL LIGHTER**

No. B83J851 **\$12.00**  
Per Dozen

**CAMERA LIGHTER SPECIAL**



Miniature Camera Lighter. Black plastic with polished metal trim. Metal tripod. Each in box.

**Now Low Price**

No. B83J853 1/2 Dozen **\$6.50**

**Best Quality CAMERA LIGHTER With Compass**

Miniature Camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. B83J822 Dozen **\$12.00**

**TABLE LIGHTERS**

WE HAVE A COMPLETE SELECTION OF VARIOUS STYLES AND SIZES AT \$7.20 AND \$8.00 DOZEN. WRITE FOR INFORMATION.

**GILT FINISH BEADS**

**SPECIAL OFFER** 16-inch graduated gilt finish bead necklace with fillagree clasp to match. Each in carton.

No. B90J228  
**NOW \$3.00 DOZ.**  
REGULARLY \$6.75 DOZ.

**CARNIVAL NOVELTIES**  
(Note reduced prices!)

**CELLULOID FEATHER DOLLS WITH EARRINGS, HAT AND CANE**

No.	Size	Per Gr.
B34N5	7 1/2 inch	\$18.00
B34N6	8 inch	21.00

**DANGLING COMPOSITION NOVELTIES**

No.	Description	Per Gr.
B38N71	2 1/2 inch Donald Duck	3.25
B38N74	4 inch Donald Duck	6.00
B38N72	2 1/4 inch Frog	3.25
B38N73	2 inch Spider	3.25
B38N75	2 1/2 inch Spider	6.00
B38N79	2 1/4 inch Mula Doll	3.25
B38N80	4 1/2 inch Mula Doll	6.00
B38N76	1 1/2 inch Devil	18.00
B38N77	4 1/2 inch Skeleton	6.00
B38N78	4 inch High Hat Monkey	3.50
B38N81	4 inch High Hat Monkey	6.50
B38N82	8 inch High Hat Monkey	13.75

**PAPER PARASOLS**

No.	Size	Per Gr.
B26N26	18 inch	9.00
B26N7	21 inch	18.00
B26M8	29 inch With Handle	33.00

**LARGE SIZE INSIDE HUMMER FLYING BIRD**

No.	Per Gr.
B38N48	8.00

**NOVELTY HATS**

No.	Description	Per Gr.
B46N13	12 inch Coolie Hat	\$15.00
B46N14	14 inch Coolie Hat	24.00

**CANES, WHIPS AND BATONS**

No.	Description	Per Gr.
B18N2	Extra Heavy Bamboo Cane	\$27.50
B17N8	Baton With Bell	12.50
B17N7	Swagger Cane	8.00
B17N10	Loop Whip	12.00
B15N1	Pennant Cane "HEAVY"	16.00

**SPECIAL! CHINA HEAD CANES**

No. B16N110—Fine quality China Head Canes with assorted heads: Dice Head, Baseball Head, Golf Ball Head, Police Dog Head, Bull Dog Head and Horse Head. Per Gross \$18.00.

**CARNIVAL SUPPLIES**

No.	Description	Per Gr.
B21R16	Cork Gun, Each	\$5.25
B21R26	Corks, Per Thousand	2.50
B5N7	Baseballs (Special), Dozen	1.50
ORANGE DEACON BALLS		
B38N75	9 inch (Fresh Stock), Dozen	\$4.18
WHITE STOCK LASTS!!		

**NEW CARNIVAL NOVELTIES DAILY**  
**WRITE FOR INFORMATION!!**  
**WATCH FOR OUR ADS!!**

COMPLETE LINE OF PRIZES FOR SHUFFLEBOARD GAME  
WRITE FOR INFORMATION

25% deposit required on all orders

**N. SHURE CO.** 200 W. ADAMS STREET  
CHICAGO 6, ILLINOIS

**THIS LITTLE MUG PACKS A REAL WALLOP!**



An Item That Sells Itself

Outstanding Miniature Beer Mugs With Assorted Ceramic Decal Designs

Write on letterhead for complete catalogue and price list!

**BILL'S SPECIALTY MFG. CO.**  
22 carat gold trim  
433 N. 2nd ST. MILWAUKEE, WIS.

**The Hottest Buy of 1950**

NO. 623

OPEN BACK

Men's very attractive, clear imitation diamond ring (not a fail back). Available in either 14 Kt. Gold or Rodium Plated. 1 Ct. size centerstone has 38 facets—sembles a brilliant diamond.



Only \$3.25 per doz.

\$36.00 per gr.

NO. 08

Men's Streamlined Ring—Flashy 1 Ct. centerstone in beautiful 14 Kt. Gold Plated mounting. A fast seller!



Only \$3.00 per doz.; \$33.00 per gr.

Minimum order—one dozen. Remittance in full or 25% deposit, balance C.O.D. Sample of both rings sent for \$1.00 postpaid. Send for free circle.

**STERLING JEWELERS**

44 East Long St. Columbus 15, Ohio

**AT LIBERTY—ADVERTISEMENTS**

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

**BANDS AND ORCHESTRAS**

**DICK CARSON AND PRAIRIE PARTNERS** (writeup Country Song Roundup, issue 8) at liberty; considering all offers; this band is tops. For details write Box 125, Baden, Pa. sc8

**CIRCUS AND CARNIVAL**

**LADY MINDREADER, ILLUSIONIST, MAGICIAN**; available for engagement; write or wire P. O. Box 4524, Jacksonville, Fla.

**PALMIST WANTS WORK—ENCHANTINGLY** exotic. Beautiful in a Cleopatra like way. Will work with colored pairs, also do half and half. Rose Davis, Phone 8335, Avella, Pa. sc8

**DRAMATIC ARTISTS**

**PETER MICHAELS—HEAVIES, GEN. BUS,** characters, at liberty Oct. 1. Strong mental act and other specialties; circle or location stock of rap; experience and wardrobe; good advance man. Address Peter Michaels, c/o Manhattan Players, Plaza, Pa.

**MISCELLANEOUS**

**FORMER BIO SHOW CHIEF USHER** at liberty for this and next season; wire, write proposition. Mr. Umberto Castaldo, 338 West Fourth St., Dayton, O.

**PROF. E. SPIES, THE HOLY MAN** and Great Divine Healer at leisure. 202 Lyell Ave., Rochester, N. Y.

**SITUATION WANTED AS PARTNER** to lady in whp acts, such as handkerchiefs, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

**WANTED—WORK AS MANAGER OF ROLLER** rink or Floor Manager; successful experience in both permanent and portable rinks; dependable, no drinker or smoker; will be available soon. Clinton Zimmerman, Redwood Falls, Minn.

**MUSICIANS**

**ALTO AND CLARINET—BIG RESONANT** tones, good intonation, good jazz, relaxed phrasing, fine appearance and character; cut or no notice. Tommy Smoot, R. R. 1, Rankin, Ill. sc8

**ALTO, CLARINET, FLUTE—EXPERIENCED;** available immediately. Will travel. Gene Schuette, 2110 16th St., Sheboygan, Wis.

**AT LIBERTY—ALTO SAX, DOUBLING TENOR** and clarinet; fast reader, fake and transpose anything on all; prefer old time band that pays off; this ad to contact friends in business. Permanent address. Paul Donnelly, Phone 577, Anamosa, Iowa.

**AT LIBERTY—TRUMPET MAN, WILL TRAV.** c/o: apt 32, Ship Jordan, Lincoln, Kan.

**BASS MAN—DOUBLE GUITAR; WILL TRAV.** c/o: 30, Int'l. Subur, good appearance; 25 years experience; 3 1/2 years with "5 Spaces"; arranging for and singing in vocal quartets, etc.; show experience; last job as combo guitar man; prefer something that brings anything for a price. Wally Spanier, 2549 7th Ave., Sacramento, Calif. Phone: Billeret 3-5941. sc8

**DRUMMER—UNION, CUT SHOWS, TRAVEL** available immediately. Phone 2273, Cliff Anderson, 334 Market St., Opelousas, La.

**DRUMMER—29; CUT SHOWS, HEAD, FAKE;** neat appearance; prefer commercial band or combo. Bob Wade, 1379 W. Main St., Decatur, Ill. Phone 7819.

**DRUMMER—30, EXPERIENCED LATIN, SO-** cety jazz, shows; read anything; cut or no notice. Dal Murphy, 602 Warner Bldg., Nashville, Tenn.

**HAMMOND ORGANIST—SEVERAL YEARS'** experience roller rinks; reliable; references; available for fall season. Box 32-151, Billboard, Cincinnati, O. sc8

**LEAD TENOR—DOUBLING FLUTE AND** clarinet. Want job with hotel band or society combo. If interested write or wire particulars, price, etc. H. R. Young, 800 North Third Ave., Phoenix, Ariz.

**LEAD TENOR—SEMI-NAME EXPERIENCE;** fine tone, experienced, society, Latin, Dixie; want good band doing southern locations; no parties. Ed Arnold, 101 Union, Doylestown, Pa. sc8

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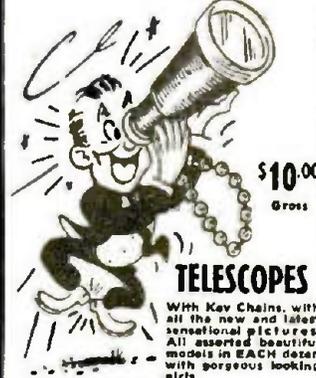
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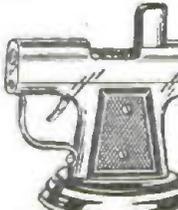
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Rever, Chick  
Rosen, Roy  
Sail & Arlene  
Carter, June  
Thal & Borman  
Tayton, Frank  
Daley, James  
Davis, Carl  
Dillmore, Mr.  
Dunn, James H.  
Dunn, Clyde  
Ferguson, J. R.  
Fox, Henry  
Freeland, E. D.  
Gafford, Charles

Stockdale, Floyd  
Stroed, Jimmy  
Swanson, Mr. & Mrs. Ernest  
Solin, Michael  
Talbert, Henry O.  
Talbot, Orley  
Tandy, Clarence T. Jr.  
Tubbs, Eddie  
Tye, Milton  
Wagner, G. W.  
Walk, Mrs. Lillian

Wallace, Shario  
Wardsworth, Mrs. Laverne  
Webb, Mary  
Wheeler, E. L.  
Whitman, Ed  
Wiggins, James  
Williams, Densetta  
Wilson, Harvey  
Winstor, Slim  
Wolfe, James E.  
Woods, F. A.  
Wra, G. W.  
Zacchini, Bruno

Aarmin, Michael P.  
Abraham, Angelica  
Anderson, Miss  
Bagnasco, Tony  
Clark, Eugene  
Connelly, John  
Davis, Irene P.  
Havenput, James  
Foster, Mr. & Mrs. George  
Gallagher, D. L.  
Gold, Eddie (Har- bary Coast Boys)  
Greene, Mrs. Muriel  
Homan, Steven H.  
Hutchins, William  
Klaumen, George

Lenz, Ruth Jane  
Lipho, Jerry  
Loranzo, Jack  
MacFoust, Mrs. Mans, Don F.  
Marino, Sherry  
Newair, Evelyn  
Parker, Barry A.  
Paul, Leo M.  
Reed, James A.  
Romer, Robert  
Sicard, Arthur  
Stewart, Allen J.  
Stutz, Jim  
Suss, Gardner  
Fife, John  
Vallance, Walter H.  
Van, Lew  
Whalen, George  
Winick, Jack

**FLASH NEW LOW PRICE \$3.00 per doz.**



**The New SENSATION!**  
that is taking the country by storm.

**The original HOLLYWOOD FLOATING CUTIE DOLL PENCIL**

This pencil is a mechanical pencil. It propels, expels and repels. It's sensational. This pencil is an all gold finish pencil, and has a window that opens and closes and shows the Hollywood Cutie. It sells on sight.

**SAMPLES \$1.00**

**WE ALSO HAVE KILROY WAS HERE PENCIL, \$6.00 DOZ.**

**BOY SITTING ON POT PENCIL, \$4.00 DOZ.**

**THE NEW FLOATING BOY AND GIRL BLACK PENCIL, \$4.75 DOZ.; \$45.00 GR.**

Order shipped same day when received.  
We ship anywhere in the country. 25% dep. with order, balance C.O.D.

**HARRIS NOVELTY CO.**  
1102 Arch St. Philadelphia, Pa. Phone: MA 7-9848 WA 3-4970

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25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.  
When requested, a change apron will be sent FREE with each order for \$25.00 or more.

**LEVIN BROTHERS** Established 1886  
TERRE HAUTE, INDIANA

**YOU CAN'T GET STUCK WITH THESE**  
Quality counts; less breakage and headaches. Don't be Hornswoggled by low prices. There are several grades and sizes of each number.

WALKING CUB BEARS, 4 1/2" tall, active sturd. \$6.40 doz.; 2 doz. \$5.00  
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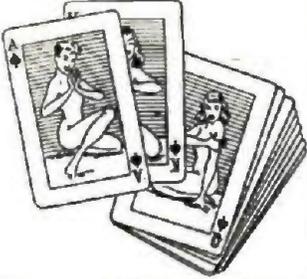
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**6000 Small Hits—**  
In 640 Page Wholesale Book  
Dealers, agents, salesmen and jobbers, you will find this book bulging with Test & Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. \$50 brings you this latest 1950 wholesale catalog of Tested Sellers. You may take credit for the 25c on first order. In that way the book will not cost you any money. Get your copy now before supply is depleted.  
SPORS CO., 9-50 Lamont, Le Center, Minn.

**ORIENTAL DESIGN SIGNS** \$27.50 Ea.  
Be in business for yourself! Big profits! Buy direct from Reliable New York Wholesale Firm, glowing Oriental Reproductions extra heavy \$12 Perfect Quality Room size rug! Top Quality Rayon Varn! All sizes, colors. If not satisfied, money refunded in 3 days. Write today for Free Catalog. AGENTS WANTED.  
ROSE TRADING CO.  
Formerly Lo-Us Trading Co.  
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**Sell Ultra-Blue Stock Signs**  
To attract over 1000 signers, comedy, general, religious, ultra blue signs for homes and general display. MAKE MONEY on our fast selling sign!  
Cost 6¢—Sell 35¢  
15 Samples Ultra-Blue Store Signs, 7x11, \$1.00  
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Above Samples Mailed Postpaid.  
100 Ultra-Blue Stock Signs, 7x11, \$4.00. No C.O.D.  
L. LOWY, 812 Broadway, N. Y. 3, N. Y. Dept. 807

# THE ORIGINAL WOLF PACK



This pack is the only original pack in the country—you compare and you will see the difference. Regulation size playing cards, featuring 52 exciting Hollywood beauties that are gorgeous—all in full size.

**\$8.00** NO SAMPLES PLEASE  
Per Dozen They are guaranteed.  
The better deck, \$9.50 doz.

IMMEDIATE DELIVERY

25% deposit—Money order or cash, balance C.O.D.

**HARRIS NOVELTY CO.**

1102 Arch St. Philadelphia 7, Pa.  
Phone MA 7-9848, WA 2-6970  
We Ship Anywhere in the World.

# MERCHANDISE TOPICS

## New York:

Micro-Lite Company has announced Mr. Big Shot flashlight, a flexible plastic cigar holder and butt. When you bite the holder, the cigar butt ash glows a realistic flame red. Fair-traded at 59 cents retail, the novelty item comes complete with battery and bulb. . . . As a ladies' purse gadget, Roth & Steiner are offering a jeweled Pop-Up Whisk Brush. The color of the brush matches the jewel in this \$1 seller. . . . A pocket postal scale (4 1/4 inches long) that sells for \$1 is presented by Postomatic Company. The plastic scale weighs letters up to 4 ounces.

Children now can imitate Clarabell, the clown, a pal of Howdy Doody. At \$2.98, a Clarabell costume kit includes costume, horn, shoes, mask and other accessories. Peter Puppet Playthings is manufacturing the number. . . . Bradford Novelty Company is preparing several new winter scenes for holiday sales. Styro-Foam (similar to snowflakes or frost) cover the new items. Altar scenes, evergreens, reindeer, snowmen and Santa himself are a few of the principal themes. . . . Selling for 50c, Hinds Industries has a multi-use hanger that clips to a car window. The mental hanger is reported capable of holding six suits.

Another auto item is reconditioned auto spark plugs guaranteed for 10,000 miles. A box of 10 plugs retails for \$2. . . . Meanwhile, Universal Instrument Company is selling Pedometers as \$5.95 retailers. Each instrument registers directly into miles walked, and can be adjusted to any stride. . . . To reduce the need for storage space, a new can crusher has appeared on the market. The \$12 retailer is sold to flatten tin cans with one quick stroke. . . . Guaranteed Sales has genuine Butterfly Wing jewelry. The butterfly wing designs are window plastic encased, and are shaped in a variety of costume jewelry styles. . . . A circus clown wall type bottle opener is offered by John Wright. The combination wall decoration and bottle opener is antique white and red color and sells for \$1, complete with mounting screws with painted heads. . . . Commonwealth Plastics'

latest is Dolls of Our World. The dolls, each one in authentic native costume and mounted on a pedestal, are 15-cent retailers. They're dolls of 24 nations in the series, each piece individually framed on a colored story display card. . . . In the expensive doll class, Effanbee Dolls has introduced their new electronic 28-inch doll. Touch a button and the \$25 item sings, talks, laughs and prays. . . . New Hopalong Cassidy items include cowboy and cowgirl outfits by Herman Iskin & Company. The sanforized clothing is black with multi-colored screening—\$3.49 and up. . . . Hopalong Cassidy socks have the star's designs on them. They retail at 39 cents a pair, 3 pair to a cello package—by Sport-Wear Hosiery Mills. . . . For 29 cents, Hopalong Cassidy Bank is sculptured as a plastic statuette of Hoppy with a coin slot in the cowboy's hat. . . . Grizzly is the latest gun by the Kilgore Manufacturing Company. It's a Western-type six-shot cap pistol with a swing-out cylinder and revolving chamber. The \$1.75 number comes in either silver or gold finish. . . . Knickerbocker Plastic Company has a six-shot repeating rifle that shoots ammunition similar to ping pong balls. The \$3.50 seller stores the ammunition in the gun barrel. . . . At 10 cents retail, Palmer Plastics is marketing Googly Eyes, plastic bulging eyes and spectacles. . . . Aetna's Kollege Kit sells for \$1.95. The ladies' plastic handbag has an adjustable shoulder strap and contains a ball pen, mechanical pencil, mirror, comb, address book, calendar, zipper pocket and metal turnlock.

## Los Angeles:

Herman and Lou Rubin, of Satisfactory Sales, report that they are receiving many repeat orders for the Mild cigarette viewer. Firm is national distributor of the item. . . . Martin Israel, of Normandie Sales, is offering a complete line of table lighters. In addition to this stock, the firm has a complete inventory of Royaliters, pocket-size lighters. . . . According to Harry Heslein and Bob McDearmon, of the Pico Novelty Company, Floto, the Magic Seal, is creating a lot of interest among pitchmen. Item consists of a tube with a pic of a sea lion on it. By breathing thru the tube a ball is made to float in the air. The idea is to blow the ball high enough to catch the hook attached to it to another hook that comes up from the tube. It's made of plastic and individually carded. . . . Murray Hoberg, of Murray Sales Company, is now settled in his new and enlarged store and has received a large shipment of the Mild cigarette viewers. . . . Wholesale Specialty, according to Gene Hoffman, is featuring the new Boss lighter and the Admiration pencil sharpener.

## Here and There:

J. M. Gordon, president, Gordon Plastics Products Corporation, Ossining, N. Y., has introduced Alpha-Betty, plastic sign kit of 1 1/4-inch fluorescent-glowing letters which stick to any smooth surface. Kit includes 201 assorted characters, 3 sheets of 9 by 13-inch Plastak and 3 guide sheets, and is listed at \$7.50. . . . New felt-point pen, Marsh 77, put out by the Marsh Stencil Machine Company, Belleville, Ill., has three instantly interchangeable felt points in three sizes for marking fine, medium or broad lines. It's claimed it will mark on any surface, and the No. 1 personal set, retailing at \$3.25, contains one Marsh 77 pen, a one-ounce can of Black T ink and two extra felt points. . . . Allen Minas, president, Minas Bros. Novelty Company, Santa Monica, Calif., has begun advertising his talking Christmas cards. The words, "Merry Christmas," are voiced when a tape attached to the card is pulled.

## MERCHANDISE CONCESSIONAIRE!

GUARANTEED VALUES IN PLUSH STUFFED TOYS

REGULAR \$42 to \$60 VALUES	Sample Size
Majorita . . . . . \$26.00 DZ.	\$4.00 30"
Bear . . . . . 34.00	4.00 32"
Elephant . . . . . 44.00	8.00 27x27"
Rubber Doll (Boy or Girl)	42.00 4.00 28"
Pawn . . . . . 34.50	4.00 33"
Sitting Elephant . . . . . 45.00	5.00 28"

REGULAR \$24.00 VALUES	
Bear . . . . . \$30.00 DZ.	\$3.00 30"
Major . . . . . 30.00	3.00 29"
Comic Dog . . . . . 33.00	3.50 27"
Sitting Dog . . . . . 30.00	3.00 27"
Clown . . . . . 33.00	3.00 28"

REGULAR \$12.00 to \$15.00 VALUES	
Bear . . . . . \$10.80 DZ.	\$1.25 15"
Terrier . . . . . 10.00	1.25 19x18
Sitting Dog . . . . . 10.00	1.25 11x10
Doll, Fleece . . . . . 10.00	1.25 21"

REGULAR \$4.00 to \$9.00 VALUES	
Doll, Fleece . . . . . \$4.00 DZ.	\$1.00 17"
Doll, Fleece . . . . . 5.40	1.00 16"
Oo-Lin Aetna . . . . . 8.00	1.00 8x4
Major, Fleece . . . . . 7.20	1.00 15"
Scotty . . . . . 6.00	1.00 7x7
Bear, Scotty . . . . . 7.20	1.00 6x6

ORDERS TAKEN AND SHIPPED  
24 HRS. A DAY—25% DEPOSIT REQUIRED  
**GLADYS SUPPLY CO.**  
Mfrs. of Stuffed Toys  
951 Walnut St. Allentown, Pa.  
Telephone: 2-6533



# FLOTO

- \$3.00 Doz.—\$22.90 Gross
- Frankenstein—rubber half mask, Oz. . . . \$ 7.20
- PEE WEE—rubber Spider, Gr. . . . . 4.80
- Puffy, the Frog—tie smokes, Oz. . . . . 7.20
- ARTIST MODEL, Steering Wheel control Knob, Oz. . . . . 12.00
- Jack, the Snake, have fun, Gr. . . . . 9.00
- Piano Clear Lighter, good premium item, Ea. . . . . 2.00
- Walking Bears, Oz. . . . . 4.75
- MILD Cigarette Viewer, Carton . . . . . 3.88

25% Deposit—Bal. C.O.D.  
**PICO NOVELTY CO.**  
424 So. Los Angeles St., Los Angeles 13, Calif.

## JOBBER—DISTRIBUTORS

Terrific VALUES and FLASH in Stuffed Fur and Plush Toys for Carnival and Premium Trade

### SENSATIONAL PRICE SLASHES

- \$500 19x21" Rayon Plush Black and White Terrier.
- \$600 19x23" Rayon Plush Donkey. Open mouth.
- \$700 20x24" Rayon Plush Elephant. Ast. colors.
- \$800 14 1/2x25" Rayon Plush Coll. Open mouth.

All dressed in plastic collars, saddles, blankets, etc.



Each of the above \$36.00  
Send \$14.50 and receive ALL 4 SAMPLES PPOI  
Mention Billboard to receive these low prices.

**TERRIFIC CLOSE-OUT VALUES!**

- 30" Real FU Grizzly Bear, rayon plush trim, ast. colors, \$36.00 DZ. SAMPLE . . . . . \$2.75
- Assorted Plush Animals, 9 to 11" Scotty, Bear, etc. \$7.20 ea. Sample Dozen, ppo. . . . . \$8.25

Send \$11.50 and receive 1 dozen mast. animals and the 30" Bear POSTPAID!

Assortment of All Samples in this ad, 17 pieces, for only \$26.00!

NOTICE: Limited amount on hand! Prices subject to change without notice. Order now!

**SPECIAL SET-UP FOR QUANTITY USERS**

**ACE TOY MFG. CO.** 122 WEST 27 ST., NEW YORK 1, N. Y.

Merchandise You Have Been Looking For  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Handkerchiefs, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

To obtain the Proper Listings on Size and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

Save at Least Part of Each Week's Earnings  
Buy U. S. Savings Stamps and Bonds

**20 New Art Studies**  
MILD CIGARETTE VIEWER

Look

FREE! THIS IS AN ITEM THAT WILL GET YOU THE ANSWERS YOU HAVE EVER WANTED, AND WITH NO MORE! FREE—50¢ PROFIT PUSH CARD WITH EACH VIEWER

This NEW precision viewer looks like a "MILD" pack of Cigarettes in every detail. Every smoker will want one or more. RUSH your order and see for yourself. Send \$1 for prepaid sample \$6 for display (carton) of 10. Ten cartons or more, only \$5 per carton. If Push Cards are not wanted, deduct 50¢ per carton. 25% deposit, balance plus delivery charges. C.O.D. or send full amount and we prepay in the U.S.A.

**AL HAWKINS AND COMPANY**  
BOX 1285 SIOUX CITY, IOWA

**PHOTO KNIFE**

Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo.

158488 \$3.90  
Per Doz.

10 Doz. or More—\$3.50  
Per Doz.

**ROHDE SPENCER CO.**  
223-225 W. Madison St. Chicago 6, Ill.

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ATTENTION, DEALERS AND JOBBERS

For Lowest Prices write Today for complete Price List.

**MID-WEST FIREWORKS**  
114 W. SECOND ST. SEDALIA, MO.

**Bantam Pocket Novels**

Perfect. Full front covers. 25¢ books. \$7.00 Per 100 Delivered.

Jobbers: Write. 25¢ Coin for Sample.

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1184 Broadway New York, N. Y.

**FREE CATALOG**

Largest Assortment  
PHOTO FRAMES - MOUNTS  
ALBUMS and MAILERS

Fastest Service! Lowest Prices!

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414 E. Baltimore St. Baltimore 2, Maryland

# CASH IN ON THE POLITICAL CAMPAIGN WITH THIS NEW, RED-HOT NOVELTY!

**G.O.P. ON THE MARCH**  
on silk embroidered cover!

**\$8.00 PER DOZ.**  
**\$7.20 PER DOZ. IN GROSS LOTS**



Send \$1.00 for sample

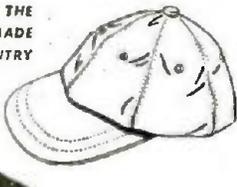
Here is a sure-fire novelty that is as timely as anything you can buy. The political campaign will be sizzling hot in all 48 States and this walking elephant, with the silk coverlet embroidered as shown, will be gobbled up. Every one is guaranteed mechanically perfect, finished in gray plush. Very realistic. Head and legs move. Simulated ivory tusks. Get on this item fast and cash in before the election.

QUANTITY OF THIS ITEM IS LIMITED. AIR MAIL YOUR ORDER. 1/3 WITH ORDER, BALANCE C.O.D. Dozens of other novelties. Tell us what you need. We'll make the price right.

**CONSOLIDATED DISTRIBUTORS**  
2412 THIRD AVE. SEATTLE 1, WASH.

## ATTENTION, CREW HAT OPERATORS

WE HAVE ONE OF THE FINEST AND BEST MADE HATS IN THE COUNTRY



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**SPECIAL** Western Laced Cowboy Hats (Felt) \$37.50 Cr.; \$3.50 Doz.  
Baseball Caps; Flocked With Any Name.....\$66.00 Cr.

**PRICES**

- |   |  |
|---|--|
| Two Tone Cabardine Pompon Crew Hats.....\$63.00 Cr.                               | Kiddie Felt Crew Hats.....\$24.00 Cr.  |
| Plain white top with colored brim..... 57.00 Cr.                                  | We have baby sizes if you want them.   |
| Two Tone combination tops..... 60.00 Cr.  | Felt Crew Hats, nice bright colors.....28.00 Cr.   |
| Crew Hats, flocked special with any seashore, park, carnival or fair... 72.00 Cr. | Laced Cowboy Hats, beautifully laced with cord in all bright colors, \$8.00 dozen..... 90.00 Cr. |
| Yacht Caps with any name, minimum order 2 gross lots..... 33.00 Cr.               | Baseball Caps in heavy twill and gabardine, with or without eyelets..... 56.00 Cr.               |
| Felt Firemen's Hats..... 18.00 Cr.  | We Ship Anywhere in the World.   |

25% Deposit—Money Order or Cash, Balance C. O. D.

### HARRIS NOVELTY CO.

1102 Arch Street Phone MA 7-9848, WA 2-6970 Philadelphia 7, Pa.

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**IT'S SENSATIONAL!**  
SELLS BY THE THOUSANDS!

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Everybody is intrigued by mechanical dispensers. Over 20 million people patronize the 3,500,000 vending machines in the United States daily. Cig-O-Mat is a real, honest-to-goodness cigarette machine — an identical likeness — in miniature — of the vending machines used every day. Cig-O-Mat is not a toy. It's sturdy, practical dispenser for use in home, office, recreation room, etc., made of die-cast metal with a gleaming beautiful chromium plated finish. It's fully guaranteed. Cig-O-Mat holds more than a pack of cigarettes — dispenses one at a time upon the pressing of the button. It can also be used as a bank.

MINIATURE VENDING MACHINE CIGARETTE DISPENSER & BANK

SAMPLE \$3.95 Full Cash With All Sample Orders.

JOBBERS, RETAILERS—Write for special Quantity Discounts.

**M. J. ABELSON**—1349 Fifth Avenue, Pittsburgh, Pa.

## DAZZLING BARGAINS

#3 of a series  
Fabulous Jewelry, LOW, LOW PRICES



Burke sets the industry on its heels with this terrific set at such a hard-to-believe price. A massive 3 carat rhinestones surrounded by 47 dazzling full-cut simulated diamonds all hand-set in long-lasting gold finish. Truly the luxurious bracelet alone is worth the full price. A terrific retailer at \$37.50. NOTE: The pin. Sample in gorgeous 3 tier velvet, satin-lined presentation chest... \$3.50 each  
6 sets unboxed... \$2.50 each  
6 sets gift-boxed... \$3.00 each

**TED BURKE INDUSTRIES**

Dept. BB  
10 W. 27th St. New York, N. Y.  
Murray Hill 4-6757

## LIVEN UP YOUR BUSINESS!

- All items below are at Dozen price. 1/3 Deposit on C. O. D.'s
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| Rubber Tongue Monkey Razer.....\$ .75 | Rubber Masks Deepatch.....\$7.20   |
| Tulip (Snake Pops Out)..... 1.60      | Rubber Masks Frankenstein..... 7.20  |
| Rubber Gory Finger (carded)..... 1.20 | Skeezapuss..... .90  |
| All Rubber RAZERS..... .25            | Fatima Dancer..... 3.25  |
| Rubber Worm (carded)..... .60         | Jake the Snake..... .90  |
| Rubber Trapsaw Monkey..... 1.60       | MR. RED DEVIL..... 1.40  |
| Smiling Steve, Magnetic..... .60      | Bending KNIFE..... 2.75  |
| Rubber Finger Puppet..... 2.25        | Googly Eyeglasses..... .98   |
| Mouse in Trap Joke..... 1.00          | Rubber Ape, small..... 2.50  |
| Rubber Finger Puppet..... 2.25        | 15" Rubber Snake..... 1.80   |
| Rubber Masks (children's)..... 2.25   | Comic WALL CARDS.....  |
| Rubber Masks, Youths..... 2.80        | The OIL MAN..... .70   |
| Rubber Masks, Adults..... 4.80        | My Achin' Back..... .70  |
| Rubber Masks, Moon Mul-lim..... 6.00  | Yes, We Cash Checks..... .40   |
|                                       | Genius at Work..... .40  |
|                                       | Send for our List of Halloween Supplies. We carry most complete line in the South. Jobbers, write. |
- Florida Fun Factory, 536 Collins Ave., Miami Beach, Fla.

GIVE TO THE DAMON RUNYON CANCER FUND

**OAK-HYTEX**  
**FLYING SAUCER**  
**BALLOONS**

WORKERS AVAILABLE



PATENT PENDING

**IT FLIES! IT ROARS! IT ZOOMS!**

A GREAT item to demonstrate—and sell! Everybody wants this clever, modern novelty. Here's thrilling action—up-to-the-minute appeal! Instructions are printed on one side of balloon.

**\$12.80** per gross plus shipping charges

ORDER FROM YOUR JOBBER TODAY.

**The OAK RUBBER CO.**  
 RAVENNA, OHIO

**IMMEDIATE SHIPMENT ON OAK BALLOONS**

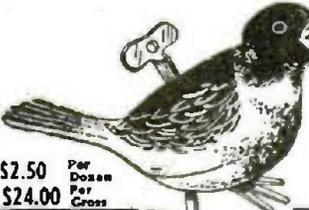
25% deposit on C. O. D. Orders. Prices Do Not Include Postage.

**KIPP BROTHERS**  
 Wholesale Distributors Since 1880  
 240-42 So. Meridian St., Indianapolis 25, Ind.

**OAK BALLOONS**

For Immediate Shipment. Write for FREE Catalog.

**STATE NOVELTY CO.**  
 618 W. St. Clair Cleveland 13, Ohio



**Mechanical SINGING BIRD**

Beautiful colors. Hottest item in the country. It sings and moves like a live bird. All you do is wind it up. Everybody is cleaning up with this. No larri—everyone guaranteed. Each bird comes in a box with a key. No workers necessary. This is a terrific item. 25% deposit required with order. Money order or cash. Orders shipped same day as received. We ship anywhere in the world.

**HARRIS NOVELTY CO.**  
 1102 Arch Street Philadelphia 7, Pa. Phone: Market 7-9848 WA 3-4970

**\$2.50** Per Dozen  
**\$24.00** Per Gross

**TIES** Direct from Manufacturer. Largest Assortment of Latest Patterns.

**SELL STORES AND DIRECT**

\$4.50 Doz. 3 Dots. \$18. PAST \$1 SELL. ER. YOU MAKE \$6.00 PER DOZEN.

Special Price on Gross Lot Orders. OTHER ITEMS—FREE CATALOG.

**EMPIRE CRAVATS** 448 Broadway New York 12, N. Y.

# Pipes for Pitchmen

By Bill Baker

**SID GIVOT** . . . one of the originators of television pitching, recently did a bang-up job for Magic Towel over WJBK-TV and WXYZ-TV, Detroit. Givot also did all right for himself a couple of months ago pitching a Sun-Foto device over WGN-TV, Chicago, via B spot announcements.

**IRVIN GOLDSTEIN** . . . veteran pitchman, took in the Illinois State Fair at Springfield after a stint at the Chicago Fair.

**C. B. PEARSON** . . . coil worker, altho a bit late in informing the column, announces the arrival of a future pitchman in Rocky Jr., who made his appearance June 26 in Greensboro, N. C. The Pearsons, now in Miami, are going to make Pennsylvania fairs with Half-Moon and Mildred Beatty, med workers, who recently purchased a new Supreme trailer.

**CHIEF GRAY FOX** . . . cards that a recent fling in Terre Haute, Ind., turned out for fair biz even with much rain. "Met a few med men this summer and all were singing the blues—no biz. I must say the take is not as big as last year, but if you keep plugging and work clean you can still make a living. I have returned to proven spots that I worked last year and biz was fine. So, boys, work clean and remember that you might want to go back to that town again. Smokey Swan, of Tennessee, pipe in."

**ISNT ANYONE** . . . making the North Carolina tobacco markets? Prices along the Eastern tobacco belt are setting records, according to the U. S. and North Carolina Departments of Commerce.

**JAKE HELLMAN** . . . has been pitching souvenir wood items in the vicinity of Grand Lake, Colo., and Tex Smith is working souvenir jewelry to good returns in Estes Park, Colo.

**GEORGE DURST** . . . wonders why dealers, jobbers and even the big firms don't institute some form of the suggestion box idea wherein the pitchmen themselves might be able to tell them just what the public wants.

**AUDLEY (WOODY) WOODALL** . . . writes that he and Lindey Moye are heading south with a jewelry layout. "My brother, Myers Woodall, and Dick Sewack, who are taking a training course at Tri-State College in Angola under the G. I. Bill, are heading west for a month's vacation.

**JOSEPH BEHOFF** . . . manager-director of the Central Florida Home Show, Orlando, Fla., passes on the reminder that the event, which runs from November 27 thru December 2, is open for all pitchmen, with plenty of room for everybody. He inquires about Jack Anthony, Ed Salem, Tex Dabney, Charlie McGara, Charlie Morgan and Ed Martoney.

**RECENT EDITION** . . . of *Transportation News*, Akron publication, carried a two-column cut and accompanying story on Bill Lemmon, former pitchman. Lemmon was shown being interviewed by Joe Arnn, assistant superintendent of transportation for ATC, Akron, with the resulting story depicting Lemmon's many years as a horse-and-wagon huckster before he joined ATC in 1902. Lemmon, who is now 78, retired in 1942 after 40 years with the transportation firm.

**HENRY H. VARNER'S** . . . thought for this issue, reads in part . . . Within a 200-mile radius of this city (Akron) are towns and cities with big populations, where people will buy when shown the goods . . . yet we have the workers who load their cars and fly out to some mediocre spot where they beef with the natives about tough times . . . to

fully cover a good territory takes weeks, months and even years . . . and from the looks of some of the faces around Akron recently they were hard hit the early part of the year . . . give us the workers who come in and work hard and clean. Recently seen here gathering a large, laughing and wondering tip in front of the Singer Sewing Machine Company on South Main is the one-and-only Oscar, the mechanical man. He knows his control and psychology and the crowds egg him on for various poses. Oscar works with stationary mannequins and blends his act to match them. How about some med pipe piping in?"

**HARRY FLACK** . . . and Don Berghelm tossed a catchy pitch with Hum-a-Toons for a good take at the recent Adams County Fair, Hastings, Neb., according to Dean Miller, of Golden-Rich Company, Hastings.

**BOB AND ELSIE HARTFORD** . . . are reported doing a geedus-gathering pitch to natives and tourists in Wyoming with Mexican curios.

**TED BROWN** . . . is resting in Colorado Springs, Colo., and making preparations for the State's fair circuit. Brown is said to have garnered a solid harvest in the South with med.

## 1950 REPORT

(Continued from page 82)  
 vision screen they would appear as manholes. So now we jump into the television arena. Hold your hats!

### Don't Blame TV

Before rinks can meet television on an equal basis those ratholes mentioned in preceding installments have got to be plugged tight. Money is not the only item slipping down the holes. The business is slipping down, too. And television should not be saddled with too much of the blame while there is a house-cleaning job to be done.

Assuming that one has cleaned house and really plugged those ratholes, television should be no tougher on rinks than any other competition after the novelty wears off. As with radio and movies, it most certainly can not do the customer's skating for him. We are sure of that. Nor can the restless lets-go-places American be counted upon to stay home for long, no matter who or what is on the screen.

Television came in with a two-way impact, one definite, one indefinite. The definite impact analyzed this way: Adults (not heavy rink patronage) bought the sets and stayed home with the sets. Then the children (heavy rink patronage) were kept at home to pay for the set. By the time juvenile rink admission savings pay for the set the novelty may have worn thin and been replaced by boredom. How long will it take? Can the rink wait that long? What will the rink have once normality returns? Juvenile patronage the same as before; no adults to sweeten the b-o. picture; the same big neon lights advertising skating and selling scooting; the same heavy turnover; fancy giveaways; ratholes in the b-o.; a racket not a business—right back where we came in.

As the Rawson 20,000,000 box office drive is aimed at adults, as the Rawson system is a pushover for adults (the only system that is suitable for them, I'm sorry to have to point out), and as television is paralyzing the adults and the adults are keeping the children at home, the answer to television would seem to be to get after those adults and get after them, now. There's no time to cry over spilled milk, no time for regrets over failure to heed amber light warnings from 1944 onward regarding adults in the picture; it's time to

go to work. If television can put skating to work it may well turn out to be a blessing in disguise.

### Want an Egg in Your Beer?

Once those stay-at-home adults get the feel of the Rawson system on skates the least they will do is split 50-50 with rink and television. What more is wanted? Rinks did not get that much of a break before television was invented. Once the parents get the feel of the effortless glide (why don't you try it?), they will not only come rinking themselves but will bring the children. And don't neglect those daylight afternoon classes for bored housewives—millions of them. Surely all this will be enough if the box office ratholes are well plugged against leakage.

Television's impact No. 2—the indefinite one—was a brave bold army Operation Broadcast; a friendly ally forth to meet the enemy with flags waving and bands playing; an invitation into the rink fortress; a feast of ballyhoo! Television, the enemy, was to be made an ally, a pal, a ballyhoo broadcaster of great worth. Shows, stars, glitter, glamour all were to be televised to millions. Hurrah! More power to television!

The scheme was well worth a trial. At least it spelled boldness. Maybe it would fill the rinks. It did no such thing. Maybe it would fill the ball parks. Instead, The Billboard columns are loaded with debates over whether it is filling or emptying ball parks.

As I have laid it on the line, our roller rink problem stands or falls on Adult Audience Participation (AAP). I have developed at great expense a foolproof skating system that makes AAP possible. Television has nothing whatever to contribute to AAP. It can take nothing away from AAP because adult participation in skating on the Rawson system is stronger than television. It can lick television. If the lab had betting commissioners (bookies to you) you could get odds-on bets.

Go back a ways now and note that, first of all, you have to plug those two dozen ratholes.

## DES MOINES PULLS

(Continued from page 60)  
 day, opens Monday (28) and will continue thru Friday (1).

Children's Day feature was Rex Allen, cowboy flimster in town for a theater, who appeared at the special morning grandstand show for the kids.

Three television stations are filming activities at the fair for later telecasting. They are WOI, Ames, Ia.; WOW, Omaha, and KMA, Shenandoah, Ia. This is the first year for TV coverage of the fair.

Hennies Bros.' Shows on the midway scored heavily on opening day, with a 26 per cent increase over last year's opener being reported.



**"BOOBY"**  
 Bouncing Bombshell  
 SHE BUMPS, SHAKES, GRINOS!  
**\$58.80 Gross—\$6.00 Dozen**  
 Sample \$1.00

**"SALOME"**  
 Harlem dancer . . . the WIGGLERS and SQUIRMS. Attractively packed in 2 BELL!  
**\$38.80 Gr. \$4.00 Sample**  
 Immediately Deliverable  
 Cash, check or M.O. with order.

**SOI'S Dist. Co.**  
 7471 Malrose Ave.,  
 Los Angeles 46, Calif.

**"LAUGHING LARRY"**  
 Finger Poppet—  
 HOT SELLER  
**\$18.80 Gr. \$2.00 Sample**

**PAPERMEN**

**WE NOW HAVE NEW WAR MAPS**

These new WAR MAPS are the most timely premium available today. We can ship anywhere in the United States and also we can give you authority on a good farm publication. Write for prices.

**ED HUFF & SON**  
 P. O. Box 7696 Dallas 10, Texas

**Clyde Beatty**

Our trip thru Missouri, Illinois and Indiana was short and fast, but the business was worth it. The lots are more grassy as we travel east, but we have run into more rain in the past two weeks than we had all season. The lot at Hannibal, Mo., was wet but the natives came just the same. Hannibal being close to Alva Evans's home town, he and Lavonda were busy from early morning until late at night entertaining.

Crossing into Illinois, we ran into sunshine and near-capacity houses. Jose DeLeon took advantage of Sunday off and visited the Ringling show. Lavonda Evans was shocked when one of Barbara White's big snakes tried to crawl up on her wheel chair.

In Jacksonville, Ill., Willard Isley entertained Marion and Frank Smith and Lane Shankland, with whom he trouped during repertoire days. At Hunting, Ind., a group of circus fans attended. They included Johnny Vogelsang, Dr. Harrison Powers, Otto Sheiman, George Piercy, Chalmer Condon, Bob Raupfer, the Glen Townsends, Edwin Anderson and Mr. and Mrs. C. W. Chapman. Don Montgomery left to visit his folks before going into the army.

Mrs. Pat Graham visited at Denver. While we played close to Peru it was like old home week, with the visiting showmen on the lot. Joanne Swanson is taking tickets on the reserves. Rhea Etheidge makes an appearance during the menage number.

Recent visitors included Mr. and Mrs. Fred Young, Nick Carter, Obert Miller, Ira Watts, Art Concello, the Raymond Dukes, Ray and Velma Goodbrake, Charlie Lucky, Mr. and Mrs. Eddie Woeckner, Terrell Jacobs, Paul Conway, Mr. and Mrs. Art Cooksey, Gene Weeks, Joe Hodgini, Dorey Miller, Hannah Grabling, the DeWaynes, Cliff Mosher and Don Johnson.—LAURENCE CROSS.

**Dailey Bros.**

We played Marshfield, Wis., where a few years ago Mr. Davenport bought the pony that started his pony herd at the home pastures. Carmen Campa purchased gay-colored jackets for her troupe. Little Irma Campa makes a hit in the web number. Anne Russell bought a purple skirt, the envy of the dressing room.

Rex Williams is learning circus business from training wild animals to poling wagons over the flats. Harry Hammill, back after a business trip, stated he was glad to be "home" on the show again. Ginger Moody fell from her web Saturday night but was able to go back into the program Monday.

In Rhinelander, Wis., Bodart's carnival moved off the lot as Dailey Bros. moved on. Some of their personnel stayed over to catch our matinee. Don Dorsey, Mike Gaska and Conchita Escalante had a short lay-off from fair dates which enabled them to catch our Monday night performance. Lawrence Larsson, CFA, and wife, and Mrs. Kohler visited the show.—HAZEL KING.

**OTTAWA A SMASH**

(Continued from page 62)  
The towers, measuring several feet in diameter, arc of massive appearance. The new livestock pavilion to which the city of Ottawa, the Province of Ontario and the Dominion Government each contributed \$150,000, contains approximately 500 stalls in 20,000 square feet of floor space. The roof is of fire-resistant construction and the building has a brick exterior to harmonize with the other new structures on the grounds.

At the opening-day luncheon Dr. Armstrong said that planned improvements included a larger recreation area, removal of all overhead wires and their poles and the establishment of an "embassy row."

Visiting fairmen included Howard Singmaster, president of the Allentown (Pa.) Fair, and Paul V. Moore, general manager of the South Carolina State Fair, Columbia.

**DRESSING ROOM GOSSIP**

**King Bros.**

It's good to be back in the U. S. again. But our tour thru the Canadian Northwest is something that will be remembered. The one bad remembrance will be the highways, but considering the sparse population, the roads were fair in comparison.

A. Lee Hinckley, band leader, and wife, Eva, are getting in some trout fishing in mountain streams. Al Dean, in charge of the hamburger stand, is back from a trip to Spokane. Angus J. Harley Jr., kid show band leader, was entertained by Sammy Kersand, the old minstrel, in the Portland, Ore., area.

Truzzi, the juggler, is making plenty of radio appearances and Rotary Club speeches. Paul M. Conaway, Macon, Ga., show's attorney, has returned to his home after a fortnight in Northwestern Canada.

Butch Cohn and Jean Allen are singing in the Good Old Summer Time as they count empty Coke cases.

Recent visitors were Harper Joy and son, Ben, of Spokane, along with Otis Brissey. They were accompanied by Claude Elder, Missoula, Mont., who traveled 300 miles to catch the show. Howard King and wife visited for several days while we were in the Portland area. Norman E. Anderson, who recently purchased Seal Bros.' Circus, and Joe Webb caught the show several times in Oregon. His circus is in quarters opposite the ball park in Oregon City, Ore.

Other visitors: Earl Peck, old-time Josh Spruceby actor, now in business at Tacoma, Wash.; Francis J. Wallace, Dan Miller, Ernest Jensen, Charles Milroy and Buryl Hunter, all fans from Tacoma; Lester R. Armstrong, photographer, Walla Walla, Wash.; Dixie Herbert and C. W. Everett, of Polack Bros.' Circus, and Harold C. Sperry, former manager of Spartan Bros.' Circus.

**RINGLING DEALS**

(Continued from page 64)  
of sales is that to the Firestone Tire & Rubber Company. Remaining in that series are Des Moines, Memphis and Charlotte, N. C. The latter comes immediately after the Fayetteville dates.

The ticket sales total the equivalent of 28 performances or two full weeks of capacity houses. Firestone bought 84,984 seats for shows in eight towns. Montreal police bought 74,240 seats.

Business was good at Madison, Wis., Sunday (20), where the matinee was a strong turnaway. The night show was three-quarters filled. On Saturday (19), the show's final day in Milwaukee, matinee was half filled and the night show was near capacity.

Shortage of workmen plus cold weather and harvest season affected the show's business in Minnesota, but about 15,000 people caught the show at Moorhead, Minn. (23), and at St. Cloud, Minn. (22), the show had a strong matinee and near capacity night show. Matinee there was delayed until 4:15 p.m.

**RAIN AND TIGHT S**

(Continued from page 61)  
watching the contests, instead of putting down dollars on the horses.

Tickets for the fair were pegged at 60 cents for adults and 30 for children. With an auto parking charge of a quarter, Keene said the annual had 1,005 cars. Both units of Playtime Amusement Corporation worked the fair midway, and takes were reported low.

Attractions booked by the Al Martin office of Boston appearing at Marshfield were the Three Fearless Stars, aerialists; Kay and Karol, juggling; The Lambetis, high wire; Capt. Wesley, seals; Penny, educated horse; Salar Brothers, trampoline, and Tien Tsi Liu troupe, gymnastics.

Children's Day at the fair was Wednesday, and Governor Paul A. Dever put in an appearance at the event Thursday.

**Mills Bros.**

Trombonist Roy Carpenter joined Bob Mills's band, replacing Charley Bernier, who was called home. Jimmy Ray joined for wrestling in the concert and Viola (Hauser) Rooks is doing head balancing in the big show.

Jansci Hanel continued his act at a benefit for crippled children at Grand Rapids altho he became ill during the show. At the special show, were Hanel troupe, Chief White Eagle, Signor Torres, Larry Benner, Walla-belle Girls, and Johnny Pugh, and clobes Alex Brock and Jack LaPearl. At Ionia, Ayres Davies and several others from the Ayres & Kathryn Davies Circus visited between shows. Their circus was at Portland, 17 miles away.

Dorey Miller, Al G. Kelly-Miller Bros.' Circus, also visited. Mrs. Lawler, secretary of the governor, and a party of 20 were guests at Lansing. Charles H. Davis, former show official, and Jack Tuck, circus fan, visited at Lansing. Harland Klein, circus fan, had a display of model circus equipment in a downtown store and fans Larry Henry and Ted Houseman clowned with our joeys at Lansing. Roy Short, trumpeter, sat in with the Mills band for two days. Other visitors included Tommy Comstock, Blackie Fredericks, Mrs. Barry Gray, and her sister, Mrs. Foster. Enda Guenther and Mr. and Mrs. O. H. Bailey Jr., Eastern Star officials, visited Doc Waddell.

Mrs. George Donaldson celebrated a birthday. Whitey Lynn is making progress with wrestling lessons from Jimmy Ray.

**Rogers Bros.**

Everyone caught up with their dry cleaning during the three-day stand in Louisville. Some folks went to the drive-in theater which was next to the lot. It was home-coming for former Cole Bros. people, and several visited the old hangouts.

We also showed in Owensboro, Ky., home of Zack Terrell, former owner of Cole. The writer visited at the Terrell farm and saw an old Cole Bros. wagon there.

Visitors included Mr. and Mrs. Bierbaum, Mr. and Mrs. Dowdger, Mr. and Mrs. Herb Richardson, Maggie Terrell and Esterillita Wise, Jackie and Georgina Lewis, Mr. and Mrs. Walt Haenes, Mr. and Mrs. Harry McFarland, Mr. and Mrs. Earl Page, Lew Petzold, Turner C. Cloyd and son, Stuart N. Roberts, Paul Nelson, Harry Leman, Art Miller, Bert and Corrine Diero, and Mr. and Mrs. Zaek Terrell.—MAURICE MAR-MOLEJO.

**Biller Bros.**

At New London, Conn., we were warned of an approaching hurricane, but it went around us, much to our relief.

Tommy Bentley is teaching his dog new tricks. Jackie Lynn is making a new wardrobe. Grace McIntosh is sales-girl at Mike Nidos's hot dog stand. Mrs. Alice Partell, stage actress, has been visiting her son and daughter-in-law, Mr. and Mrs. Winn Partello. Guest clown in Newport, R. I., was Ernest Brunett, model builder and circus fan. Guy Pridmore's wife and daughters are visiting. Little Chuck Sheppler is visiting his father, Floyd, until school starts. We all miss Bob Lorraine.—IRA GASKILL.

**Cel-Max for Sensational Values**

LADIES' AND MEN'S MODELS

**SWISS WATCHES \$8.45**

They're beautiful! Sparkling new 7-JEWEL cases; genuine Swiss movements; precision rebuilt and guaranteed like new.

**15-JEWEL, \$9.45; 17-JEWEL, \$10.45**

(In lots of 3 or more, 25% deposit on C.O.D. orders.)  
Beautiful Rhinestone Dial, 5% additional.  
\* No Extra Charge for Beautiful Snake Band on Ladies' Models—or G.P. Expansion Bands on Men's Models.

**Famous Make Watches**  
ELGIN, WALTHAM, GRUEN, BENRUS, BULOVA

Write for Catalog!

**Cel-Max**  
WHOLESALE JEWELERS

198 S. Main St. P.O. Box 473  
MEMPHIS, TENN.

ORIGINAL—  
Refinished Like New  
EACH WATCH IN EXCELLENT CONDITION  
7-JEWELS, in Elgin and Waltham only \$9.95  
15-JEWELS, available in all the above mentioned watches ..... 12.95

Our 4-piece Pen Set is the best on the market and has an expensive high box with elastic that sets off the set beautifully. There is no comparison. Our set is the original and the real McCoy.

**SELLING LIKE WILDFIRE**

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

**\$6.00 Per Dozen \$70.00 Per Gross**

**SAMPLE SET, \$1.00**

IMMEDIATE SHIPMENT  
WE SHIP ANYWHERE IN THE WORLD  
**HARRIS NOVELTY CO.**  
1102 Arch Street, Philadelphia 7, Pa.  
Phone Market 7-9848—WA 2-6970

# LET EMPIRE PAY YOUR RENT

BUYING YOUR BOARDS FROM EMPIRE WILL SURELY SAVE YOU ENOUGH MONEY TO PAY YOUR RENT. AND THEN SOME.

EMPIRE'S BOARD PRICES HAVE BEEN SLASHED TO AN ALL TIME LOW.

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FACTORY WHOLESALE PRICES  
No Job Lots or Close Outs

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No Order Too Large  
No Order Too Small  
**JAR DEALS--PAD DEALS**  
**R W B--LUCKY SEVEN**  
**MATCH PAKS**

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR  
**CAROL SALES CO.**  
312 E. Market St. Elmira, N. Y.



**PHEASANT-WILD TURKEY**  
GIFT CHEST--hot seller for clubs, taverns--anywhere you find punchboards, slot machines, Bingo, etc. They all like to "hunt" this way! Chest, illus., \$12.50--others, \$3.50. No C. O. D.'s.  
Write for BIG discount--Sales helps.  
SAMUEL MARTIN,  
605-G Union Seattle, Wash.

**JUST what you're LOOKING for--**  
**LITTLE CHIBB GAMES**  
STOP IN TO SEE US  
**RAKE COIN MACHINE EXCHANGE**  
409 Spring Garden St., Philadelphia 23, Pa.  
Lombard 3, 2676

## SALESBOARD SIDELIGHTS

Jerry Scanlan, Chicago, announces the release of a new salesboard cabinet with a built-in alarm system. Called Buz-Box, the cabinet stand sounds a short buzz each time the board is played, thus informing the location owner that it is in use. Feature of the stand is the seal cards that come with it, permitting various payouts and enabling the operator to use punchboards of his favorite manufacturer. The cabinet, 9 inches wide, 10 inches high and tapering from an 8-inch thick base to a knife-edge top, has a metal face in natural stainless steel, red sides and back.

Scanlan also reported the recently introduced Little Chief pellet series addition, American Bell, is pulling good operator attention. It is sold only for operation on percentage, Jerry said. Scanlan's general manager, Kenny Anderson, has returned from a two-week vacation eager to settle back behind his desk. After pursuing his hobby of house remodeling during his time off, he has to relax tired muscles and take up a different type of "board work," Jerry opines.

Bernard Kite, manager of the Chicago branch office and supply depot for Universal Manufacturing Company, Kansas City, Mo., and Bee Jay Products, Chicago, tells of the continuing upgrade of business. Prime factors in this trend, he believes, are the operator conveniences afforded by in-person pick-up delivery because of the centralized location plus the overnight delivery furnished mail-in orders. Bernie states that a number of customers from Illinois

and Indiana have made it a practice to stop in for immediate delivery while in town.

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, has returned from a vacation, reportedly ready to pitch back in the sales saddle, with some extensive tours mapped out. . . . E. Horowitz, H & H Novelty Company, Cleveland, says business coming in from the firm's branches is encouragingly on the upswing. The branches in Miami and Louisville are topping the sales list, with Ohio representative, F. Hollander, also chiming with some perky order tales.

Gardner & Company, Chicago, is keeping its employee staff busy in its order and production departments as sales volume continues to hold to a high level. Joe Robinson states the wide variety of the Gardner board line enables operators to pick numbers of money getters from the offerings, with in-person callers always able to come away with a bundle of winners after viewing the showroom array of hits.

**Chicago:**  
J. G. Robinson, Gardner & Company, reports the firm's close adherence to its low-price policy in the face of rising costs of material and labor is paying big dividends in the record-breaking production and shipments chalked up at its headquarters in recent weeks. Constant improvement of production methods and the addition of new equipment and personnel are all helping to give the firm's customers

top service. Dave Lande, assistant sales manager, left last week on a well-deserved vacation and reports he will rest up during his annual hiatus in order to be ready for the anticipated fall and winter business rush.

### Baltimore:

Milton Adler, president of American Premium Corporation, last week announced the creation of a new department which will deal exclusively with the coin machine trade. The department, headed by Daniel P. Brennan, will feature a line of proven play-stimulators, including the patented ladies' Brella-Bag Ensemble. Firm's headquarters are located at 20 W. 20th Street here.

## GOLDEN DERBY



5¢

2500 Holes  
DEFINITE PROFIT \$55  
Also Available in 10c Play

**SUPERIOR PRODUCTS, INC.**  
2133 57 W. FULTON STREET CHICAGO, ILLINOIS

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

**RATE--12c a Word Minimum \$2**

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**A-1 BARGAIN - CIGARETTE AND CANDY**  
Vending Machines; all makes, models, lowest prices; what have you to sell? Mac Postal, 5616 N. Newgard Ave., Chicago, Ill. 2616

**10 CANDYETTES - 5 CANDY BAR**  
Machines; some like new, and one MB; \$20 each; lot, \$200 f.o.b. Enterprises, Hannah, Knoxville, Tenn.

**CIGARETTE MACHINES--GET IN THE SWIM**  
before the advance in prices on reconstructed cigarette machines; write for details; we also buy used equipment. Central Vending Machine Service Co., 3567 Parrish St., Philadelphia 4, Pa.

**DIGGERS--SELLING OUT ELECTRO HOISTS,**  
Mutoscopes, Roll Chutes, Merchants, Buckleys, Eries for carnivals; Mutoscopes, penny play hand operated, \$49.50 each; Exhibit, Rotary Merchandisers, digger parts. National, 4243 Sansom, Philadelphia, Pa.

**FOR SALE--FOUR WILCOX-GAY VOICE**  
recorders with Stands, \$200 each; two used, \$150 each. King Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

**FOR SALE - 50 EXHIBIT IDEAL CARD**  
Vendors, counter models, all steel cabinets, one year old, price \$10 each. A. Gerry, Box 6435, Philadelphia 43, Pa.

**FOR SALE--50 YUCHE BALL GUM**  
Machines, some without gum jars, \$1 each for the lot. A. Gerry, Box 6435, Philadelphia 43, Pa.

**FOR SALE--MUSIC ROLLS FOR NATIONAL**  
Automatic Piano; over 100 American Tunes available; send for list. Also want Music Rolls of all description. Russell Miller, 3274 Adriatic Ave., Long Beach 10, Calif. 269

**GIRLIE MOVIES FOR PANORAMS--JUST RE-**  
leased, "Broadway Series 21." Contains six different 50' silent subjects with beautiful and shapely girls in glamour dances, \$30; with additional 35' supplement of each subject, complete total \$30 c.o.d.; 25% with order; be first in your city with this brand new series. Wolf & Gerber Film Co., P.O. Box 7145, Washington 4, D. C.

**HOTEL RADIOS FOR SALE--COIN-OPERATED**  
Radios for hotel or cabin use, with meters; one or two hour play. J. Anderson, Box 393, Seneca, Ill.

**ROUTE FOR SALE--30 CONSOLES, SLOTS**  
and Pin Games; 20 Phonographs, including Wurlitzer, Seeburg, Rock-Ola and AMI. All post-war machines. Every machine on location; 1949 Chevrolet Pickup, Shop Tools and Records established (6) years; experienced serviceman; average collections \$1,800 monthly price \$25,000 cash. A. J. Broussard, Vermilion Amusement Center, Kaplan, La.

**STAMP FOLDERS DIRECT FROM MANUFACTURER;** low, low prices; immediate delivery; write for prices and samples. J. Schoenbach, 1643 Bedford Ave., Brooklyn, N. Y.

**STAMP MACHINES "WANTED"--GIVE MAKE**  
and price. Write to Adler, 1321 Arch St., Philadelphia, Pa.

**USED "POP" CORN SEZ AUTOMATIC VENDING**  
machines Model TC-10. Surplus to our operation. All in very good condition. Thoroughly cleaned and checked; ready for location, \$40 each; lots of 18 machines, \$37.90 each. Lots of 25 machines, \$35 each. F.O.B. Newark. Vending Machine, Inc., 726 Congress Ave., New Haven, Conn. 262

**WANTED - COIN-OPERATED RADIOS; GIVE**  
type, age, description, lowest price. C. Plonker, 1216 Francis St., Utica, N. Y.

## SALESBOARDS--JAR TICKETS

ALL ORDERS SHIPPED SAME DAY RECEIVED

Moles	Play	Description	Prof.	Net
300	25¢	QUARTER COLORS, THICK	Def. \$15.00	\$ 4.40
400	5¢	LUCKY BUCKE, THICK	Def. 7.00	.70
1000	5¢	TEX CHARLEY, THIN	Def. 17.00	.90
1000	25¢	J.P. CHARLEY, THIN	Ave. 22.00	.90
1200	25¢	TEXAS CHARLEY, THICK	Ave. 102.98	1.75
1000	3¢	BOUTH PACIFIC, GIRL BOARD	Ave. 26.89	1.75
1000	5¢	WORLD THAT LINES, GIRL BOARD	Ave. 27.00	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Ave. 27.00	1.75
1888	16¢	TEN CENT SAW BUCKS	Ave. 45.00	1.75
1000	25¢	SIX TWO BITS	Ave. 14.21	1.75

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1800 St. LULU BOARD, STK., Prof.	\$18.00	.....	1.49
1200 25¢ Texas Charley, Seat,	\$102.28	.....	11.49
1000 5¢ Assorted J.P. Bds; Prof.	\$27.00	.....	1.45
1000 5¢ J.P. Girls Bds.; Prof.	\$27.00	.....	1.75

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# EXPORT MART ACTIVITY UP

## Colo. Voters May Decide Bell Question

### Gov. Asks Referendum

DENVER, Aug. 28.—State Senate leaders, both Republican and Democrat, see little chance of any bill pertaining to legalization of bell machines getting on Colorado's fall election ballot, altho Governor Walter Johnson, in his call for the special session of the Legislature, asked the legislators to refer a bill to legalize bell operations to a vote of the people in November.

In his opening address to the Legislature, Governor Johnson said:

#### Governor's Statement

"There has been a demand by a cross-section of our citizens that the electorate be given an opportunity to determine by their vote whether or not slot machines should be per- (See Colorado Voters on page 116)

## New Resort Area Arcade in Mich. Proves Good Draw

DETROIT, Aug. 26.—A new arcade has been operated this season at reopened Toledo Beach, south of Monroe, Mich., by Abe George. Housed in a modernistic building with brilliant illumination and entrances on all four sides to give maximum traffic and eye-appeal, the location is proving one of the steady money-makers at the park. On busy days and evenings, the arcade is constantly crowded.

Some sixty machines have been installed, covering a typical range of arcade equipment. Among these are Drivemobile and larger amusement devices. An unusual item which proves a specialty favorite with young children is Exhibit Supply's Pony Express, consisting of a horse which rocks as it is ridden by the youngsters.

A battery of five Special Bowlers in one corner of the arcade has proven popular with adults, indicating the wide appeal this season of this type of game. The old machines, of pre World-War vintage, which are characteristic of many arcades, are missing here.

George also operates a skee ball concession, coin-operated, on the boardwalk near by.

## CM Tax Yield Off

WASHINGTON, Aug. 28.—The federal tax on coin-operated devices yielded \$6,504,920 in July, a decrease of \$467,174 from July, 1949, the Bureau of Internal Revenue reported this week.

Revenue from all tobacco taxes in July this year totaled \$103,728,097, an increase of \$96,794,192 over the figure for the corresponding month in 1949. This includes collection of \$97,750,822 in cigarette taxes in July this year, as compared with \$90,488,035 the previous year.

### Cater to Tastes:

## Calif. Arcadians Separate Machines for Male, Female Patrons; Find Take Goes Up

By Sam Abbott

LOS ANGELES, Aug. 26.—Operators of Penny Arcades on carnivals have more problems with which to contend than do those who have permanent quarters. They do have the advantage in that patrons are changed rather than the machines with the result that a larger percentage of their equipment is nearly always "new."

Two of California's leading operators agree as to this situation of their operation. They are George Bryant, of the Crafts Exposition Shows and California Shows, and Bob Dignan, arcade manager for Charlie Albright,

who has arcades on Foley & Burk, West Coast and Superior Shows.

Bryant has been associated in the operation of coin equipment for 23 years and on the Crafts Shows, where he manages the arcade (he owns one on the California Shows), has about 90 pieces in his 30x70-foot tent. On the Foley & Burk Shows, Dignan has 114 pieces in his 40x110-foot tent.

#### Group Machines

Both the operators group their machines, which is the usual practice of arcadians whether moving or remaining. Bryant sets up his machines to (See Calif. Arcadians on page 114)

## 10 Coin Firms Contract For NAAPPB Trade Show

CHICAGO, Aug. 26.—Buoyed on by the interest in coin-operated equipment shown by the outdoor field at last year's National Association of Amusement Parks, Pools and Beaches (NAAPPB) annual trade show, 10 leading manufacturers of coin machine products have already signed for the 1950 event, NAAPPB secretary, Paul Huedepohl, announced this week. It will take place in the Sherman Hotel here November 26-29.

The show is still three months away, 72 firms have contracted for one or more exhibit booths. Huedepohl disclosed. Last year 94 firms displayed a wide variety of products

and the forthcoming show is expected to be slightly larger. In addition to the coin machine producers, several makers of nationally known beverages, ride manufacturers, concession supply, and equipment houses will also display.

#### Preview Machines

As happened in each of the NAAPPB's postwar shows, most, if not all, coin machine firms participating are expected to preview their lines for next spring. Following is a list of coin machine and soft drink firms signed for the show.

A.B.T. Manufacturing Corporation (See 10 Firms Contract on page 112)

## Baring To Throw Clinkers At Johnson Bill in House

WASHINGTON, Aug. 26.—The Johnson bill to restrict interstate shipment of gaming devices is slated to reach the House calendar for a vote Monday (28) after having been sidetracked this week by a rule which, in effect, gave priority to appropriations and other legislation.

Rep. Walter S. Baring (D., Nev.), who vigorously opposes the bill on the ground that it intrudes on State's rights and is discriminatory, is prepared to introduce a number of amendments when the bill is reached on the calendar. Also, Baring, who is

convinced that the bill is "badly drafted," said he will move that the measure be sent back to committee for rewriting. The latter motion, if adopted, would have the effect of defeating the bill for this session since congressional leaders are planning a recess soon after Labor Day and in all likelihood Congress would not be reconvened the remainder of the year unless global events required a recall.

The bill, which was on the House calendar for this week (The Billboard, August 26), was relegated to (See BARING ATTEMPT, page 112)

## The Commies and You

On Page 3 of this issue Ben Atlas, chief of The Billboard's Washington Bureau, outlines the Communist effort to infiltrate all American industry, including show business, and reviews their interviews with top legislative and judicial personalities the adequacies and inadequacies of our present and proposed laws to combat the Commie menace. On the first page of the Radio Department in this issue there is a list of organizations declared subversive by the Department of Justice and the Attorney General, many of which are actively waging Communism's war against this country. We urge you to read these items.

## Dollar Total Running 25% Ahead of '49

### Canada Principal Buyer

WASHINGTON, Aug. 26.—Pointing up the renewed interest in the export market for new and used machines of all types, the May report on overseas shipments released this week by the U. S. Department of Commerce, shows 1,387 pieces worth \$248,882 sold to foreign operators. Since this gain of almost 25 per cent over April figures took place well before Korean hostilities broke out, it must be assumed more people outside the United States are patronizing coin equipment, and the increase in purchases is not attributable to war scare buying.

Returning to the forefront of the coin machine market for the first time since its imports were limited (See Export Market on page 112)

## Census Shows Suburbs Make Top Locations

### Cites Population Shift

WASHINGTON, Aug. 26.—Operators might do well to concentrate more heavily on suburban locations, according to an analysis of preliminary returns from the business and population censuses. The Census Bureau noted in a special report this week suburban expansion in the 12 largest metropolitan areas greatly exceeded the growth of the central cities.

Of the total gain in population in the metropolitan areas over the past decade, 72 per cent occurred in the outskirts of the dozen top cities. Tabulations of the business census reveal (See Suburban Locations, page 115)

## Trans-World Set To Incorporate; Add J. Howard

CHICAGO, Aug. 26.—Joe Caldron, who resigned as assistant sales manager of AMI several months ago to enter the export business, this week announced his firm has been incorporated, and will now be known as Trans-World Trading Corporation. Caldron also announced that Jack Howard, executive of Minneapolis Securities, has resigned from that company to become vice-president of Trans-World. Howard will be in charge of the West Coast branch of the firm, assuming his post September 1. Caldron has been elected president of the corporation.

In addition to handling music, games and vending machines for (See Trans-World on page 116)

# SUMMER BIZ CLOSING STRONG

## Juke Grosses Continue on Upward Climb; New Tunes, Increased Employment Help

Ops, Distribs, Manufacturers See Trend Continuing

CHICAGO, Aug. 26.—Closing out one of the best summer seasons in recent years, juke box operators from practically every section of the country this week indicated grosses, which had started an upward climb a month or so ago, were still growing, and indications were the fall season would tee off with the highest average since the war. These increased grosses didn't just "happen." There were specific reasons why business was better this summer, reasons which included, among other things, the lighter polio concentrations, more and smarter promotion of the juke box by operators, good songs and resulting top records, and, finally, the spurt in employment in industrial areas where war work has started.

With ops enjoying the increased grosses, manufacturers and distributors are also noting increased summer business, with the trend expected to continue thru the balance of the (See *Summer Trade* on page 118)

## Fair Trade Repeal May Hit Juke Ops

Plan '51 Action

WASHINGTON, Aug. 26.—In a move that may be of interest to juke operators in many parts of the nation, agitation is growing among federal agencies and in Congress for repeal of the Miller-Tydings Act which props up all the various State fair trade statutes. The move for repeal of the federal law is not expected to reach a decision on the floor until next session, but the drive for action is gathering intensity. Repeal would affect numerous juke operators, including those in 48 Northern California counties which recently came under the State's fair trade act (*The Billboard*, August 26).

The Federal Trade Commission (FTC) and the Justice Department are both campaigning against the national law, which, the department chiefs say, has the effect of exempting firms which enter fair trade compacts from any possible prosecution under the Sherman Anti-Trust Act. The federal agencies' argument that (See *Fair Trade Repeal* on page 115)

## 40-Disk Cellar Job Offered by Bill-Boyd Firm

NEW YORK, Aug. 26.—A 40-selection hide-away unit, built from converted prewar phono and wall box assemblies, will be marketed by the Bill-Boyd Sales Company next month. To be offered as a package—a phonograph and one wall box—the machine will list at about \$350, according to Bill Schwaemmle, owner. The hide-away houses two 20-record Seeburg changers, positioned one over the other, in a steel cabinet standing about five feet high. Vital to the unit is a specially designed "throw-over" assembly, which actuates the proper changer when selected (See *40-Disk Cellar Job* on page 118)

Oldies Still Draw:

## Mystery Tune Tie-In With Juke Locations Brings Added \$ to Ops Who Developed His Own Angles

By Robert Latimer

DENVER, Aug. 26.—An interesting experiment in coupling up human curiosity, courtesy toward the location owner's tune favorites, and more frequent changes of records is increasing phonograph play on the routes of the Modern Music Company, operated by Lou Shulman here.

Finding collections down over his

extensive Denver and suburban routes, Shulman began looking for some means of stimulating interest in the firm's phonographs. Various stunts were experimented with, until an effective solution was found in the form of "The Memory Tune of the Week" in most lounge and tavern locations.

Remembering that most disks of yesterday always pull a slight increase, at least, in collections, Shulman began querying location owners for the name of their own favorite oldie. As soon as this was decided upon, the record was located, slipped into the No. 1 spot on each machine, and labeled "Memory Tune of the Week." No other identification was supplied. As a result, the number of nickels pouring into the No. 1 slot increased sharply, as the music fan (See *Oldies Still Draw* on page 115)

## Juke Conversion Muled in MGA Study as 45 R.P.M. Trend Builds

NEW YORK, Aug. 26.—The quickening resolution of the battle of record speeds in favor of 45 r.p.m., at least as far as pop tunes are concerned, has stimulated operator thinking on eventual conversion problems. While most are convinced that the industry will run for some time yet on a two-speed basis, a few already have begun measuring changeover hurdles that all know will require a major financial outlay.

In New Jersey, early this week, the Music Guild of America (MGA) completed a study of the situation. Its executive director, Dick Steinberg, concluded that time was running short and that the day of decision is much closer than many operators believe.

The study reminded operators that the decision will not be in their hands alone. "Record manufacturers can force operators to convert with very little effort," it stated. "Here is how it may happen. When the expected shortages arise on vinylite and shellac, there will be plenty of seven-inch disks to buy but few, if any, 10-inch. This . . . would force operators to convert at a time when costs would be at their highest."

Other considerations favoring eventual conversion, according to the study, include the superior reproduction of slow-speed platters, easier handling, greater wear, and no breakage. As the music-buying (See *Juke Conversions* on page 116)

## Evans Upping Constellation List to \$745

Effective September 1

CHICAGO, Aug. 26.—H. C. Evans & Company has raised the price on the Constellation from \$695 to \$745, effective September 1, Les Rieck, manager of the music division, announced this week. He also stated the firm is now producing its music line at capacity.

Rieck explained the new price was made necessary by steady advances in costs of electrical component parts and also because of the general raise given Evans's production line workers several weeks ago. He added: "There was no alternative if the Evans Constellation was to remain a quality commercial phonograph."

Evans is the second music box manufacturer to advance its price, Wurliizer having hiked its price list in June.

## Merchandising Music

NEEDLE TIP . . . John P. Scott, Meigs Music Company, Pomeroy, O., comes up with a piece of advice to operators. Says Scott: "I've found that most operators of 100-selection phonographs have not followed instructions of the manufacturer concerning needle wear. If they wish to cut down needle replacement they should not place records with all the hit sides facing to the left. This results in the left side of the pick-up getting all the play or most of it. Stagger the hit sides, facing half to the left and the other half to the right, and be assured of good tone from both needles and the resulting economy in saving needle wear."

THREE-WAY PARLAY . . . Execs of Silver Novelty Company, Evansville, Ind., operators of phonographs

and a retail record store, report that this is the first time in their memory that top numbers (songs) are similar in machines in pop spots, hillbilly locations and in sales across the counter. Firm cites, as an example, the fact that pop customers buy as many Tubb, Foley and Mulligan disks of "Mona Lisa" and "Goodnight, Irene" as they do Jenkins and Victor Young. Firm adds a pat on the platter for King Records, saying this firm has proved that a tune can be a good hillbilly number as well as a top pop.

OLDIE GIMMICK . . . There are many ways to skin a cat and to keep the grosses on the music machines at a profitable level. Paul F. Miers, Easton, Pa., relays one which has (See *Merchandising Music*, page 116)

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the *General, Radio-Phono-TV, Music* and other departments up front in this issue of *The Billboard* are:

COMMIE INFILTRATION INCLUDES ALL OF SHOWBIZ. Of all vital areas for communist inroads, showbiz is a definite target. (General and Radio departments.)

COLUMBIA STARTS BIG POP DJ, JUKE PROMOSH. The diskery moves toward big pop promotion via deejay and juke operator routes. (Music Department.)

LOBBYING ON EXCISE TAXES SOARS. Numbers of registered groups and money spent is heavy; 500G goes for amusement cause. (General Department.)

CAPITOL TO START AN ALL-OUT WESTERN PITCH. The diskery will start a drive to establish itself in the Hillbilly and Western field. (Music Department.)

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Keen Age Juke

CHICAGO, Aug. 26.—A Seeburg M-100 Select-o-Matic music box was in the spotlight at the Civic Opera House here this week when the State Street Council, made up of several of city's leading department stores located on State Street, held its Keen Age fashion show. The M-100 was one of the stage props backing up the models who displayed the fall fashions for the younger set.

During a telecast of the Keen Age show held Wednesday (23) over WGN-TV, the Seeburg product was also prominently displayed. Atlas Music Company, local distributors for Seeburg, supplied the model used for the Keen Age event. The juke was also shown in newspaper publicity given the show.

# Record Reviews

(Continued from page 36)

RATINGS  
OVERALL DISK JOCKEY RETAILER OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>POPULAR</b>		
<b>SKETS HERFURT</b> Capitol 1194	<b>Sax-O-Phun</b> An ancient Rudy Wiedoff sax piece is dusted off "12th Street Rag" style, strictly for the new and contemporary Charleston generation. For the latter, this is ideal. Herfurt does a neat turn on the sax solo.	78--80--77--78
	<b>Saxophobia</b> Another ancient styled orking which swings legitimately in spots and loses the satiric touches, tho it's still good stuff for the new Charlestonites.	67--68--66--68
<b>CLARK DENNIS</b> Capitol 1155	<b>All the Things You Are</b> Commendable, warm job by Dennis of the Kern classic with sympathetic Paul Weston backing.	67--70--67--65
	<b>Tenderly</b> With song's composer, Walter Gross, leading the supporting trio, Dennis does a neat job with this lovely ballad, which has been begging for the one right reading and still hasn't had it.	68--70--67--67
<b>EDDIE GRANT</b> Capitol 1156	<b>Goodnight, Irene</b> Organ instrumental reading of the smash folk waltz could pick up skating rink and Midwestern tavern box action.	66--64--64--70
	<b>Bonaparte's Retreat</b> This country item, now riding a "sleeper" hit wave in the pop field, likewise could pick up some Midwestern and corn belt tavern shakels.	63--60--60--68
<b>KAY STARR</b> Capitol 1152	<b>When You're a Long, Long Way From Home</b> Kay, emulating some of Mildred Bailey's inflections, does a warm, feelingful job of reviving this currently timely oldie with group support. Strong mood could push this into winner circles.	86--88--85--85
	<b>The Texas Song</b> Hand-clapping novelty aimed to do another "Deep in the Heart of--" is catchy and could conceivably rack up coin for Miss Starr, who currently is a hot item.	84--85--82--85
<b>SOFT NOTES</b> Mercury 5464	<b>It All Begins and Ends With You</b> The Soft Notes are Benny Benjamin and George Weiss, erstwhile tunesmiths; they do a pleasant harmony job with this revival effort.	70--73--66--70
	<b>Can Anyone Explain?</b> This is their own song. They render it "quite adequately" but on wax they are smothered by a powerhouse accumulation of earlier interpretations.	72--75--70--68
<b>LAWRENCE WELK</b> Mercury 5469	<b>Skatin' Walks In Swing</b> Accordion duet, spotting Welk with Myron Floren, a Welk discovery, doing a fast-flying job on the ever-green, could score in Midwestern belt.	72--74--70--71
	<b>Mama's Samba</b> Samba novelty is handled neatly by the Welk crew, with Roberta Linn contributing a pert vocal turn.	68--70--65--68
<b>PEARL BAILEY</b> Columbia 38928	<b>Vagabond Shoes</b> Pearl doesn't seem too well at ease with this rhythm item, currently scoring for Vic Damone.	68--68--68--68
	<b>Some Days There Just Ain't No Fish</b> This clever novelty falls right into her groove and she does the most with it. One of her best wax efforts in many moons.	76--80--76--73
<b>BILL DARNEL</b> Coral 60198	<b>You Can't Get to Heaven on Roller Skates</b> Forced effort by Darnel of a rhythm idea which didn't quite come off, at least in this reading.	67--68--65--68
	<b>Cincinnati Dancing Pig</b> Supported by Owen Bradley and augmented crew, Darnel takes the much-discussed "Pig" for a gay whirl. The suggestion of "Dipsy Doodle" should help this version catch a fair share if the tune connects.	85--86--83--85
<b>JAN AUGUST-JERRY MURAD'S HARMONICATS</b> Mercury 5470	<b>Scheherazade</b> Label says that Rimsky-Korsakoff got an assist from a Mr. Gunther in clefing this one for piano and harmonicas. August and the Cats dish out a tasty change-of-pace item for the jukes.	71--70--70--74
	<b>Clair De Lune</b> August solos the Debussy piece at the keyboard as written, and very creditably, too. Side may also furnish cultural relief in the juke.	76--75--73--81
<b>EDDY HOWARD</b> Mercury 5475	<b>They Put the Lights Out</b> Howard and trio vocalize to a free-wheeling two-beat ork backing. Tune, a lightweight novelty, is indebted to "Washington and Lee Swing." Unimpressive.	68--68--65--70
	<b>Daddy's Little Boy</b> Follow-up to "Daddy's Little Girl" is a worthy item in its own right, and could score. The slow, dreamy Howard treatment could cash in big if tune makes the grade.	86--85--85--87
<b>RALPH FLANAGAN ORK</b> Victor 20-3904	<b>The Red We Want Is the Red We've Got</b> Flanagan does a super-Sousa, pulling out all patriotic stops in a rousing flag waver. Victor's going all-out on this one, and it figures to register.	88--88--88--88
	<b>Nevertheless</b> Kaimar-Ruby ditty from the "Three Little Words" flick is one in straight-faced dance format, with forthright Harry Prime vocal.	75--77--74--74
<b>JO STAFFORD-PAUL WESTON</b> Capitol 1153	<b>La Vie En Rose</b> An unexpectedly pallid and punchless rendition of the French pop from La Stafford. Will be dependent on her name for action.	66--67--65--65
	<b>La Vie En Rose</b> Weston's richly evocative instrumental has been a leader for many weeks. For reasons only known to Capitol, it has been recoupled here with the weak Stafford version.	82--85--80--80

(Continued on page 100)

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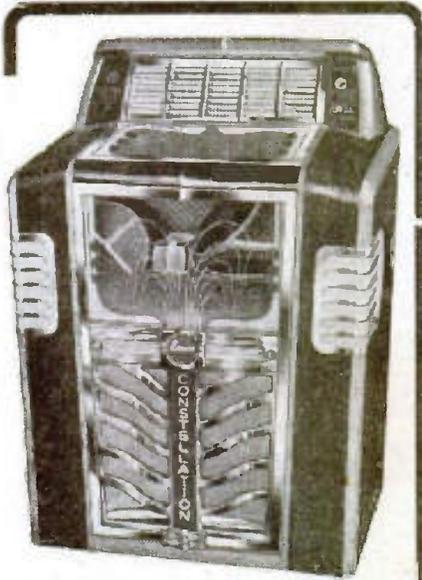
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Colonel . . . . . 69	Victory . . . . . 39		
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**Record Reviews**

(Continued from page 99)

RATINGS	OPERATOR
OVER-ALL	DISC JOCKEY
	RETAILER

ARTIST	TUNES	COMMENT
LABEL AND NO.		

POPULAR		
HARRY BABBITT Coral 60271	Frosty the Snow Man First version of a new Christmas ditty due for a heavy exploitation and many recordings is projected deftly and warmly in lilting tempo by Babbitt and chorus. Song is neat and attractive, tells an imaginative tale.	74--74--74--74
	Rudolph, the Red-Nosed Reindeer Autry is headed for plenty of company this year with "Rudolph." Babbitt and crew do it well enough, but face mighty competition.	76--76--76--76
DICK HAYMES Decca 27161	Can Anyone Explain? Haymes is in rare voice for the oncoming Benjamin-Weiss ballad, handsomely abetted by lush chorus-ork backing. Should reap a share.	87--87--87--87
	If I Had a Magic Carpet This short-lived plug ballad, recently dropped by the pubber, is a pretty song story. Renting here is not overly exciting.	72--74--72--70
SAM HINTON Columbia 38963	Old Man Atom This is the master taken over by Columbia from ABC of the anti-atom bomb ditty which got considerable attention in the West. With Columbia's distrib power, side-could get action.	80--84--80--76
	Long John A folk blues done in the old ballad style with appeal largely to the hootenany cuttists.	57--56--60--56

COUNTRY & WESTERN		
HANK LOCKLIN 4 Star 1506	Come Share the Sunshine With Me Locklin, in a thin, strumulous, forceful voice, warbles for forgiveness in an okay back-mountain manner.	65--65--65--65
	The Place and the Time Effective ballad effort in a less extreme country style will have wider appeal than flip.	68--68--68--68
MERLE TRAVIS- JUDY HAYDEN Capitol 1146	Too Much Sugar for a Dime Boy-gal routine with patter on a so-so novelty isn't convincing, nor is it very country. Gal projects weakly.	54--55--54--53
	Spoonin' Moon Same story—thrash doesn't sell, material is watered-down pop novelty stuff.	43--43--43--43
TENNESSEE ERNIE Capitol 1159	What This Country Needs Ernie socks home a lively message with great punch and drive, abetted by fine vocal group and jumping combo. Could register in pop field, too.	86--86--86--86
	The Lord's Lariat Some revival meeting fervor charges this rocking sacred ditty. Appeal here will be strictly rural.	75--75--75--75
RAMBIN' JIMMIE DOLAN Capitol 1150	I'll Hate Myself Tomorrow Conventional country torcher gets an indifferent warbling job.	56--56--55--57
	Wham! Bam! Thank You, Mam! Fine new country rhythm novelty with retentive refrain gets mediocre coverage job.	67--67--67--67
MERVIN SHINER Decca 46260	I Think I'm Gonna Cry Again Shiner registers with a slow, sob-toned warble of a simple sentimentalizer. Group harmony and guitar in back enhance mood.	76--76--76--76
	Ace in the Hole Warbler, group, and Yukon piano get off a pleasant if unexceptional job of the old save.	69--68--68--72
T TEXAS TYLER 4 Star 1514	Mona Lisa T chants the pop ballad to a honky country beat, growl and all. Oddly, ditty has shown signs of rural acceptance. Side could go with T's public.	70--70--70--70
	Trouble Then Satisfaction Promising new country blues item gets a sock job, with boogie bass piano underling warbler all the way, plus a fine blues guitar.	84--84--84--84
WAYNE RANEY King 887	I Want To Live With Mommy There Tearjerker about a five-year-old who wants to join mommy up yonder is harmonized by Raney and unbilled thrush in authentic, sincere backwoods style, with homespun guitar, mandolin, harmonica, etc.	68--68--68--68
	Story of the Orphan More along similar lines. For the gallus and gingham trade.	65--65--65--65

**ADVANCE RECORD RELEASES**

(Continued from page 39)

INTERNATIONAL	
To Dream Again; I'll See You in My Dreams; It Had To Be You; On the Alamo; One I Love; The; Swinging Down the Lane; Wooden Soldier and the China Doll, The; You've Got Me Crying Again	Acapulco Polka—F. Yankovic (Red Lips) Col 38923 Adrian Polka—Six Fat Dutchmen (Old Man's) V(45)-51-0051 Cabaret Polka—F. Yarosz (Mula Hula) Jolly 102 Mula Hula—F. Yarosz (Cabaret) Jolly 102 I Want a Man—D. Goldberg-H. Jacobson (Yiddishe) Banner 382 I'm Going Home—I. Grossman (Sing Israel) Banner 2101 Kasiv Daj Mine Buzi—F. Yarosz (Ozen Sie) Jolly 101 Naya in Continental Songs Album—Naya (2-10") Echo 1 Nicola Moscona Album—N. Moscona (2-10") Echo 2 Old Man's Waltz—Six Fat Dutchmen (Adrian Polka) V(45)51-0051 Ozen Sie Polka—F. Yarosz (Kasiv Daj) Jolly 101 Red Lips Waltz—F. Yankovic (Acapulco) Col 38923 Sing Israel Sing—I. Grossman (I'm Going) Banner 2101 Yiddishe Polka—D. Goldberg-H. Jacobson (I Want) Banner 382
New Orleans Jazz Album—I. Fasola Dixieland Band (3-7") V (45) WHJ-12—Bluin the Blues, (45)47-3283; Farewell Blues, (45)47-3286; Fidgety Feet, (45)47-3286; Mournin' Blues, (45)47-3285; Original Dixieland One Step, (45)47-3283; Ostlich Walk, (45)47-3284; Satanie Blues, (45)47-3284; Sensation, (45)47-3285 Singin' the Blues Album—M. Bailey-E. Larking Trio-J. Teagarden's Big Eight-L. Armstrong (3-7") V (45) WP-192—Blues After Hours; Blues in the Night; Carless Love; I Don't Wanna Miss Mississippi; St. Louis Blues; That Ain't Right You Dance Date With Percy Faith Album—P. Faith Ork Col (33) CL 6131	

## Vinyl Manufacturer Puts Further Slug on Diskeries

(Continued from page 12)

to have the quality problem fully licked.

A number of other manufacturers of 45 r.p.m. disks will no doubt be affected by the shortage. Victor, thru its custom record division produces 45s for many diskers, and will probably have to ask these platter makers to take a cut in production. Some diskers, as a matter of fact, have been scouting the world market for

vinyl or equivalents to use in production of platters here. One disker, for example, was on the verge of closing a deal this week for 100,000 pounds of geon scrap. (Geon is an English-made product similar to vinyl.) Switcheroo here is that this disker is paying an English record-maker 33 cents a pound for the scrap product, whereas the virgin geon costs the English plattery only 33 cents per pound.

## Electric Typewriter Cuts Strip Output, Adds to Appearance

DENVER, Aug. 28.—Installing a battery of automatic electric typewriters has cut title-strip production time in half for Empire State Distributing Company, phonograph operators, here.

The electric typewriters are used in co-operation with a duplicating machine, to produce neat title strips, in which the name of the selection is in upper case letters, and the identification for the band in lower case letters. The two, working together, have cut production time by at least 50 per cent, and have done away with errors and "sloppy" appearance, according to Pete Jeritz, of the firm.

## Ristaucrat Juke Gets N. Y. Intro

NEW YORK, Aug. 26.—Ristaucrat Distributors of New York, newly formed outlet at 457 West 45th Street, held open house this week to introduce the miniature coin phonograph in this area. Headed by Ike Berman and F. (Chippy) Maltz, the outlet handles the machine in New England, New York and New Jersey.

Maltz said the machine, which plays 45 r.p.m. records on a non-selective basis, is being promoted largely for use in luncheonettes, drugstores and ice cream parlors.

Adjustable to play two disks for a nickel, at the option of the operator, the phonograph is proving highly popular with teen-age listeners, he added.

## FOLK TALENT AND TUNES

(Continued from page 33)

cents each July 23 with Ernest Tubb and the Texas Playboys. He did well July 30 with Jimmy Osborne, who scored with his new King waxing of "God Protect America." . . . Earl Mills reports he is in full charge of Forrest Music, country music pubbery, since Berle Adams went with MCA. . . . Jimmy Dickens (Columbia) doing a tour of South and North Carolina and Pennsylvania, closing October 1. . . . Eddy Arnold bought a 107-acre farm outside of Nashville. . . . The Bill Monroe trio, known as the Shenandoah Valley Boys, have inked with Columbia, as has Monroe's teen-age daughter, Melissa.

Dee Kilpatrick, Capitol's new country music chief, reports that Merle Travis has become permanent emcee for the "Old Dominion Barn Dance" on WRVA, Richmond, Va. . . . Louis Lingner, manager of WJMM, Lewisburg, Tenn., reports he's inked Lonie and Tomie Thompson (Columbia) for the station. Others heard on the new "Rainbow Ranch Time" are Chuck Holtman, Wayne Owen and Ruth Howell. . . . Andy Anderson (Columbia) is now at WTOG, Savannah, Ga., where he does a daily show. . . . Annie and Vern, heard daily in Rochester, N. Y., have their own h. b. park located between Rochester and Buffalo, called Bel-Air Ranch. Despite cold weather, they have chalked up the following attendances with week-end shows: Lulu Belle and Scotty (2,000), Grandpa Jones (900), Elton Britt (700), Merv Shiner (600), Jesse Rogers (400) and Ernest Tubb (3,000). They also have a disk shop in Rochester, where they have their own label, Kendall. . . . Steve Sholes, Victor cutting topper, did 10 sides with Roy Rogers recently, four of which co-starred Dale Evans.

The Johnson Family (Columbia) is heard on two web shows from WBT, Charlotte, N. C. Group includes Red (19), Netty (18); the twins, Jim and Bob (16), and their parents. They are managed by Geruth Enterprises, New York. . . . Smokey Smith (Crystal) is now airing daily over KRNT, Des Moines. He's doing a live and d. j. show.

## DISK JOCKEY DOINGS

Ken Ritter, nephew of Tex Ritter, is doing a daily show at KRIC, Beaumont, Tex. . . . Cousin Charlie Cummins, KVOP, Plainview, Tex., is planning to start a regular Saturday night jamboree from the municipal auditorium. Keith Loyd and the Boys of the Golden West are the house band. Cummins has lined up a deal with Pioneer Airlines to fly 10 school children to Lubbock, Tex., as part of a contest on his morning show. . . . Ken Kribbs has taken over for Cousin Harry Moreland at WROL, Knoxville. Moreland has moved to WOPI, Bristol, Tenn. . . . Frank Porter, WKGI, Richmond, reports Buddy Starcher (Columbia) spent five days in his town on religious work. Porter is promoting a Grand Ole Opry troupe in Richmond. . . . Peanut Faircloth has teamed with Millie, the Clown, formerly with Biller Bros.' Circus for a new show, staged daily in a Piggly Wiggly store and aired over WNEK, Macon, Ga. . . . Happy Wilson, WAPI, Birmingham, reports another 25-station hook-up for his band over WAPI. . . . Cuzzin Larry Lane, WIIBO, Tampa, did a one-night show at the local Palace Theater, with Peanut Faircloth (Decca) heading the cast.

Don Larkin, WAAT, Newark, going to Bermuda late for a vacation late in August.

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

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# Background On Red Drive; Party Loves 'Liberal' Suckers

(Continued from page 11)

view this claim as poppycock, inasmuch as the most dangerous Commie agents are already underground. These are not the Fosters, Dennises or Browders (in the judgment of top legalists here). The most dangerous type of infiltrators are the Hans Eislers, the Jay Peters, etc., who were already underground. The Communist Party in the U. S. today is a two-headed hydra. One head shows itself in the open, professing to be an American political party not allied with Russia and planning to perform by "constitutional" means (avowedly). The other head is underground—it's the Politburo agent in the U. S., and his number is legion. They hide, and as soon as any are discovered, they are withdrawn. They are elusive and can't be cracked down under present laws (alho, as pointed out, there is growing judicial opinion here that if the Supreme Court upholds the conviction of the 11 CP leaders, Commie underground agents can get the full penalty of the law if caught and convicted). Even if one face of the party (the official CP itself, including *The Daily Worker*, etc.) is forced underground by our statutes, the other face of the Communist hydra will be unchanged, underground as usual. The above-grounders had been considered relatively harmless, but their acts are now deemed by government operatives as obnoxious and dangerous, particularly where they operate behind "fronts," gathering money from liberals, driving a wedge between classes, multiplying their numerical strength by duping fuzzy-minded folk, etc. They foster or invade every kind of conceivable organization (a prodigious source for this particular descriptive sort of material is "Communism in Action," a House document drafted by the Library of Congress's legislative reference division): e.g., the nice Brooklyn housewife who is very liberal and tolerant joins a housewives league which decides to stage a parade on Washington to fight repeal of rent control, and while down in Washington the league, under prodding by the CPers who've infiltrated, does a little race-fomenting by leading the housewives in a picket parade in front of the White House on Jim Crowism, object being not to fight Jim Crowism but to incite Negroes and spread dissatisfaction etc. Under the Mundt bill, the nice Brooklyn housewife would be notified that her organization had become a Communist front and so she'd withdraw, stop paying dues. The club would eventually collapse, and the nice housewife would be free to join a group having liberal aims but (and presumably by now the housewife would be vigilant) without Communist infiltration. In other words, the Mundt-Nixon-Ferguson-Johnston bill would attempt to drive a wedge between the Commie Party and their fronts, thus drying up funds, etc. The

Communists have raised millions of dollars in the U. S., it's been proven, by taking over organizations of liberal innocents, getting them to raise contributions for causes and spending little of the contributions on the causes (in the famous Scottsboro case, the Communists are figured to have hauled in over a million in contributions made by innocents who thought they were giving their money to the cause of the Negro defendants).

### Constitutionality of the Crackdown

The Communist infiltrator's crime isn't as tangible as an act of burglary. It's a conspiracy, and he protects himself by the rights of assembly, free speech, etc. But, under the Constitution, there are RELATIVE RIGHTS and ABSOLUTE RIGHTS, according to the top legalist in the Senate Judiciary Committee, and also the legalist who specializes in judicial and legal research in the Library of Congress's legislative reference division. E. g., a man doesn't have a right to stand up in a crowded assembly and yell "FIRE" just to cause panic—he can't expect to hide behind his right of freedom of assembly. Or, a broadcaster whose newsroom runs a "thieves gazette" tipping off a gang to commit burglaries, obviously can't hide behind his constitutionally guaranteed free speech or freedom of press. So there is something the government is already empowered to do to REGULATE, not abrogate, these constitutional rights.

### The Holmes Decision

THE TEST of guilt or innocence in such cases was provided in a landmark decision by Holmes who declared that these rights can be inhibited or proscribed when necessary to protect the nation against a CLEAR AND PRESENT DANGER. The two-way test: If the danger is clearly ascertainable and it is relatively imminent, Congress has a right to legislate. Advocates of legislation to rope in the Communists in the U. S. point out that their proposal meets the famous Holmes test: the Korean situation provides ample proof that the Communists present a "clear and present danger" and they must be uprooted in the U. S. without delay. One of the best quotes on this subject was provided by a foreign visitor, Australia's Prime Minister Menzies at the National Press Club recently. Menzies after a luncheon speech was asked if Australia was cracking down on its Communists. Menzies said Australia, like U. S., is democratic, but Australia figures the Communists in that country constitute a Fifth Column, and "the time to get rid of a Fifth Column in one's country is before a war is declared—not wait until after!"

The yardstick of "clear and present danger" thus gives strength to the Smith Act and to the Mundt-Nixon-Ferguson-Johnston bill. The federal government is figured as having constitutional (judicially interpreted)

power to legislate on the matter, and the judicial machinery is empowered to grind.

### The Proof

Federal operatives have ample evidence that despite all the flag-waving and Bill of Rights proclaiming by Communists in U. S., they've awkwardly betrayed their own hand in the U. S. Take, for example, a typical outfit, the Communist Political Association, NOT an underground body but working in the open under constitutional by-laws promulgated in a tiny booklet small enough to slip into one's vest pocket and memorize while riding the subway to and from work. The CPA uses the language of democracy, of course, pointing out in its constitution that it's a "non-party organization of Americans which, basing itself upon the working classes, carries forward the traditions of Washington, Paine, Jackson and Lincoln. . . ." The outfit's constitution points out further that CPA "seeks effective application of democratic principles," that it "upholds the Declaration of Independence, the United States Constitution, and its Bill of Rights. . . ." With typical ineptness, however, the organization's constitution then in complete contradiction, says the CPA "adheres to the scientific principles of scientific socialism, Marxism, etc.," and any lingering doubts about the CPA member's pledge to readiness to seek changes in government by violence are erased by Article V, Section 5 of the CPA's constitution which states that "every member is obligated to FIGHT WITH ALL HIS STRENGTH against any and every effort, whether it comes from abroad or from within to impose upon the American people the arbitrary will of any selfish minority or party, or clique or conspiracy, etc." Obviously the CPA leadership alone decides what's best for the American people, and any CPA member who suddenly finds the organization or its dictates unpalatable to him is subject to "disciplinary procedures" which include censure, etc. (Nice democratic principles!)

### The Fifth Column

In the trial of the 11 CP leaders, a vast amount of this kind of evidence came into the picture. When the case went to the U. S. Court of Appeals last June 24, the government argued that the CP leaders had been proven to be not bona fide political leaders but fifth column agents, and, as such, the Communists are engaged in espionage and conspiracy to seize power by force, to "strangle" the American economic system, to destroy American freedom and set up a Soviet America in the interests of the Soviet Union. Government counsel reminded the court that Supreme Court decisions had already shown Congress has the power to legislate against any "clear" threat to the survival of our "free society" without even being required to show "imminent" or "immediate" danger, and the government further contended that this included the right to restrict the freedoms (Background on Red Drive, page 113)

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## Subversive Groups --- Duck 'Em

(Continued from page 11)

Oklahoma Committee To Defend Political Prisoners

Progressive German-Americans, aka Progressive German-Americans of Chicago

Schappes Defense Committee Schneiderman - Darcy Defense Committee

United Spanish Aid Committee Washington Commonwealth Federation

Organizations which have "adopted a policy of advocating or approving the commission of acts of force and violence to deny others their rights under the Constitution of the United States":

American Christian Nationalist Party  
Association of Georgia Klans

Knights of the White Camellia  
Original Southern Klans, Incorporated

Organizations which "seek to alter the form of government of the United States by unconstitutional means":

Industrial Workers of the World | Nationalist Party of Puerto Rico

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# Candy Prices Squeezing Nickel

## Builds Theater Biz:

### Former Spacarb Employee Shows Veteran Operators the Correct Way To Build a Beverage Route

By Allen Wideman

HARTFORD, Conn., Aug. 26. — A Connecticut soft drink vending machine operator has built up his theater route in two years from one machine to 10 machines by stressing 24-hour service and equipment cleanliness.

Peter Amodeo, who operates Automatic Venders, Inc., Norwich, Conn., and his wife, Josephine, formerly worked for Spacarb, New York soft drink vending machine manufacturer. Now Amodeo has his own machines, purchased from Spacarb, and services motion picture theaters in the Norwich area.

"I've found business picking up," he says, "because I've been providing constant service and stressing plenty of cleanliness of my machines in all

locations under all kinds of conditions."

"I realize," he points out, "that plenty of vending machine operators can offer 24-hour service to any kind of location. But I've gone one better. I've pushed this idea of having machines immaculately clean at all times (See VETERAN OPS on page 108)

## SuperVend Skeds Service Schools; Ups List Price

CHICAGO, Aug. 26. — Service schools for operators of SuperVend selective drink machines will get underway in mid-September, Mike Hammergren, president of SuperVend Sales Corporation, announced this week. The firm has already held a limited number of schools for operator customers and their servicemen. At the same time Hammergren announced rising production costs had forced the company to increase the list price of its cup machine from \$980 to \$1,080, effective immediately.

### Intro Chocolate Unit

By mid-September, SuperVend will start delivering its hot chocolate unit, enabling operators to convert their present and new equipment to three cold and one hot drink units. No price has been set for the hot chocolate unit as yet.

In the near future, too, SuperVend plans to introduce its hot coffee attachment. The present cold drink

## Three-Cent Wholesale Peg Seen for Most Big Brands

Operators discuss lower commission schedules, dime merchandise as possible answers to slimmer margins—hit out at dishonest counting of grosses

By Dick Schreiber

CHICAGO, Aug. 26.—Altho they had been expecting higher prices and were worrying what to do about them, candy operators this week began to get the first bad news from major candy manufacturers. Summed up, it was 1947 all over again—3-cent bars and the prospect of little or no profit. For example, yesterday (25), Mars notified operators its 120-count vend pack would sell for \$3.85 instead of \$3.60. Lamont Corliss and Hershey prices jumped 8 per cent. Tootsie Roll bars were up to 3 cents. New England Confectionery Company (NECCO) raised prices to \$2.95 per 100 on its entire line.

### Look for Cheaper Buys

Operators agreed the pinch was on again. It was not quite as bad as 1947, but there were signs that further increases were in the offing. Many an operator—who normally prefers to stock most of his columns with nationally advertised brands — was scouting around this week for cheaper, lesser-known bars to fill out his machines at a lower average cost.

The smaller candy companies, with lesser-known items, were holding to (See Nickel Squeezed on page 105)

## Philly RR Depot Adds Cup Units; Patrons Give OK

PHILADELPHIA, Aug. 26.—Pennsylvania Railroad Company's Broad Street Station has become a major location spot for drink vending machines. While the station has always had a machine or two in the waiting room, its location was never conducive to people patronizing the machine. However, there is no mistaking the drink vending machines in both the waiting room and on the train platform room now. And the steady parade of patrons to the machines indicates the popularity of the vending process for soft drinks.

Spotted at key places thruout the station by the Allied Beverage Company are four multiple soft drink vending machines made by Square Manufacturing, Chicago. Offering the choice of four different drinks—lemon-lime, root beer, cherry and Pepsi-Cola—the machines allow for 5, 10 and 25 cent coins. In addition to the four machines placed by Allied, the Broad Street Station also has a Coca-Cola machine, placed by the Cup Machine Service Corporation, and a Snively's Grapefruit-Orange machine, placed by the Union News Company. Earlier in the year, the station tested an ice cream machine, placed by the Kenro Ice Cream Machine Company, during a national meeting of station masters.

In addition to the soft drink vending machines, five penny scale machines are also prominently located in the waiting room and on loading platform.

## 7-Cent Bar

TORONTO, Aug. 26.—While State-side retailers and vending machine operators wonder whether the industry will see a return to 7-cent price on bar goods, Canadian retailers have already jumped the fee up to its 1946-'47 high. Canadian candy manufacturers said they would make no immediate changes in the size of candy bars, but with production costs and wholesale prices rising, retailers have started breaking the nickel line.

## Vender Products Seen Rising in Price; Anticipate No Shortages

WASHINGTON, Aug. 26. — Increased prices are in prospect for most farm products used in venders but no shortages are in sight, according to Agriculture Department's latest survey of crops.

The cost of most farm commodities affecting venders would continue to advance even if an over-all price control program were to be put into effect, the agency pointed out, since pending stand-by legislation provides price ceilings on farm goods can be no lower than parity. Out of 30 important crops, only a half-dozen are now selling above the parity index.

Military purchases of food will play only a small part in anticipated price increases; rising consumer incomes because of heavy federal spending will be the chief factor, according to the agency.

### Sugar Spiral Stops

Sugar is one major item that should experience no further substantial increase. Scare buying alone is responsible for the recent advances, the agency said. After increasing the 1950 quota twice in the last two months and contracting to buy all of the Cuban sugar reserve, Agriculture figures it has brought the upward spiral to a virtual halt.

Peanuts are likely to be going up in

model makes both exterior and interior allowances for the addition of either or both hot drink units with a minimum number of changes.

### School Plans

The service schools will be directed by SuperVend's service manager, J. J. Patterson, who headquarters in Dallas where the cup drink machines are manufactured. Distributors' facilities in various cities will be used for the schools. Length of the school in any area will depend on the number of operators and servicemen in attendance.

While Patterson will oversee the entire school set-up and plans to be present at many of them, the schools will come under the immediate supervision of the company's five regional service managers: J. F. Day, Dallas; Malcolm Gardiner, Indianapolis; Joe Chubb, Kansas City; Jim Maloney, Minneapolis, and Larry Cooper Jr., Chicago.

price. The current crop is figured at 12 per cent below last year and 14 per cent below the average for the last 10 years. However, large stores held by the Commodity Credit Corporation (CCC) will be dumped on the market if a price rise of more than 8 per cent occurs.

### Cig Prices

Of the two cigarette tobaccos, flue-cured production in 1950 is practically identical with 1949. Burley, however, is estimated to be off about 10 per cent. Cigarette prices should remain stable, despite the burley situation, since the recent wholesale price increase anticipated a short burley crop.

Almond and walnut production is average but below 1949 crops. Filbert output is estimated at less than half the 1949 crop. Slight price advances are predicted for all three tree nuts.

### Juices Going Up

Wholesale prices of canned and frozen citrus juices are expected to advance in the next few months. Juice production is high, but demand is also steadily increasing. Apples produced on the West Coast will be cheaper than last year when the fall crop comes in, but those from the East will be higher because of expected lower yields.

## Mercury Scale 'Knocked Down' Shipments Okay

DETROIT, Aug. 26.—A new policy of "knocked down shipments" is being tried out by the Mercury Steel Corporation, manufacturers of the Mercury Athletic Scale, with a favorable response from operators across the country noted.

The idea is a comparatively new one in the coin machine industry, especially in the U. S. Most machines are shipped in completed form. However, it is a method that is being used in other hard lines for a variety of reasons. Notable, of course, is the extensive "k. d." set-up of Detroit's (See Mercury Scale on page 108)

## Dr. Pepper Steps Up Cup Vend Program; Boyle Put in Charge

DALLAS, Aug. 26.—As part of its program to build sales with cup machine operators, the Dr. Pepper Company this week announced the appointment of Carl H. Boyle as special representative in charge of cup vending sales. Pepper's president, L. M. Green, said Boyle's assignment will be to develop bulk sales for the firm.

Green said Dr. Pepper is fully aware of the potential in cup drink vending and has been watching with interest the rapid advances being made in the business. Fountain sales for the first half of this year, he said, showed a gain resulting mainly from cup vending, and a new type manual fountain dispenser the firm is pushing.

Boyle joined the Dr. Pepper company in 1936 when he went to the St. Louis bottling operation as a member of the sales force. In 1942 he became district sales representative for the firm and since has devoted the major share of his time to fountain sales contact work. For the past two years, Boyle has been assigned to build Pepper sales thru cup venders.

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**Cig Sales Up**  
 WASHINGTON, Aug. 26.—Cigarette and cigar consumption rose slightly in June, Commerce Department reported. Cigarette sales totaled 32,815,000,000 as compared with 32,674,000,000 in May. Cigar consumption amounted to 471,152,000—an increase of 46,282,000 over May.



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 •

The most practical MULTIPLE bulk vendor ever built . . . featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand . . . the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

**SELECTIVITY** . . . the most important factor in successful automatic vending . . . makes everyone a potential customer for VICTOR'S REVOLVING SUPERMARKET.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment plus side display windows.

See **SUPER MARKET TODAY** at your distributor

## VICTOR VENDING CORP.

5701-73 W. Grand Ave.  
 Chicago 39, Ill.

## Mass. Bottlers Now Get Sugar On Allocation

BOSTON, Aug. 26.—Massachusetts bottlers have been put on allocation by their suppliers and by the two sugar refiners, Revere and Atlantic. The Massachusetts Bottlers of Carbonated Beverages Association (MBCBA) said some complaints had been received from bottlers who were finding it difficult to get enough sugar from their jobbers. Those bottlers who are on the books of the refiners and buy direct from them will be allowed to continue to do so, but no new firms will be added. They must buy their sugar from jobbers.

MBCBA said only one price rise had been reported in the trade by the Orange Crush Bottling Co., from 57 to 60 cents and that there was resistance to it. No reports of cutting down on sugar content in manufacturing were received. MBCBA officials said at the outset of the Korean war, the hoarding and heavy buying of the first few weeks had dislocated the normal flow. After allocations were started, the situation began to straighten out, they said. Offers of Cuban sugar, f.o.b. from New York, were being made to bottlers in the State, MBCBA reported.

Officials of the organization have taken no action in the sugar supply matter as yet. They reported bottlers were more worried about price rises than sugar shortages at the present time.

## Ajax Pacts Deal With Industrial Feeder To Supply Freshway Ops

BOSTON, Aug. 28.—Ajax Distributing Company, which markets the Freshway refrigerated sandwich machine here, has closed a deal with the New England Commissary to supply operators with sandwiches and pastries at a substantial discount, according to Phil Yurman, regional manager. He said the cost charged by the large industrial feeding concern permits a 40 per cent profit by operators on vend prices.

Ajax, a New Jersey firm which recently opened a regional office here at 260 Tremont Street, is accepting orders on machines for delivery within 45 days. Locating equipment in plants and free mechanical service for a year is furnished approved operators, Yurman said.

## WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

### CHARMS

Plastic Charms, small, 1,000	\$2.25
Metal Colored Charms, small, 1,000	4.25
Metal Charms, large, 1,000	2.95
Copper & Nickel, large, 1,000	5.00
Silver Wedding Rings, 1,000	5.95
Toy Watches, 7 gross	2.50
Stone Set Rings, 1 gross	1.95
"Wop Cat" Buttons, 1,000	5.95
Plastic Colored Rings, 1,000	2.50

We are factory distributors for all leading makes of VENDING MACHINES



## VICTOR 5¢ ALL CHARM VENDOR

The newest invention for vending charms never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 22, \$12.95 each; 24 to 47, \$17.75 each; 48 to 99, \$12.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

## Victory Basketball Game

Plenty of action—return ball feature—16 or 32 play.  
 Real Money Maker!  
 22" High  
 18" Wide  
 8" Deep  
 Simple mechanism, guaranteed trouble-free

**\$32.50** EA.

5% DEPOSIT ON ALL ORDERS

**PARKWAY MACHINE CORPORATION**  
 715 Bloor St. Baltimore 2, Md.

## GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00  
 SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE

TIN SCOOP DIAL IS GLASS COVERED WHICH PROTECTS POINTERS WHEN IN USE  
 Skilled hand workmanship is employed in building this scale to ensure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

**ORDER TODAY**

1/3 Dep. Bal. C.O.D., F.O.B. N. Y.

## J. SCHOENBACH

Distributors of Advance Vending Machines  
 1647 Bedford Ave., Brooklyn 25, N. Y.

**\$18.50**

1/3 Dep. Bal. C.O.D., F.O.B. N. Y.

## CHARMS...

Proyen Sales Boosters!

Write for

Complete Price List!



33 UNION SQUARE, NEW YORK 3, N. Y.

GIVE TO THE RUNYON CANCER FUND

**ATTENTION 25¢ CONVERSIONS**  
 Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

### CIGARETTE MACHINES

UNEEDA, 8 Cols.	\$95.00
UNEEDA, 6 Cols.	85.00
Uneeda Model 500, 9 Col., 350 Pack Cap.	90.00
Rowe Royal, 10 col., 400 Pack Cap.	85.00
Rowe Royal, 8 col., 320 Pack Cap.	80.00
8 Col., Model E, 240 Pack Cap.	62.50
P-X, 10 Col., 425 Pack Cap.	100.00
National 9-50, 350 Pack Cap.	95.00
DuGrenier MDEL W, 9 Col., 308 PACK CAP.	62.50

### CIGAR MACHINES

50 capacity, 10c vending, \$8.50  
 Lots of 10 or more, \$7.50 each

### CANDY MACHINES

CANDYMAN, like new, 72 Bar Cap., Enclosed Base	\$55.00
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00
UNEEDA, 105 Bar Cap.	75.00
UNEEDA, 40 Bar Cap.	23.50



**SALE NATIONAL CANDY VENDER \$100.00**  
 9 Col., 162 Bar Cap.  
 6 col., 108 Bar Cap. **\$85.00**

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
 Parts and Mirrors available for all makes and models.

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New . . . Reconditioned . . . As Is  
 166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

## SENSATIONAL MODEL 49



**\$14.35**  
 F. O. B. BOSTON SINGLE MACHINE  
 1c OR 5c  
 SHIPPED FROM BOSTON STOCK

We roast a special nut mixture for 5¢ machines—47¢ a lb., 30 lb. ctns., F.O.B., Boston.

SUPER CHARM MIX—has everything, \$5.95 per M; lots of 10 M. 3 M Plastic FREE, prepaid! full amt with order.

**NORTHWESTERN SALES AND SERVICE**  
 1198 Tremont St. Boston 20, Mass.

**VICTOR'S AMAZING NEW TOPPER**

Special August Offers  
**TOPPERS SOLD 4 TO CASE**... \$43.00  
 1 Case (4) Toppers PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms All for only **\$50.25** (with plastic globes) \$52.00

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$51.25**

**Samp. Topper, \$11.25**

Get today's top money maker—Topper Deluxe 5¢ all Charm, Vender. Sample **\$13.95**

**RAIN-BLO GUM** 140, 170 or 210 count, in 25¢ cartons, 24 lb. in lots of 150¢ or more with freight prepaid. 24 lb. lots 75¢.

**COLORED BALL GUM**—All Sizes 25¢ or 40¢ carton, 24 lb. 1402 lots, 24 lb. with freight prepaid. **FULL CASH WITH ORDER**

**PISTACHIOS** 25 lb. carton Large, 55¢ lb. Extra Large, 59¢ lb. Full Cash With Order.

Plastic Auto-grated Base Balls, 50¢ 54¢ M Metal plated, 82¢ per M.

**Write for our FREE Complete Charm List.**

1/3 Deposit, R. G. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y. 41 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 3-7792

## Nickel Squeezed By Candy Price; See 3-Cent Peg

(Continued from page 103)

their old prices or raising slightly. Since most of these bars, however, sell at net prices substantially under the national brands, increases still left them at an advantage price-wise.

**Lower Commission?**

Most operators, getting their printed notices of the higher prices thru the mails, were thinking this week in terms of adjusting commission rates and were talking more and more of dime bars.

How far any operator could go in adjusting commissions remained an unknown factor. In small-volume stops, the kind not so attractive to a competitor, many an operator felt he could safely do away with commissions. In a few of the better stops, commissions might be adjusted downward. But in many more, competition would force high commissions, or as an alternative, loss of business.

**Too Much to Many**

Bolled down to fundamentals, more than a few candy operators today are promising to pay outlandishly high commission rates. Twenty per cent on candy in some areas is not an uncommon commission for top-volume or "prestige" locations.

But most veteran candy operators are positive no one can pay 20 per cent on candy and make a profit—no matter how efficiently his organization functions. Federal Trade Commission rulings eliminate the old variations in manufacturer-to-operator prices. Most other cost factors are the same for operators in any given territory.

**Dishonest Counting**

Bluntly, these veteran operators admit the only way to pay impractically high commission schedules is to count the gross dishonestly. Over the long run, such a practice is bound to be costly to an operating company's reputation—in fact, to the industry's reputation. But the fact remains: Competing companies are positive the industry is plagued with dishonest counting.

Adjusting commission schedules, then, may very well mean the loss of considerable business to competitors who either are willing to gamble on short-term losses for long-term gains or who are simply dishonest in their accounting.

**Dime Bar Experiments**

For the average operator, dime bars are still just a conversation item. A number of the larger operating companies are converting part of their equipment to handle dime bars. Some of the smaller, but more aggressive, companies plan to stock a few columns of dime merchandise as quickly as possible.

The success or failure of vending dime bars depends on two factors: (1) Public reception and (2) price to the operator.

**Both Equally Important**

Both are of equal importance. If the operator has to buy dime merchandise at twice the price of nickel merchandise, he will simply find himself running the risk of losing larger amounts of money no matter what the public reception. If he buys dime merchandise which allows for the industry's traditional margins, and the public refuses to pay the higher price, the books will show as great or greater losses.

No strong movement as yet has developed within the industry to make locations aware of the operating company's rising costs versus fixed price problem. To those operators in business for the long pull, and with sizable investments in plant and machines to protect, such an educational program looked like the best immediate answer.

**Immediate Delivery on the Finest U-NEED-A-PAK Quarter Conversions Ever Built!!!**

The ONLY Conversion with a Genuine **NATIONAL REJECTOR!**

... and only **\$7.50** per unit

(U-Need-A-Pak Models E, A, 500 and Monarch) Quantity Discounts, too!

Also Available . . . Quarter Conversion Unit for NATIONAL 9-30, 9-50 and 7-50 (Same basic features as U-Need-A-Pak unit). Only \$8.00 per unit, with quantity discounts available.

**END** your conversion worries now! Order TODAY for immediate delivery these brand-new, highly efficient National-Rejector-equipped quarter conversion units for every U-Need-A-Pak Model E, A, 500 and Monarch on your route. They've got features you never even knew could be built into a conversion unit. They're SIMPLE—only 8 parts and the National Rejector comprises the entire unit. They're EASIEST TO INSTALL—no drilling, no bolts, they do not mar the surface of your equipment . . . installation takes literally a matter of seconds and can be done right on location (and, what's more, they're every bit as simple to convert back to 20c operation). They're TOP QUALITY—workmanship is guaranteed that we invite you to order and inspect just one before you order your complete needs!

**PHONE . . . WIRE . . . OR MAIL YOUR ORDER TODAY!**

**VENDING MACHINE REPAIR SERVICE**  
 C. P. Anderson, Manager  
 252A Park Ave. Newark, N. J.  
 Humboldt 2-7242

**DIERICKX VENDING COMPANY**  
 Largest U-Need-A-Pak and National Cigarette Machine Operator in New Jersey  
 Ed Dierickx, Prop.  
 107 Cedar Ave. Newark, N. J.  
 Orange 4-2840; 4-2365

**WRITE FOR FREE ILLUSTRATED CATALOG OF ALL TYPES OF MACHINES**

**TOPPER** (Illustrated) Lots of 100... \$10.00 Sample, \$11.25  
 Victor's Universal

**JUMBO** 1" Ball Gum Vender. Best Location Getter in Year! Immediate Delivery.  
 1/2 Dep. With Order, Bal. C. O. D.

**VEEDCO SALES CO.**  
 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

**TOPPER DELUXE** With Plastic Sides **\$12.95**

Topper Standard With Plastic Globe **\$10.75**

**JUMBO 1" BALL GUM \$13.95**

**CHAMPION NUT & CHOCOLATE CO.**  
 1194 TREMONT ST. BOSTON, MASS.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 3, \$4.75 EACH Lots of 25, 1¢ or 5¢ MODEL \$7.75

Nut and Charm Vendors hold 3 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed 1/3 Deposit, Balance C.O.D.

**FREE** 5 LBS. NUTS OR BALL GUM. ONE WALL BRACKET WITH EACH MACHINE

**BLOYD MFG. CO.**  
 VALLEY STATION, KY.

**A HONEY OF A MONEY MAKER**

**The NEW ACORN 5c ALL CHARM VENDOR**

No question about it . . . this smooth working vendor is a honey of a money maker in ALL locations. Place the Acorn 5c All Charm today and you'll operate many more tomorrow. For it is certain to produce the biggest profit harvest of 1950. **ORDER TODAY!** Complete Details on Request

**DISTRIBUTORS**  
 A few choice territories are still open. Write, wire, phone M. J. ABELSON Gen. Sales Mgr. 1249 Fifth Ave. Pittsburgh, Pa. Phone: Atlantic 1-4478-4479

**Pacific Coast Dist. OPERATORS VENDING MACH. SUPPLY CO.**  
 1023 S. Grand, Los Angeles 15, Calif.

**GIAR MFG. CO., INC.** 11411 Knightsbridge Avenue Culver City, California

**Sandy Mac Tight**

Says . . . . . "See my new truck! Had to buy it to haul my money to the bank since I started to operate Victory Basket Ball Games."

**\$32.50 EA.**

You, too, can get in the money operating Victory Basketball Games. They can be bought and paid for in 20 weekly payments, from ROY TORR.

**SANDY SAYS: "They buy themselves on the Torr Plan!"**

Write for details

**ROY TORR LANSDOWNE, PENNA.**

"GREATEST ADVANCEMENT  
EVER MADE IN BULK VENDERS"



CUTS  
SERVICING  
TIME AND  
COSTS IN  
HALF

INTERCHANGEABLE  
SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department... the amount of reduction in overhead... the extra time made available for handling additional machines... the accurate control of merchandise... the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49... test it... try it on your own route under your own conditions without risking a penny! Write for complete details today.

**KNOW WHAT'S GOING ON  
IN BULK VENDING**

Read The Northwestern... full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION  
829 E. Armstrong St. Morris, Illinois

**GET \*  
NEWER  
CHARMS**

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Out prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
619 Neptune Street Pittsburgh 20, Pa.

**TOP VALUE--  
LOW PRICE!!**

Ask any operator using "Toppers" 17 Vendors and you will find that these machines cannot be equaled in either performance or low price! "Toppers" machines start at \$10.75 and drop to \$10.00 per machine on quantity orders. Send for free descriptive leaflet.

**R. H. ADAIR COMPANY**  
6926 W. Roosevelt Rd.  
Oak Park, Illinois  
Phone: EUclid 6-9219

**NAMA To Compile  
Data on Vending  
As Op, Mfr. Aid**

CHICAGO, Aug. 26.—National Automatic Merchandising Association (NAMA) has requested operator-members to aid in gathering data which will help the heads of the various government agencies in Washington to understand the part vending can and will play in the war effort.

Specifically, NAMA asks that operators send to its headquarters any documentary evidence, such as letters, brochures, etc., covering their service in World War II as an automatic merchandiser.

The more such material accumulated showing how vending was an important factor in keeping civilian morale high, how it was received in military installations, and the record of vending in war plants, the more forceful will be the impact on favorable government thinking regarding venders and venter operation in war emergencies, it was pointed out.

**Wis. Operators See  
Fall Candy Exhibit**

MILWAUKEE, Aug. 26.—A heavy turnout of local candy operators was reported for the one-day Fall Candy Carnival held at the Ambassador Hotel here recently. Event was sponsored by the Badger Candy Club with 31 confectionery manufacturers participating. The operators were invited to attend along with wholesalers and wholesale representatives.

Promoted as "Wisconsin's greatest candy exhibit," operator-visitors had a chance to view candy displays, receive door prizes and refreshments with a buffet supper climaxing the exhibit.

**Wilcox-Gay Corp. Acquires  
Control of Majestic Radio**

CHARLOTTE, Mich., Aug. 26.—Wilcox-Gay Corporation, producers of the Recordio voice recorder, has acquired a 100 per cent stock interest in Majestic Radio & Television, Inc., New York, in exchange for a controlling block of Wilcox-Gay stock. Included in the deal is Garod Radio Corporation, a wholly owned Majestic subsidiary.

Leonard Ashbach, president and chairman of Wilcox-Gay, said the move would permit improved production on video sets and phonograph combinations.

**Chesley Named  
V.-P., Sales Head  
By Pepsi-Cola**

NEW YORK, Aug. 26.—Harry W. Chesley Jr., has been elected vice-president in charge of national sales for the Pepsi-Cola Company, it was announced this week by Herbert L. Barnet, vice-president in charge of domestic operations.

Chesley was formerly general manager of the Western division of the firm, covering 11 Western States. In his new post he will be in charge of national accounts, chain stores, industrial outlets, military business, special events and concession sales activities.

**Candy Day at Chicago  
Fair Accents Armed  
Force Requirements**

CHICAGO, Aug. 26.—Candy Industry Day, held at the Chicago Fair recently under the direction of the Council on Candy of the National Confectioners' Association (NCA), stressed candy's importance as a part of combat and emergency rations of the armed forces.

The main speaker on the dinner program, Lt. Col. Joseph S. Kujawski, commandant, Quartermaster Food and Container Institute for the Armed Forces, reported his unit had already started to buy candy rations. Now being procured are 6,000,000 chewing gum tablets, 1,200,000 starch jelly bars and 3,600,000 chocolate bars, he said.

**Memphis Ops Up Cig  
Prices Three Cents**

MEMPHIS, Aug. 26.—Many Memphis cigarette machines are now being converted to straight quarter operation as cigarette firms here, up their machine selling price from 20 to 23 cents as a result of the July 27 increase in wholesale prices.

Southern Amusement Company is in process of converting all its equipment to the higher price and expects to complete the changeover in two weeks.

E. B. Wessel, in charge of Southern's cigarette operation, said, "We absorbed two previous price increases, but this latest increase of five cents per carton was too much. We had no choice but to go up three cents because the State will undoubtedly increase its tax on cigarettes."

**Bunte Cops Bid  
For Army Candy**

CHICAGO, Aug. 26.—Bunte Bros. Candy Company has been awarded a government order for sugared hard candies—559,590 pounds in five-pounds cans. Announcement of the order came from the Chicago Quartermaster Purchasing Office.

Bid quotations on the order ranged from 1560 for New York delivery to 1781 for Seattle delivery for export pack. For domestic pack (125,820 pounds total) the bids ranged from 1435 for Columbus (O.) delivery to 1577 for San Antonio delivery.

**WANTED**  
OPERATORS--DISTRIBUTORS  
ROUTE SALESMEN

**They Say: Opportunity  
Knocks But Once--This Is It!**

Hundreds of Locations will welcome THE ANSWER BOX--Napkin Holder because it pays for the Napkins plus entertaining customers. ASK the ANSWER BOX any YES or NO Question and it will give you the correct ANSWER.

**NO MERCHANDISE • NO SERVICING**  
Just collect your DIVIDENDS each Month.  
CASH BOX holds \$13.00.  
Finished in Chrome and Stainless Steel.  
**YOU MUST SEE THIS MACHINE--TO  
SEE WHAT IT WILL DO**

Sample \$20.00 with Order  
Shipped prepaid in the U. S. A.  
Sample deposit refunded on your order of TEN (10) Machines.

**WRITE**  
**F. E. ERICKSON & CO.**  
264 6th St. North Sacramento, Calif.

**30 DAY MONEY BACK TRIAL**

**Northwestern 49 SPECIAL**

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

**GUARANTEED NORTHWESTERN SPECIALS—Used**

DELUXE, 1/2 or 3/4, Bakod Metallic Finish, Red or Green—Sample	\$14.95	#33 BALL GUM PORCELAIN, 1/2	\$7.45
10 or More	12.95	SILVER KING, 1/2 or 3/4	6.95
#39 PORCELAIN, 1/2	7.45	MASTER PORCELAIN, 5/8	7.45

**MERCHANDISE AND SUPPLIES**

STACHIO, Jumbo	55c	VIRGINIA PEANUTS,	M & M	29c
Queen	55c	Whole	BALL GUM, All Sizes	26c
FANCY TULIP, Large	52c	FILBERTS	(150 Lbs. Min.)	24c
INDIAN NUTS,	47c	MIXED NUTS	ADAMS, All Flavors	42c
CASHEW, Whole	46c	BOSTON BAKED	WRIGLEYS, All Flavors	46c
CASHEW, Butts	44c	BEANS	TOPPS, All Flavors	37c
		LICORICE LOZENGES		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.  
1/2 Deposit, Balance C. O. D.

Time Payment Plan Available—Trade-Ins Accepted

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

**—LARGEST—  
PROFIT MAKER**

5c Silver-King for Pistachios  
Change NOW to 5c Model for REAL PROFITS

5c change-over parts available for all 1c Models

New 5c-1c Models low as \$10.00 in quantities

**5c HOT NUT, \$39.50**

Nut and Ball Gum Candy, Charms, Vendors. 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" @ \$39.50.

**SILVER-KING CORP.**  
622 Diversey Parkway Chicago, Ill.

**GIVE TO THE  
RUNYON CANCER FUND**



**EMPTIES  
MACHINES  
FASTER!**

**Rain-Blo  
BALL BUBBLE  
GUM**

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

**LEAF GUM CO.**  
Div. of Leaf Brands, Inc.  
Chicago, U. S. A.

**SANDY  
MAC TIGHT**  
had to buy  
another  
truck to  
haul his  
money  
since using



**LEAF GUM  
ALL SIZES**  
140 — 170 — 210 & Jumbo  
27c per pound  
FREE DELIVERY on 100 lbs. or over.  
PULL CASH with order.

**ROY TORR LANSLOWNE, PA.**

**SENSATIONAL!  
VENDING DEAL!**



**Bigger Profits  
for you with  
PURITY  
PRETZEL STIX  
VENDER**

A natural fit-in with any Beverage Vending Unit.

**BIG PREMIUM  
PROMOTION!**  
A 5c SELLER WITH  
A 100% Mark-Up

Purity Pretzel Stix are a golden brown, crisp and tasty food confection. Men, women and children go for them in a big way.

Write for Prices and Details

**VEND-RITE MANUFACTURING CO.**  
1536 N. Halsted Street, Chicago 22, Illinois

**BIG MONEY  
MAKER  
1c or 5c  
ACORN  
ALL PURPOSE  
BULK  
MERCHANDISER**



Immediate Delivery

**EMPIRE COIN MACHINE EXCH.**  
1012 Milwaukee Ave.  
Chicago 23, Ill.

**New Vendall To  
Get Chi Prevue**

CHICAGO, Aug. 26.—Within a week, the date for a private showing of the new Vendall candy machine will be announced, Bel Hall, firm chairman, said yesterday (25).

First showing of the new model, prior to the general trade introduction, will be by invitation only. Hall said operators in Chicago and the surrounding Midwest area, along with the trade press, will preview the machine. Most of the trade will get its first look at the new model during the National Automatic Merchandising Association exhibition in November.

**Two Pa. Political Parties  
Oppose Soft Drink Levies**

HARRISBURG, Pa., Aug. 26.—If the successful candidate for the office of governor of Pennsylvania is able to fulfill present promises, this State's controversial soft drink tax will be permitted to expire next May 31.

John S. Fine, Republican candidate, came out this week against the soda pop levy.

Earlier, Richardson Dilworth, Democratic gubernatorial candidate, declared himself opposed to the soft drink tax.

Repeal of the tax is asked for the Democratic platform and Fine has asked the Republican platform drafters to include a similar plank.

"The tax has hit those least able to pay and has been detrimental to the industry," Fine declared. He said he had discussed his position on the levy with Gov. James H. Duff. Duff supported the levy in both the 1947 and 1949 Legislatures.

The tax is an excise levy of one cent on each 12 ounces of bottled soft drink and one-half cent per ounce on sirup used in the fountain manufacture of drinks. It produces about \$13,500,000 a year in State revenue.

**Conn. Sales Tax Down**

BRIDGEPORT, Conn., Aug. 26.—Governor Chester A. Bowles stated this week that sales tax collections, on the minus side for more than a year, were \$7,847,413 for the April-May-June quarter this year, an increase of \$74,175 over the same period of 1949. The increase came too late to help collections for the fiscal year which ended June 30. Receipts were \$3,600,000 below the estimated \$31,000,000 from this tax.

**Pepsi Earnings  
Up; Push Three  
Size Containers**

NEW YORK, Aug. 26.—Pepsi-Cola, having dropped its experiment to sell the drink in cans, announced this week it is using three container sizes—the old 12-ounce bottle, plus 10-ounce containers in the Southwest and 8-ounce in Eastern metropolitan areas and in vending machines.

The company's estimated net earnings for April, May and June of this year were \$1,020,000, somewhat under the net for the same period in 1949 but a considerable improvement over the \$100,000 net loss shown in the first three months of this year. Third quarter earnings are expected to go even higher.

Meantime, Pepsi executives said disagreements between the parent company and its bottlers have been largely wiped out, and a program of better co-operation and co-ordination has been established. Pepsi blamed much of its first quarter losses on intro-company disagreements.

**Repeal Mass. Tobacco Tax**

BOSTON, Aug. 26.—The 1949 tax of 10 per cent on cigars and tobacco was repealed by the Senate August 19, and similar action was taken by the House as the 1950 Massachusetts Legislature adjourned. The levy had never been put into effect, because it was found unworkable. When the tax was voted into law during the closing moments of the 1949 Legislature, protests were made by druggists, tobaccoists, and other interests selling at retail, because under terms of the measure, the retailer was to be forced to collect the tax. Tobacco and drug associations filed a complaint seeking to restrain the state tax commissioner, Henry Long, from collecting the tax on grounds that the law was inequitable. Stalemate developed, and the repeal action was a foregone conclusion.

**Maxson Registers Unimax**

NEW YORK, Aug. 26.—The W. L. Maxson Corporation announced this week that "Unimax" is now the registered trade mark designating all snap-acting precision switches produced by its Switch Division. The trade mark was issued by the patent office in July. Unimax switches are used in the manufacture of merchandise vending machines.

**WANTED!**

Several additional territorial sales managers to work with present authorized distributors and establish new distributor territories. Our products are the leaders in their field:

1. REFRESH-O-MAT—the low-priced, service-free, cup drink dispenser.
2. SODASHOPPE—the latest three flavor, 1000 cup, 1800 drink capacity vendor. Smallest in Size, Largest in Capacity, Lowest in Price.
3. SMOKESHOP 612—the largest capacity, low-priced, service-free, all-electric cigarette Vender.
4. SMOKESHOP DELUXE LITE-UP—the first and only sensational, new, fully illuminated cigarette vendor with complete top "joke" box color-changing animation.

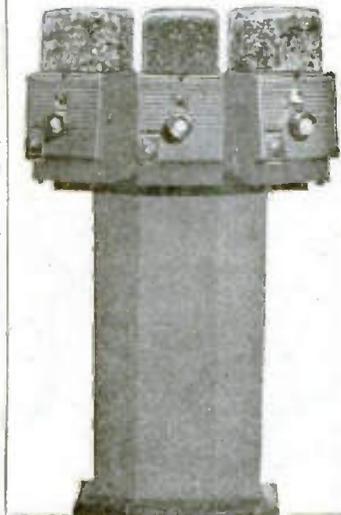
The men we seek have high earnings records. Car essential. Leads furnished. SEND COMPLETE DETAILS FIRST LETTER WITH PHOTO. Replies held in strict confidence.

**AUTOMATIC PRODUCTS COMPANY**  
250-B WEST 57TH STREET NEW YORK 19, N. Y.  
PHONE: PLAZA 7-3123

Distributors: Some Choice Territory Still Available

**NOW!  
Bigger Profit  
FROM EVERY LOCATION  
With the New  
Northwestern**

**CABINET STAND  
FOR MODEL 49**



**WRITE FOR DETAILS  
OR SEE YOUR DISTRIBUTOR**  
THE NORTHWESTERN CORPORATION  
829A ARMSTRONG STREET, MORRIS, ILL.

**CLEVER NEW PRIZES  
FOR YOUR VENDING MACHINES  
PLAY-A-JOKE PETS**

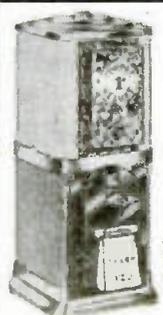
Vend-size Spider, House Fly, Frog, Fish, etc., made of life-like plastic in bright assorted colors—gold, silver, yellow, red, etc.

Like our Scissors, Knives, Jewels, Grocery Charms—this is a super-attraction which attracts customers and stimulates impulses to feed many more pennies into your machines.

**\$10.00 per 1,000**  
F. O. B. Jamaica, N. Y.  
Immediate delivery.

**EPY**  
Samuel Eppy & Co., Inc.  
91-15 144th Place, Jamaica 2, L.I., N. Y.

**Topper  
Deluxe**  
Single, \$12.95  
Topper Standard  
with Plastic Globes,  
\$11.25  
**JUMBO**  
1-Inch Ball Gum  
Vender opens a new  
field. You can locate  
as fast as you fill.  
**\$13.95**



WEST COAST DISTRIBUTOR  
**ACE VENDING & DIST. CO.**  
2702 W. Pico Blvd. Los Angeles 6, Calif.

Consistently a Winner . . .  
When You Vend  
JUMBO-SIZE BALL GUM



Vended Perfectly with  
**VICTOR'S JUMBO UNIVERSAL**

Thousands of locations waiting for JUMBO UNIVERSAL and Jumbo-Size Ball Gum. Also the JUMBO UNIVERSAL SPECIAL with the tremendous capacity of 3,375 balls. SEE THEM TODAY AT YOUR DISTRIBUTOR

**VICTOR VENDING CORP.**  
5701-13 W. Grand Avenue  
Chicago 39, Illinois

### Veteran Ops Shown How To Build Route Of Drink Machines

(Continued from page 103) and it is starting to pay off.

Theater operators can contact Amodeo at his Norwich home or New London, Conn., warehouse (latter address is 15 Shaw Street, New London) at any time. Amodeo has a station wagon in which he carries plenty of spare parts and what he calls "plenty of optimism, meaning myself."

He makes his own syrup and, of course, buys Coca-Cola and Hires Root Beer flavors.

But to get back to this idea of cleanliness.

Amodeo provides a large waste receptacle for the cups from his machines in all locations. In addition, he gives each location a heavy rubber mat, worth \$20, which is placed in front of the machine.

Another factor that has helped build up the operator's business: Changing flavors in his machines constantly.

"I watch how a flavor is selling in one particular theater," he says. "If it isn't pulling any customers over a period of time, I pull that flavor out and put something else in. You'd be surprised how some observant customers will note this change and mark it down as increasing interest on the part of the theater to better service its customers."

Because theater locations are Amodeo's specialty, he has been able to catalog in his own mind how a machine will sell more soft drinks by being located in a certain corner of a certain theater.

"I always ask my theater locations to be sure not to bury the machine in a corner. That's business suicide."

### Searles Quits Vending Field

CHICAGO, Aug. 26. — Searles Welding & Manufacturing Company, of suburban Cicero, announced this week it has disposed of its bottle vending machine—the Kalva 3-way model—and retired from the vending machine field. Jack Horlock, president, said he planned to dispose of the firm's building, inventory and machinery. Horlock acquired Searles in 1935.

Horlock said the Kalva machine reverted to the patent holder, Fred Knowles, of Phoenix, Ariz.

Searles entered the vending machine business in October, 1948, when it took over the Kalva machine from Kalva Vendors, Chicago. Originally, Searles vending program was handled by H. T. Larrimore, formerly president of Kalva Vendors. Later, Larrimore left Searles to devote full time to his Chicago operating company, Industrial Milk Service, and to the development of another milk vending machine.

The Searles firm never reached quantity production with the vender, and Horlock said this week there was no inventory of finished vendors.

When the unit was turned over to Searles for production and sales, Kalva Vendors—organized by Larrimore in 1937—was dissolved and its assets were deeded to Knowles. Knowles could not be reached this week to comment on his plans for the machine.

### Vend-o-Mart Skeds 2-Day N. Y. Show

BOSTON, Aug. 26.—Vend-o-Mart, Inc., recently formed here as a merchandising machine manufacturer (The Billboard, July 29), has scheduled its first New York City equipment show for next Wednesday and Thursday (6-7) at the Hotel New Yorker.

Ed Ravreby and Nat Jones, executives, will be on hand to demonstrate the firm's Jewel Candy Mart and Ever Fresh Popcorn Dispenser. The Jewel unit has a capacity of 90 candy bars or other small-size merchandise packs. The popcorn machine is non-coin-operated. It dispenses portions of warmed popcorn in paper bags.

Ravreby said both units are now in production. Initial deliveries will be made next week.

### MERCURY SCALE

(Continued from page 103) principal industry, automobiles. Assembly plants across the country put the product together, while the semi-finished car in many cases is shipped from the main plants here, especially to distant concentration points.

The Mercury Steel Corporation is supplying the complete parts, with assembly instructions, to operators. The firm is aiming at not only reducing the purchase price, but achieving a net saving to the operator. The machines can be assembled by the operator or his mechanic as a balanced operation to fill in shop time that would otherwise be slack. Actual costs of assembly in the main plant which is geared primarily to production, are high, and Gorney says a saving of 60 to 75 per cent in cost to the operator can be achieved thru the new system.

The idea has been used to a considerable extent in the coin machine business in Canada, it is said, with operators regularly purchasing the parts and assembling their own machines. Special factors of import regulations may govern in these conditions, but the practice appears to have important advantages for use in this country, Gorney believes.

### Economist Suggests Upped Pa. Cig Tax

HARRISBURG, Pa., Aug. 26.—Increased Pennsylvania taxes on cigarettes and a new levy on cigars and pipe tobacco have been proposed by a State College economist as a means of avoiding a general sales tax.

The 1951 legislature will be faced with the question of raising \$78,000,000 in new revenue in the next two years for the State's initial payment of principal and interest on a \$440,000,000 bond loan to finance a veterans' bonus.

Dr. Eugene A. Myers, assistant professor of economics at Penn State, who said the State already has taxed many items on special sales imposts, suggested:

"Increase the cigarette tax from 4 cents to 6 cents per package. This would provide an additional annual yield of from \$16,000,000 to \$20,000,000.

"Levy a tax on tobacco and tobacco products, such as cigars, package tobacco, etc. This will yield about \$3,000,000 annually."

Myers also proposed State levies on investment income and the net incomes of unincorporated business enterprises and professional activities.

He said a general sales tax would result in buying power being cut and a demand for organized labor for another round of pay increases to offset such a cut.

### Sugar Report

WASHINGTON, Aug. 26.—Scare buying of sugar is dropping off, but consumption is still running well above last year, Agriculture Department reported. The big rush came in July when distribution amounted to 1,185,371 tons as compared with only 745,232 tons in July, 1949. For the first two weeks of August, the total was 399,288 tons as compared with 322,804 for the same period last year.

### American Tobacco

The American Tobacco Company reported estimated net income of \$18,460,000 for the six months ended June 30. In the same period last year American's net income was \$21,955,000. This year's net is equal to \$3.44 per common share compared to \$3.70 last year.

American's sales the first six months of this year amounted to \$409,338,000 compared to \$419,979,000 in the first six months of 1949. June sales, however, showed an upswing and were higher in dollars and units than June, 1949, American Tobacco officials stated.

### NEW Northwestern '49 Special

Cuts Costs and  
Serving Time  
In Hall

Less Than  
25 ... \$14.35  
Less Than  
100 ... \$14.15

AVAILABLE IN 1¢ OR 5¢ PLAY.  
PLEASE SPECIFY WHEN ORDERING.  
IMMEDIATE DELIVERY!



Limited Quantity  
Brand New  
MILLS VEST  
POCKET BELLS  
\$65.00



BRAND NEW  
IMPS  
Either 1¢ or 5¢ Play  
Cig. or Fruit Flavors  
\$21.50 Ea.

### "HIT-A-HOMER"



The grandest, newest counter game—legal everywhere! Available in 1¢ or 5¢ play. Scores Home Runs, Walks, Strike-Outs. Plenty of action! 22" high, 18" wide, 5" deep.

\$27.50 EA.  
Write for quantity prices!

SPECIAL DEAL FOR JOBBERS!  
SPECIAL

80 Reconditioned Shipman 2 Col. 5¢ and 10¢ Vendors. Folder type. Sells 4 1/4 for \$r. 3 3/4 for 10¢. \$19.50 Ea. 5 or more, \$17.50 Ea.

WE TAKE TRADE-INS LIBERAL ALLOWANCE 1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

**RAKE**  
COIN MACHINE EXCHANGE  
609 Spring Garden Street  
PHILA. 23

**RAKE**  
COIN MACHINE AGENCY  
2120 Fifth Avenue  
Pittsburgh, Pa.

### Northwestern

NEW REDUCED PRICES  
MODEL 49  
SPECIAL \$13.75  
FACTORY FRESH  
Vender Confections

Teeny LB. Almonds ... 64¢  
Jumbo Pistachios ... 65¢  
Spanish #1 Peanuts ... 25¢  
Blenched Virginias ... 35¢  
M & M's ... 39¢  
Vending Cashew Bots ... 51¢  
Boston Beans ... 24¢  
Rainbow Beans ... 34¢  
Pine Nuts ... 24¢  
Salt Gum Bubble ... 27¢



Parts—Supplies—Charms—Write for List  
**BADGER SALES CO., INC.**  
2251 W. Pico Blvd. Los Angeles 4, Calif.

FITS ANY SPOT!  
**ALKUNO**  
CIGARETTE VENDOR

You need a cigarette machine like this—silver columns—100 capacity—silver quarter only—regular and king size—no matches.

MODEL 600  
Metal cabinet and Base  
Ht. on Base, 40"  
Wt. on Base, 70 Lbs.

PRICE  
MACHINE ... \$65.00  
BASE ... 12.00

Immediate Delivery  
In Green Metal  
Lustre Finish

Other ALKUNO Models — 448, Silver Quarter, Free Matches—441, Two Dimes, Free Matches — 401, Two Oimes, No Matches.

TAKE ADVANTAGE OF  
ALKUNO'S NEW  
**FINANCE PLAN**

Write for Catalog of Complete Line Including 5¢ Cracker Vendor

408 Concord Ave.  
New York 54, N.Y.  
MElrose 5-7757

**Popcorn**  
MACHINE OPERATORS  
AND DISTRIBUTORS

Suplport Hybrid Specially Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Wire or Write for prices.

**supRpopt co.**  
5048 BAUM BLVD. PITTSBURGH 6, PA.

# ASLI Tourneys on 'Open' Basis

## Chlopan Urges Strong PR in Shuffle Field

### Speaks for TSAA Org

DETROIT, Aug. 26.—Public relations is the keynote to successful operation in the industry, Fred W. Chlopan, president of the Table Shuffleboard Association of America (TSAA) said this week. He gave the assurance that TSAA, as a trade association, is developing and carrying on a continuing program of "nation-wide public relations on subjects and problems which are vital to shuffleboard play."

"Such a program should concentrate on the development of league play," Chlopan said, and added that "there is no substitute for operators working with and talking to location owners as a means of winning support for a successful season. The success or failure of local and national programs alike depends on a localized contribution to an over-all program."

Turning to the composition and objectives of the association Chlopan emphasized that "the TSAA is not interested in promoting any manufacturers' product but is deeply interested in promoting the game of shuffleboard."

As the working procedure for every member of the business, he recommended, "organize the game—that's the motto. Let the manufacturer, player, and operator form a "three musketeers" movement in shuffleboard."

## Amer. Premium Sets CM Division

BALTIMORE, Aug. 26. — Milton Adler, president of the American Premium Corporation here, this week announced the firm has established a new department to deal exclusively with the coin machine industry. The new department will be headed by Daniel P. Brennan and will feature a line of play stimulators, including the patented ladies' Brella-Bag Ensemble.

Decision to establish the new department was made after an intensive test, covering a 90-day period, conducted by American Premium in the Southeastern States. Following the test, Adler, a former coin machine operator, added: "Not only will the use of premiums as high score prizes on shuffle and amusement games on the average play double the income, but in many cases it was found to have quadrupled it."

Speaking from his experience in both the coin machine and premium fields, Adler stressed that operators, in setting up their premiums for the coming season, should pay special attention to providing prizes designed for women as well as for men players.

**CLEARANCE SALE ON SHUFFLEBOARDS**  
 Rock-Ola, 22" 18" 16" \$120.00  
 Sheets (10 pads—100 sheets) per bundle \$8.00  
 Fluorescent Shuffleboard Light, complete, pair 12.50  
 Electric Scoreboards, each 40.00  
**FORMCO MFG. CO.**  
 4334 N. Western Ave., Chicago, Ill.  
 Phone: IRving 9-8717  
 1/3 Dep., balance C.O.D.

## DSA League Formation Begins; Simplified Rule Book Issued

DETROIT, Aug. 26.—In preparation for the league schedule set to start here the week of September 10, the Detroit Shuffleboard Association (DSA) this week issued an eight-page booklet covering organization of leagues under DSA jurisdiction, player rules, method of scoring matches, scoring system, and order of play. The booklet also points out situations which frequently are cause of dispute in league competition.

At the same time Fred W. Chlopan, DSA executive director and president of the Table Shuffleboard Association of America (TSAA), reported present league activity in Detroit and its surrounding area indicates the 1950-'51 season will be the biggest in DSA history.

### General Rules

Among the general rules listed in the official rule booklet, which was prepared by John C. Westerdale, DSA director of leagues, are the following:

"Leagues may be for men only, women only or mixed but definitely must be specified before the opening of league play.

"Each league shall have at least six teams. Eight teams are recommended as the ideal size. If neces-

(See DSA League on page 111)

DETROIT, Aug. 26.—Large-scale organization of the Detroit metropolitan area for league shuffleboard play is under way, directed by John Westerdale, league play director of the Detroit Shuffleboard Association (DSA). An appeal to every operator in the area to contact all location owners, and see that the owners themselves attend the initial meeting of their own leagues was made by Fred Chlopan, executive director of DSA, who stressed the importance of personal co-operation by the locations.

Rule books, forms and membership cards for the individual leagues are now being distributed, and a large number of locations have been signed up already, Westerdale said, with returns coming in too fast at present to make an up-to-date count possible. Returns are from both single teams and entire leagues.

The central DSA office is setting up a secretarial service to provide for the needs of the leagues. The office is being equipped to put out regular bulletins, score sheets and similar publications for each league. Westerdale, who will be in direct charge of all activity, has been bonded in the amount of \$20,000 by the DSA as a further evidence of the sound operating policy to be pursued.

## Changes Seen Speeding Play In Champ Meet

### League Plans Outlined

UNION CITY, N. J., Aug. 26.—In a major policy switch, American Shuffleboard Leagues, Inc. (ASLI) disclosed this week that its State and national wind-up tournaments next season will be run on an "open" basis, with slots open to all qualified teams regardless of where they place in league, run-off competition.

Last season, teams became eligible for the State meets only if they rated high in loop play. In turn, toppers in the State tourneys were invited to the U. S. Championship finals in Peoria, with the number of teams authorized from each State dependent on that (See ASLI Tourney on page 111)

## G. Rapids Loop Play Matted at Sponsors' Meet

GRAND RAPIDS, Mich., Aug. 26.—At least 60 teams from this area will participate in organized competition next season under American Shuffleboard League auspices, it was predicted at a meeting of the Grand Rapids Shuffleboard Association (GRSA) here last week.

About 45 team sponsors attended the group's first pre-season confab at the Fox DeLuxe Brewery. They set September 24th as the date for launching tournament play.

Phil McCormack, who presided, was re-elected president of the GRSA, with Wesley Ramey, former lightweight boxer, named vice-president, and Don F. Host, secretary-treasurer. Financing, scheduling and grievance committees were appointed.

McCormack said both men's and women's divisions would be formed for league play. His own team, Triangle Tavern, placed 10th in the U. S. Tournament at Peoria, Ill., last May.

## PUCK PATTER

### Chicago:

Wally Finke and Joe Kline, heads of First Distributors, report ops are busy getting their premiums ready for the kick-off of the 1950-'51 shuffleboard season right after the Labor Day holiday. Mel Finke, who heads the premium department, reports the firm is getting in new premium items regularly now, and with its new warehouse facilities, First can make quick deliveries on all orders.

Word comes from Virgil Christopher, head of Chris Novelty Company, Baltimore, that the Como conversion for Bally's Shuffle Bowler and Keeney's Pin Boy is one of the biggest items in his territory. Christopher says operators using the conversion report increased grosses ranging from 25 to 150 per cent.

Purveyor Shuffleboard is all set to start new league season reports Herb Perkins, firm head. Boards have been refurbished for the start of the new competitions, and operators have been supplied with

## Purveyor To Expand Building; Schedule 1950-'51 Loop Play

CHICAGO, Aug. 26.—Herb Perkins, president of the Purveyor Shuffleboard Company, this week announced that work on a new addition to the Purveyor building here was started this week. The new addition will provide the firm with 4,000 additional square feet of space.

In addition to the new wing, Perkins said, Purveyor will refurbish the exterior of its headquarters. Work will be completed this fall.

Meanwhile the Purveyor Shuffleboard Leagues are scheduled to start the 1950-'51 season in two weeks. Additional loops will be added in Illinois, Indiana and Wisconsin, Perkins said.

more than 200,000 score sheets, official records for the Purveyor loops. United Manufacturing's Billy DeSelm, general sales manager, reports ops are showing plenty of interest, backed up with orders, for the Shuffle Alley De Luxe conversion unit. Firm is also going strong on its Twin Shuffle Alley-Rebound game.

### Detroit:

Fred W. Chlopan, president of the Table Shuffleboard Association of America, and Mrs. (Alberta) Chlopan are leaving for a two-week vacation (See PUCK PATTER on page 116)

**PURVEYOR FOR VALUES**

**PREMIUM! SPECIAL!**

**NATIONWIDE SHUFFLE BASEBALL \$99.50**

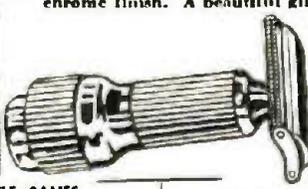
**USED SHUFFLE GAMES**

5 Balls and Rolldowns	\$29.50 Up
United Shuffle Alley	89.50
United Shuffle Alley (Flying Pin Conversion)	149.50
United Express	199.50
United Twin Bowler	159.50
Metre Bowl Shuffleboard Conversion	49.50
Exhibit Shuffleboard Conversion	39.50
Exhibit Strike (Floor Sample)	199.50
Flying Pin Conversion	69.50
Genco Glider	49.50

The new amazing automatic vibrator "STALEY" shaver. **ONLY \$4.50 EA.**

Quick, smooth shave. Heavy chrome finish. A beautiful gift. In doz. lots Sample \$5.25

**USED SHUFFLEBOARDS and SCOREBOARDS \$49.50 UP**



**USED SHUFFLE GAMES**

5 Balls and Rolldowns	\$29.50 Up
United Shuffle Alley	89.50
United Shuffle Alley (Flying Pin Conversion)	149.50
United Express	199.50
United Twin Bowler	159.50
Metre Bowl Shuffleboard Conversion	49.50
Exhibit Shuffleboard Conversion	39.50
Exhibit Strike (Floor Sample)	199.50
Flying Pin Conversion	69.50
Genco Glider	49.50

**SHUFFLEBOARD SUPPLIES**

Purveyor Playing Weights (Pucks), set of 8, chrome-plated \$12.00  
 Score Sheets, 100 sheets per pad, 10 pads per bundle 4.50  
 Powdered Wax, 26 lb. case 7.20  
 Bowling Game, 10 weighted pins, 2 racks, score sheet not included 12.50  
 Purveyor Shuffleboard Fluorescent Lights, pair 18.00  
 Climatic Adjusters 18.00

1322-24 No. Western Ave.  
**CHICAGO, ILLINOIS**  
**PURVEYOR** Better Buys  
 SHUFFLEBOARD CO.  
 JUNIOR 8-1814, R-1815, V-1816

# COINMEN YOU KNOW

## Milwaukee:

Top tune on juke here, according to ops, is Gordon Jenkin's "Good-night, Irene," followed by Gary and Bing Crosby's "Simple Melody."

Les Reder, of L. R. Distributors, is back in harness once more, having returned from a Northern Wisconsin vacation. . . . Another vacationer is Ed Gronowski, of Red's Novelty. Ed's plans call for sticking rather close to town, however, with maybe a week-end fishing excursion.

Stanley Stacy, top exec at Stacy Bros., vending firm here, is expected back from his European tour in several weeks. According to Nick Stacy, Stanley writes so much of interest was experienced during his trip he finds it difficult to express his reactions toward conditions today in his former homeland, Greece. Incidentally, Stanley does write there is no such thing as a vending industry in much of Europe today due to the unstable currency conditions.

Herb Geiger, Geiger Automatic Sales Company, received a fine press plug in The Milwaukee Journal recently when a picture was run showing Herb and a representative of the Milwaukee Fire Department placing a fire prevention warning sticker on one of his cigarette vending machines. Just another example of Herb's constant efforts to make for improved public relations in the coin machine industry.

Music business has taken an upward trend, according to Douglas Opitz, Hilltop Coin Machine Company. Doug attributes the general rise in biz to increased employment due to war work. The prices take a big nick out of the average tavern patron's pocket, says Doug, there are a few more nickels left than there were several months back.

Ops stopping in the Wells Street Radio Doctors Shop for the latest disks these days are not going to have Stu Glassman wait on them. Stu is off on his honeymoon up North.

## Appleton, Wis.:

Joe Cohen, head of Ristaurat, Inc., here claims the new Ristaurat 45 is going particularly well in Louisiana. FAB Distributing handles the line out of New Orleans and Montcalm Music out of Bastrop, La. Both have been making a lot of progress in the rental field with clubs proving good rental clients.

## Vital Statistics

### Engagement

Woodrow Johnson, supervisor of publications at Pitney-Bowes, Inc., Stamford, Conn., manufacturer of stamp vending machines, is engaged to Sally Spencer, of Cleveland.

### Marriage

Frank Guarnera and Josephine Lazaro in Chicago last week. Guarnera is associated with Bell-o-Matic, while Miss Lazaro has been affiliated with Mills Industries for the past decade.

Joseph Molien, head of the Niagra-Midland Company, Buffalo record distrib, and Anita Clark, associated with several coin machine firms in that city during the past few years, recently.

### Births

A daughter, Diedre, to Mr. and Mrs. Sam Lewis Wednesday (23) at Wesley Memorial Hospital, Chicago. Father is a sales executive with Chicago Coin Machine Company.

## New York:

Sidney Mittleberg, local juke personality, is now operating a growing route in Queens and Nassau counties. He was formerly associated with Charles Sachs and Lou Becker in the Union Automatic Music Company. . . . Morris Bernstein, who operates here under his own name, fractured a toe last week when a phonograph he was helping place on location slid off his truck.

Don W. Clark, Wurlitzer distrib in San Francisco, visited here last week on biz. He stopped in to see Joe Young, who handles the same line in this area. . . . Al Denver, president of the Automatic Music Operators' Association, is vacationing in a mountain resort. On his return, the association will speed up the promotion for its annual affair, to be held in October at the Waldorf-Astoria.

Lou Steiner, head of the Steiner Manufacturing Company, and his wife, Hannah, were among the most appreciative fans catching the Ted Lewis television show on WPIX last week. Their teen-age sons, Herbert and Roy, appeared as guest artists. They proved to be an accomplished violin-accordion team. . . . Harold Henry, of the local jukemen's union, away from his office last week on vacation.

## Philadelphia:

S. Pinkowitz, pin ball machine operator, getting all dressed up in his glad rags to help solemnize the wedding of his sister at the Golden Slipper Club. . . . Alfred N. DiNubile will let the four music boxes originally sold to him by Smith and Fields Distributing Company, go to the highest bidder at an August 31 auction, as ordered by the Wurlitzer Company, which has taken over the assets of the defunct local distributing firm. The four machines were originally sold to DiNubile under a conditional sales contract in May, 1948.

## Baltimore:

The Chris Novelty Company, distributor, reports business in this city has been excellent in recent weeks. Virgil Christopher, firm head, says Como and Bally products are leading the parade in his territory. The Turf King unit is going strong with operators, as is the conversion for the Shuffle Bowler and Pin Boy. Christopher says another of his leading items these days is the Holly-crane unit, which has had an excellent service record thruout the territory.

## Indianapolis:

Paul Steichen, who represents the Stoner Manufacturing Corporation here, said last week he will be on hand for the September 29-30 meeting of the Indiana Tobacco and Candy Distributors. The meeting is to be held at the Claypool Hotel here. Steichen will have some representative samples of the Stoner Univendor line on display during the meeting.

Bayne Sarfaty succeeds Maxine Anderson as secretary at the Calderon Distributing Company, Rock-Ola distributors. . . . Frank Banister, of Banister & Banister Distributing Company, spent the week-end in Chicago looking over new offerings in pin games and other coin-operated devices. Banister reports the outlook for fall and winter business in pin games is promising. . . . Sicking, Inc., is closing out its record department. Getting ready to take over its new location at 1312 North Capitol Avenue, Sicking will move its warerooms, offices and service departments Sunday (27) and be ready for business Monday.

James (Jim) Peachey, serviceman at Zimbar Music Company, leaves (See Indianapolis on opposite page)

## Los Angeles:

Stan Turner, formerly with Southland Distributors, has joined the Paul Laymon Company, recently awarded the Wurlitzer distributorship in this area. Turner will handle the parts department and specialize in Wurlitzer sales. Southland formerly distributed the Wurlitzer in this section. . . . Lucille and Paul Laymon marked another wedding anniversary Friday (25). . . . Ed Wilkes, of the Laymon Company, is back at his post following two-week vacation in Balboa. . . . Phil Robinson, of Chicago Coin, sighted on coinrow making the rounds in the interest of his lines. He recently returned from a trip east, where he visited many friends in and out of the industry.

William R. Happel Jr., head of Badger Sales, off to Portland, Ore., making his first trip by plane. . . . Dorothy and Jack Leonard, he is head of the parts department at Badger Sales, entertained Mr. and Mrs. Harry Martin of Oakland. Martin is a carnival owner. While the Martins were in town, the Leonards took them on a tour of the San Fernando Valley night spots. . . . R. F. Braun, Costa Mesa operator, in the city for equipment. . . . William Mer (See Los Angeles on opposite page)

## Washington:

The Washington National Airport will have a new game room in the terminal building some time this fall, reported David A. Robb, airport business manager. The room, which will cover 400 square feet, is scheduled to open in November and a concessionaire will be picked in October, he said. Coin-operated games will be used exclusively in the room, Robb indicated.

In the talking stage now is an idea for large-scale teen-ager record sessions under the joint sponsorship of record distributors, operators and disk jockeys. Arthur E. Selnick, record manager for the Kaufmann-Washington Company, Decca distributor, is presenting the idea and he hopes it will become a reality early in the school year. He would use the Click Club in Philadelphia as the model for the venture, but instead of one special meeting place for the youngsters, the sessions would probably be rotated at different schools on a Saturday morning. Newest record releases would be aired and the kids would then vote for their favorite. Soft drinks (See Washington on opposite page)

## Detroit:

Norman LaPorter, Harris Gaylord Manufacturing Company, the firm putting out the new Scoopy ball game vender, was a visitor at the Detroit office of The Billboard. . . . William S. Emig, partner in Variety Vendors, is recovering from a month-long bout with septicemia, and is expected back at the office within a few days.

Robert L. Perry, one of the principals in Training Devices, manufacturers of the Quizzer, is joining the publicity staff of the Campbell-Ewald Company, advertising agency. . . . Edward A. Gorney, founder of the Mercury Steel Corporation, has returned to the plant after a six-week rest and convalescence following an operation, and reports a number of changes and improvements being made in the Quizette, for which a new promotional campaign is about to be launched.

Steve Edwards, Cleveland Hardware & Forging Company, is starting a series of promotions in the coin machine manufacturing field in this area. . . . Maurice Rifkin, formerly with ABC Vending, managing their popcorn plant in New York City, has been named manager of the office being opened on Cass Street here by Metro Premiums.

## Chicago:

Vacation time continues at Bell-o-Matic, but the annual two-week rest periods will soon be over, Grant Shay, vice-president and director of advertising, reports. Away last week were Johnny Kelly, who underwent a serious operation earlier this year, and Charlie Zender. Frank Lorden is back at work again after soaking in plenty of sunshine and fresh air. Vince Shay, president, and Midge Ryan, executive, are both on hand to meet with visitors who drop in while vacationing in the Windy City.

Joe Calderon, who resigned from AMI several months ago to open his own export firm, reports trade with Belgium has been brisk in recent months, with his company shipping music machines and games to that country. There is also a lot of activity in Canada, Joe says. Jack Howard, formerly executive of Minneapolis Securities, has resigned from that company to become a vice-president in Trans-World, the firm name adopted by Calderon. Howard will run the West Coast offices.

The summer lull is just about over at Purveyor, Herb Perkins, president, reports. Activity on the Atom-Jet unit constitutes strong, keeping Perkins and Tom McNeill road man for Purveyor, working far into the night almost every night. Perkins made a business trip to Indiana last week, but returned to Chicago the same day.

Clare Meyer and Frank Meneuri made a trip to Cincinnati early last week to be on hand for the Wednesday (23) meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB). It was the summer session of the group. Mrs. Clare Meyer also made the trip. . . . Meneuri says that tests on the Playland five-ball game indicate it is making a good showing in the field.

Nate Gottlieb, D. Gottlieb & Company (See Chicago on page 118)

## Hartford, Conn.:

Izzy Goldman, of Seaboard Distributors, Inc., got back to his desk after a lengthy St. Francis Hospital stay. . . . Ralph Colucci, president of the Seaboard Distributors, and family got home from a vacation at White Sands Beach, Old Saybrook, Conn. . . . Ralph's brother, John, who operates Mattatuck Music Company, Waterbury, Conn., headed for Maine and other northern New England areas on his vacation.

Joe Friedman, the Bridgeport coin man, appeared on a coast-to-coast broadcast the other night. He was guest on the network show "Strike It Rich," broadcast from New York. He answered quiz questions, getting cash to be used at the Connecticut Knights of Pythias under-privileged children's camp at Cheshire, Conn. He's considered one of the best coin industry speakers in the Northeastern United States, and on September 17 he will be chairman of the dedicating committee in charge of the new Pythias children's building at Cheshire.

All meetings of the Connecticut State Coin Association, Inc., have been postponed to September 14, according to Abe Fish, of General Amusement Game Company, Hartford, and Association president. "That meeting," Abe said, "will probably be held in New London, with time and place to be announced soon." The next regular meeting in Hartford will be September 21, with latter event slated at Hotel Bond at 8 p.m. Meantime Abe was planning to get away on that long-awaited New Hampshire vacation. Last-minute business details held him up on vacation time departure, however, with Abe telling friends: "I'll surprise all of you and get away one of these days!"

# DSA League Formation Begins; Simplified Rule Book Issued

(Continued from page 109)  
sary, 10 and 12 team leagues may be organized.

"Teams shall consist of from 6 to 10 players, but only six of them will play in any one match.

"There is no regulation length or make of shuffleboard. Any length shuffleboard of any type and manufacture that is mutually agreeable to the sponsoring members may be used.

"A team may postpone a match only with the approval of the scheduled opponent. Such postponed games must be played within two weeks or forfeited by the team originally responsible for the postponement.

"Six and eight-team leagues will play one full home schedule before New Year's Day. After this time, a second full schedule will be played. This may leave different winners for the first and second rounds. A playoff will be held between them for the league championship.

"The prize fund will be returned to the teams on a prorated basis depending on the number of points each team has won. Even the last place team will receive a larger share with each point won.

"A State-wide playoff will be held May, 1951, under the auspices of the Detroit Shuffleboard Association and the Table Shuffleboard Association of America.

### Nationwide Meet

"We expect that our State winners will participate in the national tournament to be held under the auspices of the Table Shuffleboard Association of America.

Key scoring rules follow:  
"Total winning score for each game shall be 21 points.

"A player or member of a team that scores in any frame must shoot first in the following frame.

"Before each match, each captain will show his opposing captain a list of six players he intends to play listed in the order that they will play. This line-up can only be changed with approval of both captains."

### Hammer Rule

In the mistake or possible dispute section of the booklet the hammer rule is covered at length. This rule was designed to prevent the possi-

bility of expert players prolonging a match by using the hammer or final weight in a frame to consistently remove all weights from the board. It may be invoked by either captain or sponsor or any league official after any game has continued in play for one half hour or more. This rule then remains in effect for the balance of this game, but cannot be invoked again until another game has played for at least a half hour.

The hammer rule reads:

"If after the completion of a frame, no weights remain on the board to be scored, the player or team that had the hammer in that frame must shoot first in the following frame."

In commenting on DSA rules, Chlopan said: "The DSA does not propose to challenge any manufacturer's set of rules, but we do believe that a standard set of rules presented by a national organization would do much to popularize shuffleboard play if adopted by all leagues, manufacturers and players."

The rule booklets are being distributed from DSA headquarters, 600 Woodward Avenue, Detroit 26.

### Indianapolis:

(Continued from opposite page)  
Monday (28) for the marines. Operators here will sacrifice many of their employees who will be inducted into the armed forces causing a shortage of servicemen and collectors. . . . Buying of new equipment continues good with much of the obsolete equipment being replaced by newer styles. In fact, some distributors report a shortage of new juke boxes, and are beginning accumulate a waiting list.

Visitors at Sicking, Inc., buying new equipment last week, included Wilbur Luke, Luke's Distributing Company, Danville and Blsmark, Ill.; Bruce Timmons, Greenville, O., and Robert Shapher, Vincennes, Ind. . . . Rex Hassler, serviceman at Janes Music Company, is on vacation. . . . Henry Windt has entered the Methodist Hospital for a throat operation. . . . Claude Thomas, bookkeeper at Midland Music Distributors, Inc., Wurlitzer reps, has gone to Memphis with his wife and family for a short vacation. . . . Juke box collections, according to operators, are far ahead of last year, despite the season.

### Los Angeles:

(Continued from opposite page)  
rill, of Santa Ana, making his rounds along coinrow. . . . S. S. Snyder, San Bernardino, a visitor. . . . H. D. McClure, formerly an operator in the San Gabriel area and latter a vending machine distributor in St. Louis, has returned to Southern California and is affiliated with the Minthorne Music Company. Mac is handling sales in the northern part of the Minthorne territory, which is around San Luis Obispo.

Walter G. Mehan, formerly of Washington, D. C., plans to make his home in California and has entered the coin machine business. He is reported to have the contract on the machines to be placed in Camp Book. The deal includes vending as well as amusement. The camp is reported to be setting up nine post exchanges. . . . Bob Alexander, of the Minthorne Music Service Department, Seeburg distributors, is back from a two-week's vacation. Hank Tronic, head of the parts department, took off for two weeks on his annual vacash. Jean Minthorne, head of the firm, is not certain that he will be able to get away from his desk because of the pressure of business. . . . Norman Christ. Lompoc music operator, in town and reporting that things are going along okay in his bailiwick.

# ASLI Tourney on Open Basis; Changes Seen Speeding Play

(Continued from page 109)  
State's ASLI membership rating.

Together with the new "Hammer Rule," which will guide all future ASLI play, the new policy is expected to help speed the run-off concludes next season. With ASLI hoping to double its near 10,000 member roster of 1949-'50, new tourneys run under that season's organizational plan would be unwieldy affairs, Howard James, promotion director, asserted.

Last May, 44 teams completed in the U. S. Championship event in Peoria. Play ran on into the early morning hours during each of the two days, he recalled. Should the ASLI membership double and the same method of selection be used, time limitations alone would preclude scheduling a national meet, he explained. The organization feels it essential that the major meet should be held on a week-end to permit full attendance of eligibles.

Another consideration behind the ASLI move is believed to be the financial angle. Under the new set-up, teams entering the State and national events must pay an entry fee. The fees will be earmarked solely for cash prizes, it was pointed out, with ASLI still footing operational and trophy costs.

Last season, the ASLI treasury kicked in with all prize money, totaling more than \$26,000. This next season, tourney entrants will build their own prize kitty, altho ASLI is expected to add a contribution for the national event from its own coffers.

A further motive sparking the switch is the belief that entry fees will cut the number of competing teams to a manageable number.

It was emphasized, however, that league winners would get preferential treatment in signing for the State matches thru payment of a reduced entry fee. Toppers in the State events would get the same preference when signing the U. S. Championship lists.

Peter R. Olmsted, ASLI executive director, who returned this week from a Midwest tour with Kenneth W. Poulsen, field director, reported that leagues are now being reactivated in many shuffleboard areas. Recruiting is especially successful in cities whose teams placed high in State and national competition last May, he said.

"Many league secretaries have already requested their application blanks thru our office here," Olmsted declared. "Judging by these requests I would say that 75 per cent of all organized leagues will be in full scale operation by the first week in October."

The ASLI director released the following plan, upon which the new season's play will be based:

1. A location with any make of shuffleboard having a laminated maple top is eligible to sponsor a team in league play.

2. Team membership fee is set at \$1 per player and \$5 per sponsor. The sponsor may register as a player at no extra charge.

3. There will be four divisions of play — men's longboard, women's longboard, men's cushion board and women's cushion board. Mixed teams may compete on an equal basis with all-male teams.

4. Teams will be composed of at least six players, plus as many alternates as may be desired. A league will be composed of at least six teams.

5. League secretaries will handle all registration and membership fees.

6. Each player and sponsor will receive a year's subscription to Shuffleboard World, the official ASLI player publication.

7. Each team will receive a kit, including completely revised rule books, score sheets, sponsor's membership certificate, ASLI's metal approval seal and individual membership cards.

8. Each league will receive an ASLI league trophy to be awarded to its top team at the conclusion of the season.

### Washington:

(Continued from opposite page)  
would be provided and distributors would take turns at bringing a recording artist to the meetings. Another aspect of the plan would be for the operators to take turns at donating reconditioned music machines to be raffled off as a door prize, with the winning youngsters specifying the school or some club as recipient.

Harry Schwartz, of Schwartz Bros., is vacationing at a lake resort near Kansas City. On the homeward trip he expects to visit the Mercury offices in Chicago. He'll be gone between two and three weeks.

Recent visitors to the Washington Music Guild headquarters were Kitty Kallen and spouse Bud Granoff. Bill Schwartz, of the Guild, also visited the thrush backstage during her personal appearance stint at one of the local movie houses. She told him about her new recording—"Our Lady of Fatima." Schwartz, who is editor of the Guild's "Newsletter," also reported that it would resume publication in September, following the summer layoff. In the past month or so he has received about 200 requests from operators all over the country who want to be placed on the mailing list.

Cigarette operator Jack A. Spittler, of Falls Church, Va., has not raised the price of his cigarettes since the wholesale increase went into effect. He hasn't cut commissions either, he indicated.

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# Rockettes New Five Ball Game By Gottlieb Co.

CHICAGO, Aug. 26.—D. Gottlieb & Company has started deliveries of the five ball game Rockettes which is highlighted by a new system of up-and-down scoring.

Major objective of the game is to make the 1-12 numbered bumper sequence, which line the left and right side of the playfield. Among the scoring gimmicks on the table are side rollover switches which light for special after the big series has been completed, rollover buttons which control the upward or downward action of four key kickout pockets, four powered flippers and a variable number spotting feature.

In play of Rockettes, the two rollover buttons (one marked up and the other down), alternate control of the four kickouts. Therefore, if the up control is in effect the player tries to guide a ball into the kickout at the bottom of the board. If he is successful, this kickout will score 500,000 points and kick the ball up to the next kickout pocket which in turn passes the ball to the pocket above it. Players making the kickout series will gather a total of 2,000,000 points after going into each of the four holes. Since it is possible to make this play several times, skillful players can run up a winning score by completing the cycle a few times. These same kickout pockets also register special single points when contacted. These points are tallied separately from the main score and register for possible free plays when a ball is guided thru a bottom rollover switch.

The new Gottlieb game is equipped with a drop chute and records a maximum of 5,900,000.

## Coin Machine Exports

May, 1950

Country	Total		Phonographs		Av. Price	Venders		Amusement Games		Av. Price	
	No.	Value	No.	Value		No.	Value	No.	Value		
Canada	721	\$82,091	—	—	—	416	\$82,225	149	305	\$19,866	\$ 65
Cuba	219	36,965	117	\$34,831	\$211	102	2,134	21	—	—	—
Venezuela	64	36,728	64	36,728	574	—	—	—	—	—	—
Belgium	81	24,847	40	22,160	554	—	—	41	2,687	65	—
Japan	56	16,046	16	9,266	579	18	4,677	259	22	2,103	95
Guatemala	30	11,998	24	11,412	478	—	—	—	6	586	98
Switzerland	12	8,514	11	7,445	677	—	—	—	1	1,059	1,059
Panama	23	8,300	11	6,184	562	12	2,116	176	—	—	—
Salvador	14	7,638	14	7,638	539	—	—	—	—	—	—
Hong Kong	67	4,604	—	—	—	—	—	—	67	4,604	69
Mexico	13	2,465	6	1,220	203	7	1,245	178	—	—	—
Neth'l's Antilles	12	2,256	—	—	—	3	985	328	9	1,271	141
Bermuda	2	1,890	—	—	—	2	1,890	945	—	—	—
Honduras	51	1,294	1	781	781	50	513	10	—	—	—
French, Pacific Is.	8	1,180	—	—	—	—	—	—	8	1,180	145
Kuwait	2	840	—	—	—	2	840	420	—	—	—
Other Countries	12	1,228	3	250	83	4	481	120	5	495	99
<b>TOTALS</b>	<b>1,387</b>	<b>\$248,862</b>	<b>307</b>	<b>\$137,915</b>	<b>\$449</b>	<b>616</b>	<b>\$77,106</b>	<b>\$125</b>	<b>464</b>	<b>\$33,861</b>	<b>\$ 73</b>

## Export Market Activity Rises; Dollar Total 25% Ahead of 1949

(Continued from page 97)

by government edict in November, 1947, Canada accounted for 721 venders and games with an aggregate value of \$82,091. As restrictions on music box importations are gradually eased in the months ahead in Canada, this already impressive dollar figure can be expected to increase sharply.

### Upward Trend

In May, over-all juke and automatic merchandiser sales continued an upward climb which began in January. In each classification there were higher dollar marks for the year. The juke totals were 307 machines worth \$137,915, compared with 287 units for \$102,202 in April. Principal customers for the U.S.-made commercial phonos were operators in Venezuela (64 units for \$36,728), Cuba (117 units for \$34,831), and Belgium (40 units for \$22,160).

In vending sales it was mostly a story of Canadian activity. This neighbor to the north purchased 416 merchandisers of all classifications with a total value of \$62,225. The other 12 nations buying venders in May accounted for \$14,881 to bring the monthly figure to \$77,106, the highest dollar total in 11 months.

Canada also continued to show the way in game importations by accounting for 305 amusement pieces valued at \$19,866. Other quantity game buyers included operators in Hong Kong, Belgium, and Japan. Average unit prices paid for all types of equipment remained steady with venders and games slightly off from April averages and music sales up to \$449 from its April unit price of \$356.

### Above '49 Totals

With the first five months of 1950 already totaling \$881,777 in export sales, there is a strong possibility the total for the year will go well above the \$2,000,000 mark. The 1949 figure was \$2,008,054 and did not have the advantage of large scale Canadian purchases in any one month. During the first five months of 1949, export sales totalled \$668,422. With reports already received that Belgium and Ecuadorian operators are already stepping up their coin machine imports because of recent war news (The Billboard, Aug. 19), there is a strong likelihood that sales for export will soon be approaching the record proportions of 1948 and 1947.

## Baring Attempt To Halt Action On Johnson Bill

(Continued from page 97)

the background after having been automatically called up by the house clerk on the consent calendar Monday (21). The bill at that time was passed over "without prejudice," inasmuch as a rule had been granted for its consideration on the regular House calendar, technically called the union calendar. The delayed consideration had been agreed to by House leaders at the request of Representative Baring, and finally late Friday (25) House Speaker John McCormack (D., Mass.) announced that floor action on the bill would be deferred until Monday (28).

Baring, whose State gaming machines are legal by statute, said he has been urged by numerous prominent groups and individuals, including the Reno and Las Vegas Chambers of Commerce, to oppose the measure. Baring said that the bill in its present form would have the effect of wiping out Nevada's law and require the State to adopt a new enabling act. "This," declared Baring, "is clear-out invalid intrusion on State's rights."

Baring also asserted that the bill is "highly discriminatory" against a single group of manufacturers, and he declared that on that basis he intends to introduce amendments which "at least would reduce the discriminatory aspects." One of these amendments will propose a ban against all forms of gambling and gambling devices, including pari-mutuel machines for the tallying of bets, horse racing and dog racing.

"If Congress wants to vote against gambling," said Baring, "then let's vote against all forms of gambling." Baring also will seek an amendment to permit equipment of gaming machines from Nevada to Illinois when repairs are necessary, a move forbidden by the proposed measure. The House Interstate and Foreign Commerce Committee, which several days ago reported out the Senate-passed Johnson measure in revised form, declined to include Baring's proposal in its revisions.

The bill, if passed in the House, would return to the Senate for concurrence.

### Holds Ordinance Invalid

CAVE CITY, Ky., Aug. 26.—A Cave City ordinance banning one-ball games has been held invalid. Assistant Attorney General Squire N. Williams Jr., stated this week. He explained the 1950 Kentucky Legislature passed a law which legalized pinball machines using "some balls" which result in free plays. He said the Legislature did not intend to exclude one-balls in its pinball bill.

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## 10 Firms Contract For NAAPPB Show

(Continued from page 97)

(coin chutes, meters and amusement pieces), Chicago.

Automatic Products Company (venders), New York.

Auto-Photo Company (coin-operated photo machines), Los Angeles.

Como Manufacturing Corporation (hollycrans and amusement games), Chicago.

H. C. Evans & Company (amusement games and arcade equipment), Chicago.

Exhibit Supply Company (arcade pieces and amusement games), Chicago.

Greyhound Amusement Device Company (amusement games), Brooklyn.

International Mutoscope Corporation (arcade pieces and amusement games), Long Island City, N. Y.

Mike Munves Corporation (arcade pieces and amusement games), New York.

Philadelphia Toboggan Company (skee ball and amusement games), Philadelphia.

Coca-Cola Company (soft drinks), New York.

Charles E. Hires Company (soft drinks), Philadelphia.

Orange-Crush Company (soft drink), Chicago.

## Boston Resorts Report Tourist Biz Below 1949

BOSTON, Aug. 26.—Pinball games at amusement parks and beach resorts in the area this season were not getting as much play as last season, ops with locations at the fun spots report. One op. with a pin center at Nantasket, said he was barely able to break even, while others said they were convinced the money was not as free as in former years. Tourist trade in general was considerably down.

Ops said their spots at the beaches were getting only stragglers and that plays per capita were small. Shuffle and bowling games got most of the play, while five-ball games lagged behind.

The situation was summed up by one op. who quoted the Federal Reserve Bank of Boston's report early this month that New England resort business was in a general slump. He reported that summer visitors were looking for bargain prices and that the free-spending days were rapidly disappearing.

Early closing of some pin game centers at resort spots were on the books, and several ops already have transferred machines to more lucrative locations.

### Theaters Augment Manual Stands by Adding Vend Units

PHILADELPHIA, Aug. 26.—While the trend in this territory has been to replace vending machines in the theaters with stands supervised by a personal attendant or sales person, many movie men have shown that there are extra profits by supplementing manual selling with automatic vending equipment. This is particularly true in the larger theaters in the area where both manual stands and vending machines are to be found.

The vending machines, it is realized, provide convenience of purchase for the customer—a basic factor in extra profit sales—and such convenience is the result of having machines located where they can be used at times when it is not economical to have the attendant at the candy stand. Also in favor of the vending machine in addition to the manual stand is the fact that additional sales can be realized by placing the machines away from the stand—such as on mezzanines and the balcony.

Movie men also point out that with more States following the Federal government in establishing a 75-cent minimum hourly wage rate, it becomes increasingly difficult to justify the salary of a stand attendant during slack theater attendance hours.

### Exhibit Supply Bows Playland, Five-Ball Game

CHICAGO, Aug. 26.—Exhibit Supply Company has started production line deliveries of Playland, a new five-ball game featuring bumper sequence scoring and stepped-up action developed from kick-out pockets and rollover switches.

Designed with a wide open playfield for cross ball action, Playland scores in excess of 8,000,000 points. It is possible to set up replays by 10 different types of play. They include contacting a three-bumper series at the top of the playfield which sets up nearby rollovers for special scores and making an A-B-C kickoff pocket mystery series at the bottom of the table which, when completed four times, spots four numbered bumpers and leads to replays on balls later dropping in the same A-B-C pockets. Still other replays can be made by going thru bottom rollover switches after they have been lit in previous scoring activity. Playland's changing value bumpers vary from 100,000 to 500,000 points.

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 1432 Main St. Jacksonville, Fla.

## Background On Red Drive; Party Loves 'Liberal' Suckers

(Continued from page 102)

guaranteed by the 1st Amendment, on which the Communists based their defense. It's ironical, said government lawyer Ginnane, that Communists should invoke the first—free speech—amendment to destroy the Bill of Rights of the Constitution. "The Smith Act" (Ginnane speaking) "is concerned with language directly intended to bring about evil interference with the peaceful evolution of our State, teaching and advocating violent overthrow. We have to distinguish between utterances flatly advocating violent overthrow of the government and utterances which might have that result, depending on the circumstances in which they were made." The government pointed out it wasn't "seeing things under the bed" when it charged the Communists were plotting violence; e.g., evidence of how Communists acted as "local agents" for a foreign power—use of false names, secret schools and meetings, "Aesopian" language to conceal true aims, hierarchic selection of party officers, street discipline and control over all members, a concentration of membership in jet engine and other key industries. These are not methods for peace but for sabotage, espionage and dictatorship. The government argued that the defendants in effect had "repudiated" Premier Joseph Stalin of the Soviet Union and all Marxist-Leninist "literature" when they denied in court they intended violence, for, Stalin himself has declared that U. S. is no exception to the Marxist-Leninist program of violent overthrow of capitalist governments in the world. Ginnane argued that if the government's view did not prevail, "the entire preparatory stage of recruitment by a modern totalitarian political organization (for violent revolution) will be brought under the protection of the First Amendment." Congress, it was pointed out, is not concerned with "thoughts, beliefs or academic predictions," but with the preparatory stage of recruitment for violent overthrow. After recruiting enough followers, the Communist politburo then stages its coup d'etat, but the violence does not come, obviously, until the appropriate time. A fundamental principle of its (CP) strategy is not to employ the ultimate tactics of violence until the conditions are ripe for victory. No Communist leader issues a call for overthrow until the eve of a thoro'ly organized coup d'etat.

#### SJC Report

The Senate Judiciary Committee in reporting out the Mundt-Ferguson-Nixon-Johnston bill last March said it this way (the full report runs 44 pages):

"There exists a world Communist movement which, in its origins, its development and its present practice, is a world-wide revolutionary political movement whose purpose it is, by treachery, deceit, infiltration into other groups (government and otherwise), espionage, sabotage, terrorism and any other means deemed necessary, to establish a Communist totalitarian dictatorship in all countries of the world thru the medium of a single world-wide Communist political organization. . . . The recent successes of Communist methods in other countries and the nature and control of the world Communist movement itself present a clear and present danger to the security of the United States and to the existence of free American institutions, and make it necessary that Congress, in order to provide for the common defense, to preserve the sovereignty of the United States as an independent nation, and to guarantee to each State a republican form of government, enact appropriate legislation recognizing the existence of such world-wide conspiracy and designed to prevent it from accomplishing its purpose in the United States."

The Smith Act (already described.)

Alien Registration Act of 1940 makes it a crime to advocate the overthrow of the government of U. S. by force and violence. The Senate Judiciary Committee says this law is inadequate because Communists here don't openly admit to violent overthrow.

McCormack Act of 1938 requires registration of individuals who are acting as agents of a foreign principal.

The Voorhis Act requires registrations of organizations which are agents of foreign principals.

(The Senate Judiciary Committee said Combies by skill and deceit transgress these acts.)

#### Other Efforts To Combat

**Pledges vs. Communism:** This practice in government and organized labor unions and elsewhere has been encouraged since the Taft-Hartley act. Combies have always eyed U. S.'s 60,000,000 wage-earners covetously (15,000,000 organized—AFL, 7,000,000, and CIO, 6,000,000). CPers rooted out of CIO starting 1947 when United Auto Workers (million members) drove them out of power in general purge. CIO has expelled 11 groups with three quarters of a million members, and vast chunk of latter deserted to rival groups hastily chartered by CIO. Widely credited to T-H loyalty oath, but probably as much to clumsy judgment of orders from Comintern re propaganda to be used in U. S.

#### Crackdowns Helping

FBI sees some good effects of governmental crackdowns already started: Official CP count in '47 was 82,618 in U. S.; now down to 55,000, BUT, FBI Chief Hoover points out that for every CPer there are 10 fellow travelers; also, plenty of Combies have gone underground. Fairly accurate count of Communists and Communist frontiers is claimed known to government.

#### The Present Picture

Mundt-Nixon-Ferguson-Johnston bill now awaits floor action in Senate, having been reported by Judiciary committee. This is the biggest bill on the subject now awaiting action. The committee argues that it's vital to exposing the Combie here because present statutes don't allow for quick judicial remedies. (The case against the 11 CP leaders was 10 years in the making.) Whole subject has preoccupied Congress without coming to a head, altho the legislative literature on the subject is colossal—21,400 pages published by House Un-American Activities Committee alone, to say nothing of tens of thousands of pages of other congressional documents on the issue.



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## Turning Back the Clock

10 Years Ago This Week

CHICAGO, Aug. 24, 1940. — Talk of the juke box business was the big boost in play noted in leading Canadian cities and attributed to the European war to which Canada was contributing troops. A survey of chief Dominion cities brought in the report that as much as a 40 per cent increase in play was noted over the comparable period in 1939.

With Ontario operators leading in upped play announcement, others in St. John, N. B.; Montreal and Winni-

peg echoed similar sentiments. Some of the better hotels and restaurants, previously cold to the juke box, asked their installation. The great numbers of servicemen, and the war atmosphere in general, was seen as the big factors encouraging the uptrend in play.

In addition to the usual public-type locations, jukes also made their appearance in official training camps, garrison bases and recreational centers for the military. Some of the "unusual" public-type locations in-

cluded grocery, tobacco, meat and drugstores.

In addition to juke boxes, impressive play stimulation for pinball games, scales and gum, candy and cigarette vendors was also noted.

Dave Simon, Simon Sales Company, New York, predicted that wall boxes for jukes would become widely used. Initial operator reaction following first installations was to add more. Simon Sales distributed the Keeney Wall Box.

Topping the juke hit parade in the States were the tunes *Where Was I?*, *The Breeze* and *I, Sierra Sue, I'll Never Smile Again and Fools Rush In*. Coming up was *Trade Winds*.

DuGrenier, Inc., announced a new candy bar vender, featuring 12-selections at a price of \$41.50. Other vantage points stressed included improved product and coin protection, increased efficiency and elimination of chains.

15 Years Ago This Week

CHICAGO, Aug. 24, 1935. — The National Association of Coin-Operated Machine Manufacturers lauded the first full year of operation of its credit interchange program. Conducted for the benefit of members, the first annual report indicated that "thousands of dollars" were saved manufacturers because of its existence.

The July monthly report, which had just been released, contained 54 names and addresses with a description of the type of credit with each. Cited as one of the most frequent experiences reported was the refusal of C.O.D. shipments. Members declared that during the first year of operation, over 1,000 cases of questionable credit ratings had been reported.

The coin machine industry lost one of its veteran members with the death of John B. Keeney. He died as the result of injuries sustained in an automobile accident near Clarendon, Ia., August 22, returning from the funeral of a relative. He was 71 years old. John B. Keeney, the father of Jack and Bill Keeney, was the founder of the J. B. Keeney Company.

In Washington the Rev. John C. Mosley, of the Emanuel Baptist Church, declared: "I am glad to see that the human desire to match wits against a mechanical device has at last found a medium thru which to express itself." Referring to pin games, the Rev. Mosley declared he was "heartily in accord with the sentiments expressed by other Washington clergymen in connection with pin balls from the standpoint of sport."

The Atlas Novelty Company, Chicago, headed by Maurie and Eddie Ginsburg, inaugurated a "super-service" policy on pin game repair. Firm's service department began repairing games for operator-customers on a straight time charge basis.

Bally Manufacturing Company wound up a unique pre-introduction promotion campaign for its new Prospector pin game. Plan included special "golden nugget" mailings to operators and distributors, with an "under wraps" pre-show model featured on the distributor show floor. Game, priced at \$79.50, featured a double payout, one being standard with known awards and the second a mystery payout. Latter releases two "golden nuggets" good for 50 free games. Other features included a novel machine-gun sound effect for announcing payouts, a gold-ornamented cabinet and an 11-color playfield.

## U. S. Distributing Adds Engin'g Dept.

NEW YORK, Aug. 26.—The U. S. Distributing Company, which opened here earlier this month to job used coin games, has added an engineering department, Bob Jacobs, manager, announced this week.

Function of the new department, headed by Bernard (Whitey) Druckman, will be to modernize old shuffle-type equipment, adding disappearing pin assemblies and resurfacing playing fields. Firm will emphasize the conversion of "subway" units to re-

## Calif. Arcaders Separate Units For Men, Women

(Continued from page 97)

attract women and children to one end of the tent and keeps the men and growing boys in another section with athletic equipment. Dignan follows practically the same deal, devoting much attention to kids by supplying a battery of Sky Guns and Tom Mix movie reels. Dignan also sits at the children with his new Mickey Mouse pitch, which he built by floating soup bowls in an ordinary galvanized tin wash tub. The kids are awarded Mickey Mouse balloons.

Dignan also has had plenty of experience in arcade operation. He was on the West Coast Shows for five years, then spent one year on the Crafts' show before coming to Foley & Burk, where he has been for four years. He is assisted by Harry Starr, who has had 11 years in this type of operation.

Repeat Usage

As the patrons change and the shows go into small communities where the people do not have the opportunity of seeing many arcades, these operators have found equipment can be used over and over to good results. Bryant lists an old Microscope reel, Model D, made about 1907, as a top earner in the penny field. Dignan has found that fortune-telling machines and the Tom Mix movie reels are grossers.

Dignan estimates about 60 per cent of his business is in his penny machines, 10 per cent at 2 cents, and 30 per cent at the 5, 10 and 25 cents. Although Dignan has no quarter-operated machines at present, he put Photomatics in this category. Bryant states about 75 per cent of his business is in pennies and, he has 10 machines operating on a nickel and four at 10 cents.

As the machines have to be transported over the road they are subject to trouble from insecure packing. Another problem with which the transient operator has to contend is dust. Dignan pointed out that during the course of a season's tour the machines will have been subjected to moisture, dust, heat and cold. Despite the potentials in trouble, the main one is dust. Both operators attempt to keep their machines as neat as possible under the circumstances. Although each is continually painting and refinishing machines, there are many times when the machines may not be as good on the exterior as those found at the beaches. However, mechanically the machines are kept perfect, for these men know that an idle game brings in no revenue.

Good Light

Another point on which the two operators agree is the need for plenty of light. Both spots are illuminated with fluorescent. Bryant had a lighting engineer come to the North Hollywood winter quarters and take a reading of the illumination before going on the road. This was necessary, he contends, because of the absorption by the khaki canvas.

Dignan keeps down the dust in his arcade by wetting the ground each morning. He said that at the start of the day the place will be slightly "overly wet" but the continuous pattering of feet and the dry air soon take up the moisture. Then the ground is caked and the dust problem is licked in addition to giving solid footing to the patrons.

The operators are constantly on the watch for trouble in their machines and both are accomplished mechanics. Dignan pointed out his best tools—three pliers of various sizes and an ice pick. With this quartet of instruments any kind of difficulty can be remedied.

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## Calendar for Coinmen

August 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.  
 August 29 — Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.  
 August 31—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.  
 August 31 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.  
 September 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison St., Rockford, Ill.  
 September 5, 19—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.  
 September 5, 19—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Barlow Restaurant, Baltimore.  
 September 6—Coin Machine Operators' Association of Harris County (CMOAHCC), monthly meeting, Houston Chamber of Commerce Building, Houston.  
 September 7—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel Hamilton, Washington.  
 September 7—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.  
 September 7 — Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.  
 September 11—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.  
 September 12, 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.  
 September 13, 27—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.  
 September 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.  
 September 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.  
 September 20—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.  
 September 25—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.  
 September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statter Hotel, Buffalo.  
 September 28—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.  
 October 25-27—Sixth Annual Popcorn Industries Convention and Exposition, Stevens Hotel, Chicago.  
 October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.  
 October 30-November 2—American Bottlers of Carbonated Beverages (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco.  
 November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago. (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

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## Fair Trade Repeal May Hit Juke Ops

(Continued from page 98)

this has weakened the anti-trust laws has been gaining support on Capitol Hill, with such figures as Chairman Emanuel Celler (D., N. Y.) of the House Judiciary Committee and Chairman Wright Patman (D., Tex.) of the House Small Business Committee.

### Intro Bills

Several bills to repeal the Miller-Tydings Act have been introduced this session preparatory to a showdown next year. Advocates of repeal argue that the Miller-Tydings Act never was subjected to hearings by any congressional committee because it was hooked onto an appropriations bill as rider nearly a decade ago.

If the act should be repealed, justice and FTC feel the State laws will evaporate since they would otherwise be in conflict with the Sherman Act.

### State Action

Meanwhile, the attack on fair trade is proceeding at State levels. New York's trade law was dealt a blow when a judge ruled it void as 'ar as fair-trading liquor is concerned. Another test is due soon by Macy's, which has been deliberating selling below list to test the law. A suit is in progress. Florida's fair trade law was declared unconstitutional by a State court two years ago and was hastily revamped to comply with the judicial decision. Cut-rate stores in other States have been violating fair trade laws to invite suits.

## Suburban Location Indicated as Best

(Continued from page 97)

a similar pattern of increased suburban expansion, Census Bureau said. While city retail sales increased 172 per cent over the last decade, suburban business jumped 217 per cent.

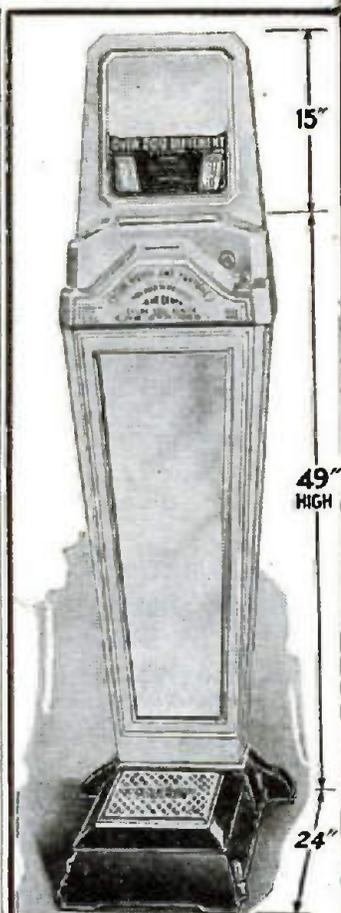
One of the chief reasons for the trend of suburban business expansion is the vast amount of construction which has been going on in fringe areas since the war. Parking problems in downtown areas have also contributed to suburban growth, according to Census.

A typical increase in the share of the business of metropolitan areas done by the suburbs as compared with a decade ago is represented by the Los Angeles suburbs now accounting for 50 per cent of the total business in the area as compared with 43 per cent 10 years ago. Los Angeles, on the other hand, saw its share drop from 57 per cent to 50 per cent. Detroit suburbs are now doing 31 per cent of the Detroit area business as compared with 26 per cent a decade ago. Average gain for the suburbs at the expense of the 12 largest cities was 6 per cent.

## OLDIES STILL DRAW

(Continued from page 98)

allowed his curiosity to be stirred. Still further benefits have been developed thru coupling the Memory Tune with the name of the location owner, particularly in cocktail lounges, restaurants and taverns. For example, at Sugie's Lounge, operated by a former Denver University football star, Sammy Sugarman, the first title strip on the phonograph reads, "Sugie's Memory Tune of the Week." The lounge owner selected *The Object of My Affection* and found it pulled three and a half times better than any other record on the machine. Helping along was the fact that many lounge customers inquired "What's your memory tune, Sugie?" with the reply, "Play it and find out!" The stunt has developed more play wherever it has been used, inasmuch as the location owner is flattered by the listing of his name on the selection panel, and thus encourages his bar customers to play the number.



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## BLB Boston Post Goes to Tobin

BOSTON, Aug. 26.—The Governor's Council late Saturday night (19) unanimously confirmed Gov. Paul A. Dever's appointment of Timothy J. Tobin, brother of United States Labor Secretary Maurice J. Tobin, as a member of the Boston Licensing Board (BLB). Tobin, formerly a member of the Hub traffic commission, was immediately sworn into office. He takes the place of Frank L. Brier, who resigned from the BLB. BLB issues licenses for coin-operated amusement games, amusement arcades, music boxes, sale of alcoholic beverages and food.

## Colorado Voters May Decide Bell Question

(Continued from page 97)  
mitted to lawfully operate in the State of Colorado.

"I believe that whenever a large group of our citizens makes such a request, it is worthy of consideration by the Legislature. Accordingly, I have included their request in the call.

"I respectfully urge that you, as elected representatives of the people, determine in your own good judgment whether or not this question should be resolved by a vote of the people in the forthcoming election."

### Outlook

The chairman of the committee handling the bill, Representative O. C. Abernethy (D-Denver) of the House State Affairs Committee, said that the sample bill the committee had calling for outright legalization would, without a doubt, be squashed in committee, and that the committee was just "lukewarm" to ideas limiting machines to clubs.

At a public hearing in the house chamber, two suggested bills limiting machine operation to private clubs were outlined. One bill, presented by the Associated Clubs of Denver, an organization of veteran and fraternal clubs, asked that machines be owned by the State and that percentages be fixed and sealed.

## TRANS-WORLD SET

(Continued from page 97)  
foreign markets, Caldron revealed Trans-World has been handling coin machines for sale in the United States, and has established a special department handling the sale of steel to coin machine manufacturers in this country.

Trans-World has also set up a special service and finishing department. This department, Caldron said, inspects all machines being shipped into the foreign markets to make sure they are in perfect working order before leaving this country.

## PUCK PATTERN

(Continued from page 109)  
cation tour of New England. They will spend most of their time in Vermont and Boston. . . Henry Solomon, president of the Edselco Manufacturing & Sales Company, has returned from his vacation at Schroon Lake, N. Y., where he visited Isidor Edelman, founder of the company.

## Lorillard Interim

P. Lorillard Company declared an interim dividend of 30 cents on common stock. The company also declared a quarterly dividend of \$1.75 per share on preferred stock. Both are payable October 2 to stockholders of record September 11.

## Reynolds Off Slightly

R. J. Reynolds Tobacco Company had net earnings of \$18,118,000 in the six months ended June 30. This is \$1.67 per common and class B share, and compares with earnings of \$18,610,000 or \$1.71 per share during the same period last year.

## Juke Conversions Surveyed by MGM

(Continued from page 98)

public becomes familiar with the higher fidelity of seven-inchers, they will expect operators to stock them. "They will be educated to it sooner than you think," operators were told.

The high cost of conversion, especially of pre-war phonographs, was given as the principal deterrent to voluntary changeover. Steinberg estimated the cost for old machines would be about \$60 a unit, often more than their market value. In addition to new gear assemblies, it was pointed out that crystal pick-ups would have to be installed, mechanical trips switched to electrical operation, and certain circuit changes undertaken.

Conversion of post-war phonographs would be a less costly operation, Steinberg admitted, with all machine manufacturers preparing to make changeover kits available for late models.

From another source, it was indicated that operators' apparent indifference to early changeover arguments is largely a delaying action. The reasoning cited is that operators would only speed the day of wholesale conversion, at tremendous cost, should they switch to slow-speed operation on a piece-meal basis as inducements are offered. "Why accelerate the trend?" they ask.

## MERCHANDISING MUSIC

(Continued from page 98)  
helped him out. Perhaps it can do the same for you.

"I use an old, old, old record for a mystery tune," says Paul, "and anyone guessing both the title and the artist receives a new record of his choice. However, each guess must be accompanied by a nickel in the juke box for any selection at any time. Customer then lists his guess and, in case of duplication, the first to correctly identify the tune wins the new platter."

Paul adds that he only uses this gimmick where the gross is low. He says it good for a run of several months about once a year.

**DUPLICATE TUNES . . .** From Prosser, Wash., hometown of John Donovan, comes a note with another idea for operators of the 40 and 100-selection phonographs (and this will work with other multi-selection pieces, too). Donovan says his firm has found it gets increased play on hit numbers by running two or three different renditions of the number at the same time on its large phonographs.

In the form of a suggestion to the diskeries, John says it would be a boon to all locations (and therefore the operators, too) if the major record companies would standardize on a volume level when cutting platters.

**BRIEFIES . . .** "I find by using a detergent oil for lubrication of my machines that I have fewer service calls, as the oil clings to the parts," writes R. L. Jolly, Coastal Electronics, Englehard, N. C.: "I use 20-weight Monogram oil," he added.

. . . Also from the South, this time from Clinton B. Corry, Richard Amusement Sales Company, Richmond, Va., comes a good suggestion for juke ops. Corry reports his firm works closely with local disk jockeys and record dealers, coinciding placement of new disks on location with the promotion coming from the jox and the dealers.

"Sensational!"  
**"OUTSTANDING"**  
"NOTHING LIKE IT!"  
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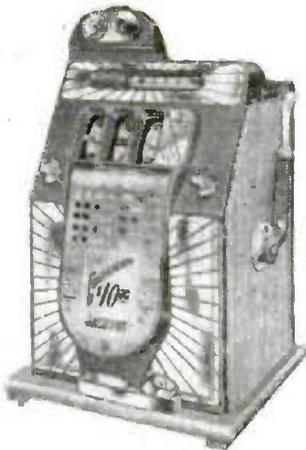
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**BUCKLEY  
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4223 W. Lake St.  
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## Summer Trade Closing Strong

(Continued from page 98)  
year. The introduction of the Rock-Ola Rocket 50 later this year is expected to boost the selling end of the industry. The continuing interest in 45 r.p.m. is another factor;

### Song Hits

Of the factors involved in the rejuvenated juke box business in recent weeks, the music phase is perhaps one of the most important. Operators from rural and urban areas thruout the country reported excellent tunes, and the top records which have been available during this period have done much to increase phono play. Cited as specific examples were such tunes as *Mona Lisa*; *Goodnight, Irene*; *Sam's Song*, *I Wanna Be Loved* and *Bewitched*.

Many ops placed special emphasis on standards, saying these tunes were proving consistent money-makers. K. Gillette and D. Casterline, Gillette Music Company, Norfolk, reported as follows:

"We are depending more and more on standards on our boxes to increase the income. *Green Eyes*, by Jimmy Dorsey, and *Poinaise*, as recorded by Carmen Cavallero, are constantly among the most played.

### War Work Influence

"Heavily stepped-up programs by plants in industrial areas which are already under contract to handle government contracts have had a definite influence on the phonographs. The Crest Amusement Company in Glendale, for example, reported "music box collections are definitely on the upgrade each week, and have been for the past month. This is due to much new war work in Southern California."

### 40-DISK CELLAR JOB

(Continued from page 98)  
tions are made on the wall box.

The wall box, also of prewar vintage, has been converted to carry flip-over title panels, thus doubling the selections displayed to 40. The patron twists a dial to read the reverse side of the title panels. The dial also controls the changer throw-over assembly. In this manner, Schwaemmle pointed out, each wall-box button does double duty and only the original 20 are needed to pick out the 40 selections. Wall boxes accept nickels, dimes and/or quarters.

Firm will also offer a conversion kit to route owners, enabling them to change over old wall boxes to 40-selection operation. The kit will list at about \$15, Schwaemmle said.

Bill-Boyd moved last week to new quarters at 625 10th Avenue.

### American Cigarette

The American Cigarette & Cigar Company declared a common dividend of \$2.50 per common share payable September 15 to stockholders of record September 1. The company also declared a \$1.50 per share quarterly dividend on preferred stock payable September 28 to stockholders of record September 15.

### Universal Holds 2d Plant Picnic

CHICAGO, Aug. 28.—Universal Industries held its second annual picnic today (28) for line workers and office staffers at the Village Grove Inn, Lincolnwood, Ill.

The all-day event featured hot and cold food and beverages for the several hundred persons who turned out. In addition, races and special activities were held for the children.

President Mel Binks, Vice-President Bill Ryan and other company executives welcomed the large crowd and gave out numerous door prizes to lucky ticket holders.

# COINMEN YOU KNOW

### Chicago:

(Continued from page 110)

pny, was skedded to return from a one-week vacation Monday (28). Meanwhile all hands at the plant are turning out Rockettes, the firm's new five-ball game. . . . S. I. Neiman, publicity director of the National Coin Machine Distributors' Association (NCMDA), is working on the agenda for the September meeting of the association.

Howie Freer, Empire Coin Machine Exchange, claims that new and used-game biz is booming and that the export market is also getting stronger. Gil Kitt and Ralph Sheffield, Empire owners, have been putting in a lot of overtime to keep up with demands for orders from the premium division. . . . Over at National Coin Machine Exchange, Betty Semack reports everyone is chipping in to take care of a rush of game orders. Joe Schwartz says the new Gottlieb game, Rockettes, is going over with Wisconsin ops.

Buckley Manufacturing, thru Jerry Haley, reports steady response to its Criss Cross jackpot bell machine. The Buckley wall and bar box is now selling for \$19.50. . . . Universal Industries was a beehive of activity all week with line per-

sonnel turning out heavy quantities of the one-ball Winner and Feature Bell and looking forward to the annual picnic skedded for Saturday (26).

Eddie Ginsberg, Atlas Novelty, is taking advantage of the few remaining long week-ends left this summer—and is putting in a lot of time at his modern farm. Firm has been closed all day Saturday since the first of July. . . . Locations in the Loop received a lot of extra trade last week as the Royal Order of the Moose held its annual convention.

At United Manufacturing all the staff and line personnel were back in high gear turning out Twin Shuffle Alley Rebound in quantity orders. All had a good time at the firm's annual picnic Saturday (19). Billy DeSelm and Ray Rahl report a steady stream of visitors. . . . At Williams Manufacturing Company, Sam Stern is enthused over the steady response to the Double Header baseball game. . . . Como Manufacturing, thru Bill Billheimer, says that orders for the Shuffle Bowler conversion continue to pour in. With this unit the Shuffle Bowler has all the features of the Bally Speed Bowler.

<b>ATLAS BUYS ARE BEST!</b>	<b>SHUFFLE GAMES</b> Williams Double Header United Twin Shuffle Alley Rebound Chicago Coin Trophy Bowl United Shuffle Slugger (Write) Keeney Double Bowler	<b>PIN GAMES</b> Canasta Judy Rockettes United Arizona Exhibit Playland
<b>NEW 1-BALLS WINNER • TURF KING</b>	<b>RECONDITIONED 1 BALLS</b> Champion ..... \$395 Citiation ..... 245	<b>WURLITZER 1250 AMI MODEL "C"</b> WRITE
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<b>PHONOGRAPHS Reconditioned, Refinished</b>		
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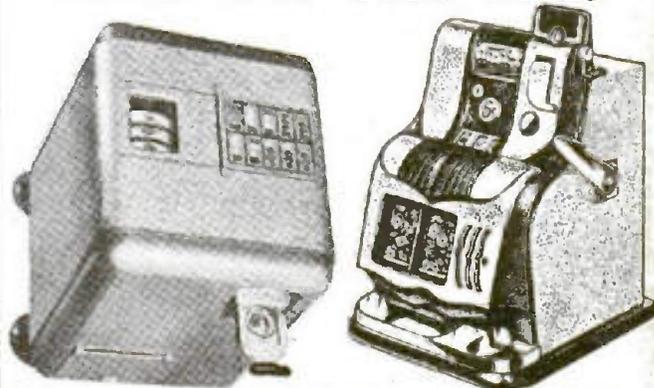
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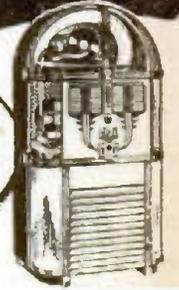
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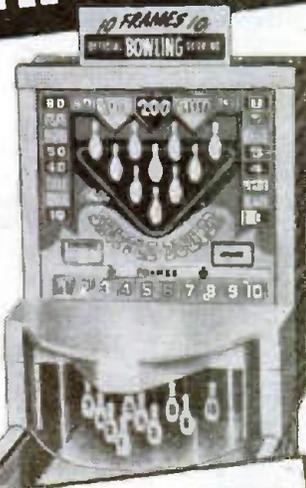
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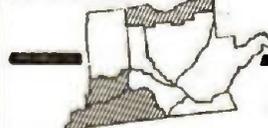
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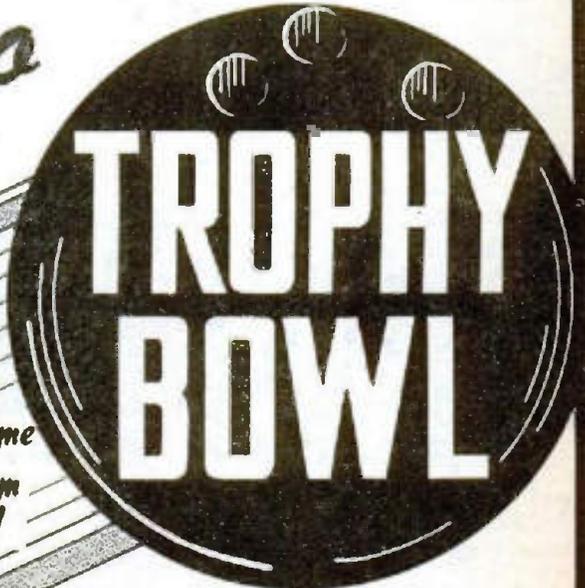
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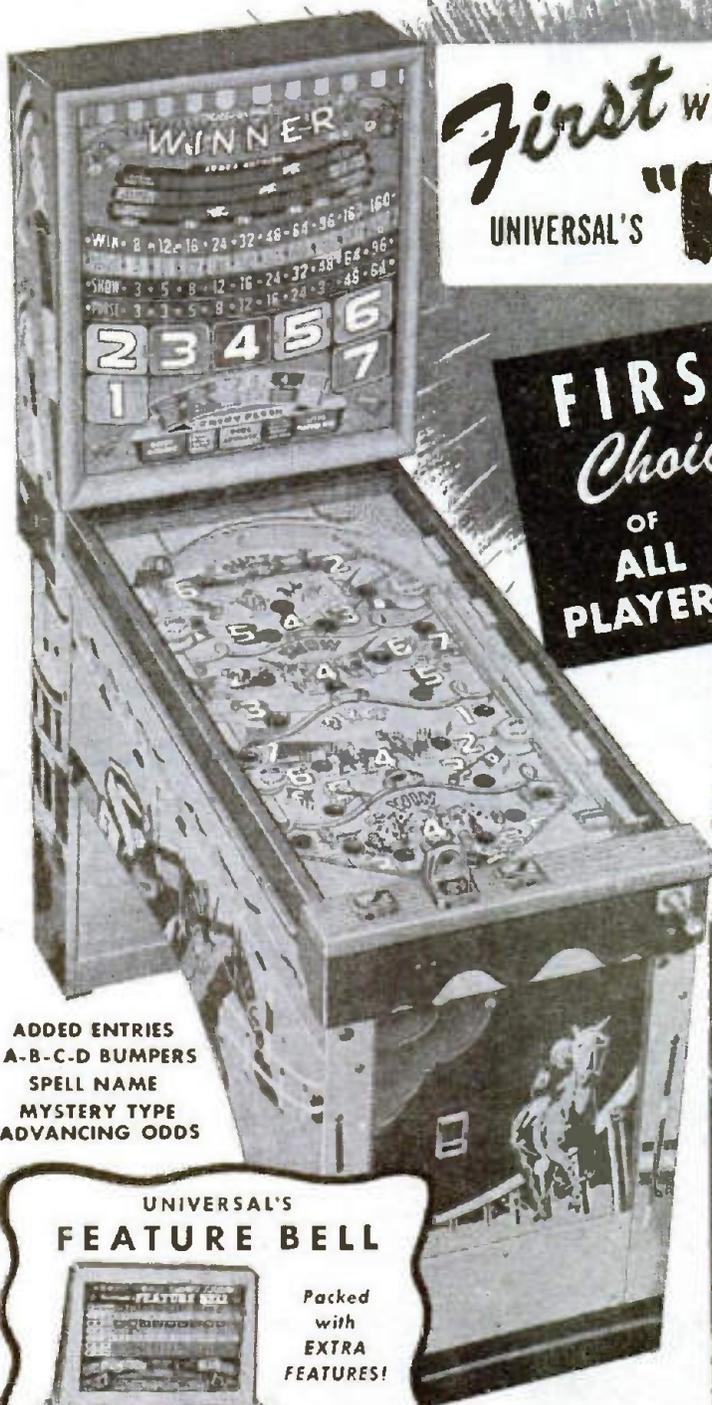


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UNIVERSAL'S **"WINNER"**

**FIRST**  
*Choice*  
OF  
**ALL**  
**PLAYERS**

TAKE ADVANTAGE OF THESE PLAY-INVITING  
**ENTRY FLASH**  
FEATURES FOR GREATER PROFITS THAN EVER!

- ★ **DAILY DOUBLE**... Returns ball after a winner, with odds remaining at same level for start of next game!!!
- ★ **EXTRA NEW SELECTIONS**... Boot—Saddle—No. 4's, etc., advance for better advantages and **STAY LITED UNTIL A WINNER IS MADE FROM THESE LITES!**
- ★ **LITES FEATURE RACE**... Gives player an additional method of "buying" Feature Race!
- ★ **ADVANCES ODDS**... One of the greatest incentives for additional play!
- ★ **PURSE AND SHOW SECTIONS SCORE WIN ODDS**... the familiar feature that players try for after obtaining other advantages!
- ★ **ADDITIONAL SELECTIONS:** 3, 4, 5, singly or in combination.

ADDED ENTRIES  
A-B-C-D BUMPERS  
SPELL NAME  
MYSTERY TYPE  
ADVANCING ODDS

UNIVERSAL'S  
**FEATURE BELL**



Packed with  
**EXTRA**  
**FEATURES!**

*New!*  
**KICK PLATE**  
**ON FRONT DOOR**

SAVING THE DAY FOR SHUFFLEBOARDS...  
UNIVERSAL'S "SHUFFLE TOURNAMENT"



**FITS**  
**ALL**  
**SHUFFLE-**  
**BOARDS**

Easy to Install  
or Remove

**AS MANY AS**  
**4 PLAYERS!**

Converts your shuffleboards into  
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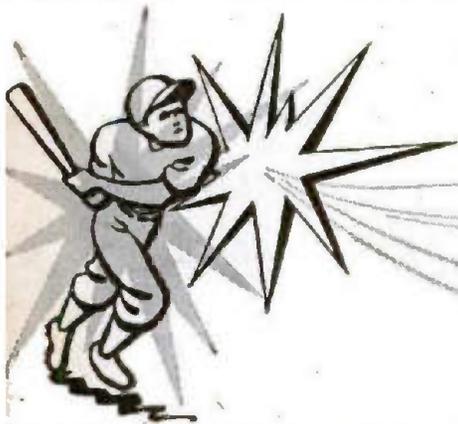
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8 Feet Long  
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HIGH SPEED REBOUND BASEBALL GAME

IT'S PHENOMENAL!

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**HIGHER**

Than 1st Week!

No other game has ever  
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**ACCLAIMED BEST FOR YEAR 'ROUND PLAY!**

Men Actually Run Bases on  
Field!

Opposing Team Actually in  
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**1 PLAYER 10c  
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**SEE IT—BUY IT AT  
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**CREATORS OF DEPENDABLE PLAY APPEAL!**  
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# Bally TURF KING

GETS RECORD-SMASHING PLAY

## from All Types of Players!

**I PLAY FOR BETTER ODDS** (with star icon)

**PURSE OR SHOW SCORES WIN IS MY MEAT** (with star icon)

**I GO FOR DOUBLE SCORES** (with clover icon)

**WE CONSERVATIVES PLAY ALL ADVANTAGES**

**WAVE THAT FEATURE FLAG FOR ME** (with flag icon)

**GIVE ME MORE SELECTIONS** (with horseshoe icon)

**I'M WILD ABOUT WILD HOLES** (with horseshoe icon)

**AMAZING NEW PLAYER'S CHOICE IDEA**

offers attractions to every type of player... the passer-by who plays a couple of nickels now and then... and the dyed-in-the-wool pinball fan who enjoys lengthy sessions of exciting play. And TURF KING permits each player to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history. Get your share... get TURF KING now.

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 DIVISION OF LION MANUFACTURING CORPORATION  
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# TWIN



UNITED'S

# SHUFFLE ALLEY REBOUND



## FAST PLAY

45 SECONDS

### DISAPPEARING PINS

### 1 OR 2 CAN PLAY

### 20-30 SCORING

10¢

20¢



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**HINGED PLAYFIELD**  
FOR EASY SERVICE

SMOOTH, QUIET  
OPERATION

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PROVEN  
**DROP  
CHUTE**

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8 FT. x 2 FT.



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# PROPER PROGRAMMING



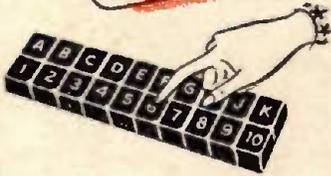
HIT TUNES

OLD FAVORITES

WALTZES & POLKAS

FOX TROTS & RUMBAS

CLASSICAL SELECTIONS



## 1. "MUSIC FOR EVERYONE"

The selector panel of the Select-O-Matic "100" is the greatest merchandising development in the history of coin-operated music. Here are 100 selections of music . . . all visible at one time . . . music to suit the taste of everyone . . . from tots to teen-agers to old-timers.

## 2. FAST REFERENCE

Fast reference is assured because the 100 titles are grouped under the five basic musical classifications. This is music programming at its best—possible only with the Select-O-Matic "100" Music System.

## 3. EASY SELECTION

It's simple, it's fun to play Select-O-Matic "100" Music Systems. Letter-button-number-button selection system is conveniently located. Single coin chute—one play, nickel—two plays, dime—six plays, quarter.

*Be 100% with Seeburg... only Seeburg has*



*at the phonograph*



*anywhere  
in the location*

# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 19

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